**Code Of Conduct**

* Do no harm. This is the ethical principle that has guided medical professionals for centuries it is also my underpinning principle.
* I will combine positive reinforcement training techniques with an
* understanding of natural dog behaviour to educate owners, with the aim of achieving as far as possible, well socialised, well-behaved dogs and good citizens on both ends of the leash within the remit of my role as a dog walker/sitter.
* I oppose the use of techniques and equipment that harm or scare the dog.
* I will conduct myself honestly, professionally and compassionately and perform these services within the guidelines of this code.
* I shall continue to develop additional skills and knowledge by keeping myself informed of advances in the field of canine behaviour and training, the latest on law, rules and regulations for my profession.
* I will use and advocate training methods that rely on:
  + Eliciting and reinforcing desired behaviours.
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  + Inhibiting or discouraging unwanted or potentially dangerous behaviours with an acceptable level of ‘punishment’.
  + Minimising if not eliminating what many may call ‘aversive’ techniques and adopting a modern, force free approach.
* I will take into account the physical and psychological well-being of my client and the individual dog(s).
* I may guarantee in general, satisfaction with my services, but should avoid promising specific outcomes or results.
* I should determine and recognise my own professional limits and abilities, be open and honest with clients and where necessary refer clients to another canine professional.
* I will respect the privacy policy and the data protection act; shall not disclose any information pertaining to my clients or their dog without the client's written permission.
* I should at all times be aware that the client has called me in as a professional and should conduct my behaviour with tact and sympathy and strive to become people orientated in my dealings with clients.
* I shall respect the views and independence of other canine professionals, and shall not publicly decry their conduct, methods or opinions unless the conduct, method or opinions could be considered as abuse.
* I shall maintain professional relationships with my clients. I shall not exploit such relationships for improper personal, professional or financial gain, nor seek inappropriately to impose my own values on clients.
* I shall at all times conduct my work considering the health and safety of

myself, my client and the welfare of their dog. I shall also consider my health and safety responsibilities to the general public and maintain a valid public liability and/or professional indemnity insurance policy.

* This code of conduct is a living document and will be developed to reflect adaptive dog training methods.