



Code of Ethics

The Code of Ethics was created to set forth guidelines for members of New Mexico Dog Trainers United (NMDTU). In order to be accepted as a member of this organization, you must agree to and comply with the following principles:

Principle I: Responsibility to Clients

- 1.1 Trainers/behavior consultants provide professional assistance to persons without discrimination on the basis of race, color, religion, sex (including pregnancy, sexual orientation, or gender identity), national origin, age (40 or older), disability and genetic information (including family medical history).
- 1.2 Trainers/behavior consultants are aware of, and comply with, applicable laws regarding the reporting of animal bites, and suspected abuse or neglect.
- 1.3 Trainers/behavior consultants respect the right of clients to make decisions regarding their pet's management, training, and care. Trainers/behavior consultants are responsible for helping clients understand the potential consequences of those decisions.
- 1.4 Trainers/behavior consultants obtain informed consent from clients before videotaping, audio recording, or permitting third-party observation.
- 1.5 Trainers/behavior consultants obtain signed waivers, contracts, or agreements prior to the start of services.
- 1.6 Trainers/behavior consultants ensure and oversee the safety of clients, animals, and the public in implementing training, and behavior programs.

Principle II: Confidentiality

- 2.1 Trainers/behavior consultants do not share confidential information that could reasonably lead to the identification of a client, or prospective client, research participant, or other person with whom they have a confidential relationship, unless they have obtained the prior written consent of the client, research participant, or other person with whom they have a confidential relationship.
- 2.2 Trainers/behavior consultants keep accurate and complete records of all clients, their animals, services provided, and the conclusion of the services provided. These records should be maintained with confidentiality and only released with written permission from the client.
- 2.3 Trainers/behavior consultants will collaborate with veterinary and other pet care professionals only after receiving client consent.

Principle III: Professional Competence and Integrity

- 3.1 Trainers/behavior consultants work to minimize the use of aversive stimuli and maximize the effective use of positive reinforcement to modify animal behavior consistent with a Least Intrusive, Minimally Aversive (LIMA) and Humane Hierarchy based approach.
- 3.2 Trainers/behavior consultants maintain competence in training and behavior through continuing education.
- 3.3 Trainers/behavior consultants maintain adequate knowledge of, and adhere to, applicable laws, ethics, and professional standards as set forth by their certifying organization and/or

educational governing body.

- 3.4 Trainers/behavior consultants provide truthful and transparent advertising and representation concerning their qualifications, certifications, experience, performance, and pricing of services.
- 3.5 Trainers/behavior consultants refrain from providing guarantees regarding the specific outcome of training and behavior plans.
- 3.6 Trainers/behavior consultants provide full disclosure of potential conflicts of interest to clients and other professionals
- 3.7 Trainers/behavior consultants work within their professional education and individual expertise, seek help and education when confronted with complex or difficult cases, and refrain from taking cases beyond their professional experience.
- 3.8 Trainers/behavior consultants provide referring veterinarians with professional feedback on services provided as requested, including sharing training or behavior plans, to improve continuity of care and ensure the collaborative relationship between health and behavior professionals.
- 3.9 Trainers/behavior consultants do not advise on problems outside the recognized professional education and certifications, and do not provide advice or recommendations in areas of veterinary medicine or family counseling, unless licensed and qualified to do so.
- 3.10 Trainers/behavior consultants do not permit employees, subcontractors, or supervisees to represent themselves as competent to perform professional services beyond their training, level of experience, and competence based on certification and education.

Principle IV: Responsibility to the Profession & New Mexico Dog Trainers United

- 4.1 Trainers/behavior consultants are respectful of colleagues, members of NMDTU, the NMDTU organization, and other professionals and do not engage in public commentary that is disrespectful of the individual, derisive or inflammatory, including commentary in public presentations, written media or on websites, internet discussion lists or social media. This includes actively recruiting clients away from other trainers, and cyberbullying, which is the use of electronic media for deliberate, repeated and hostile behavior against colleagues.
- 4.2 Professional trainers/behavior consultants maintain adequate professional liability insurance coverage.
- 4.3 Trainers/behavior consultants shall not commit business fraud, plagiarism, copyright infringement, misuse or misappropriation of logos, trademarks, theft of intellectual property, slander, or libel.

Principle V: Financial Arrangements & Truthful Representation of Services

- 5.1 Prior to entering into the professional relationship, Trainers/behavior consultants clearly disclose and explain to clients all financial arrangements and fees related to professional services.
- 5.2 Trainers/behavior consultants represent truthfully to clients, third party payors, and students what services have been or are being rendered for fees paid.

Principle VI: Advertising

- 6.1 Trainers/behavior consultants accurately represent their competencies, education, training, and experience relevant to their practice of training and behavior.
- 6.2 Trainers/behavior consultants do not use titles that could mislead the public concerning the identity, responsibility, educational level, and status of those practicing under that title.
- 6.3 Trainers/behavior consultants correct, wherever possible, false, misleading, or inaccurate information, and representations made by others, concerning the consultant's

qualifications, services, or products.

6.4 Trainers/behavior consultants do not represent themselves as providing specialized services unless they have the appropriate education, training, or experience.

6.5 Trainers/behavior consultants refrain from making misrepresentations regarding marketing and logos for which the practitioner is no longer eligible, and removes logos and claims of certification or NMDTU membership when no longer maintained by the practitioner.

6.6 Trainers/behavior consultants agree to use the most current logos and related marketing materials of NMDTU, and follow the organization's recommended usage of these materials.

Any member is subject to termination of membership if they: (a) are convicted of a felony that involves violence against people or animals; (b) engage in conduct which could lead to conviction of a felony, or a misdemeanor, related to their functions as a dog training professional; (c) engage in cruelty, abuse, or neglect of animals or humans, crimes against humanity, or violence against animals or humans as interpreted by the board; (d) fail to adhere to the above Code of Ethics; or (e) fail to cooperate with any investigation of an ethical complaint to NMDTU from inception through the completion of all proceedings regarding that complaint.

Any member, or member applicant, who wishes to appeal the termination may do so in accordance with the complaints process.