

GUIDELINES FOR ONLINE PLATFORMS SELLING DOGS



HOW TO DO IT RESPONSIBLY?

MINIMUM INFO ABOUT THE DOG

- Recent pictures of the animal
- The breed, date and country of birth, sex, etc.
- Microchip number and the database where it is registered*
- Vaccination and anti-parasitic treatment records, and other health info such as neutering
- Price and buyers rights (e.g. warranty)
- Appropriate and relevant animal care information
- Detailed description: character, parents, etc.



MINIMUM INFO ABOUT THE BREEDER/SELLER

- Contact details of the seller (phone, name, email, region, address, etc.)
- Status of the seller: hobby or commercial breeder, trader, shelter, charity, etc.
- Breeder's or seller's registration number*



*If applicable in your country/region

