

The Kennel Club General Code of Ethics

All breeders who register their puppies, and new owners who register ownership of their dogs with the Kennel Club, accept the jurisdiction of the Kennel Club and undertake to abide by its general Code of Ethics.

Breeders/Owners:

1. Will properly house, feed, water and exercise all dogs under their care and arrange for appropriate veterinary attention if and when required.
2. Will agree without reservation that any veterinary surgeon who performs an operation on any of their dogs which alters the natural conformation of the animal, or who carries out a caesarean section on a bitch, may report such operations to the Kennel Club.
3. Will agree that no healthy puppy will be culled. Puppies which may not conform to the Breed Standard should be placed in suitable homes.
4. Will abide by all aspects of the Animal Welfare Act.
5. Will not create demand for, nor supply, puppies that have been docked illegally.
6. Will agree not to breed from a dog or bitch which could be in any way harmful to the dog or to the breed.
7. Will not allow any of their dogs to roam at large or to cause a nuisance to neighbours or those carrying out official duties.
8. Will ensure that their dogs wear properly tagged collars and will be kept leashed or under effective control when away from home.
9. Will clean up after their dogs in public places or anywhere their dogs are being exhibited.
10. Will only sell dogs where there is a reasonable expectation of a happy and healthy life and will help with the re-homing of a dog if the initial circumstances change.
11. Will supply written details of all dietary requirements and give guidance concerning responsible ownership when placing dogs in a new home.
12. Will ensure that all relevant Kennel Club documents are provided to the new owner when selling or transferring a dog, and will agree, in writing, to forward any relevant documents at the earliest opportunity, if not immediately available.
13. Will not sell any dog to commercial dog wholesalers, retail pet dealers or directly or indirectly allow dogs to be given as a prize or donation in a competition of any kind. Will not sell by sale or auction Kennel Club registration certificates as stand alone items (not accompanying a dog).
14. Will not knowingly misrepresent the characteristics of the breed nor falsely advertise dogs nor mislead any person regarding the health or quality of a dog.

Breach of these provisions may result in expulsion from club membership, and/or disciplinary action by the Kennel Club and/or reporting to the relevant authorities for legal action, as appropriate.



THE KENNEL CLUB
Making a difference for dogs



Application for the Registration of a Kennel Name Form 10



THE KENNEL CLUB

Kennel Club House, Gatehouse Way, Aylesbury, Bucks HP19 8DB
Telephone 01296 318540 www.thekennelclub.org.uk

The Kennel Club Limited Incorporated in England and Wales Registered No: 239096833 VAT No: 239096833
Clarges Street, London, W1J 8AB

All information is correct at time of printing



THE KENNEL CLUB

Making a difference for dogs

Thank you for applying for a Kennel Name. As a Kennel Name holder you will receive a number of Kennel Club benefits and services as part of your exclusive membership package.

What is A Kennel Name?

A Kennel Name is an exclusive word that is associated with you and your dogs.

Known as your 'breeder signature', a Kennel Name will set your puppies aside from those of anyone else.

KENNEL NAME



A Kennel Name is an exclusive word that is associated with you and your dogs. Known as your 'breeder signature', a Kennel Name will set your puppies aside from those of anyone else.

You can include your Kennel Name within the names of your puppies at the point of registration as well as add to an

existing name of a dog in your current registered ownership.

Becoming a Kennel Name holder will also enable you to receive the Puppy Naming service free of charge.

For further details on applying please visit www.thekennelclub.org.uk/kennelnames

THE FIVE GENERATION ENHANCED PHOTO PEDIGREE!



Take pride in your puppy's heritage with a Kennel Club Photo Pedigree!

As the proud owner of a Kennel Club registered dog you have the opportunity to celebrate your dog's pedigree and its Champion ancestry by getting a certificate personalised with your favourite image of them.

Discover the Champions in your dog's family tree and order now at www.thekennelclubshop.org.uk

Affiliates

Become a Kennel Club affiliate today!

Becoming an affiliate can be a rewarding and productive way of contributing to the Kennel Club's overall aim to promote in every way the general improvement of dogs. You will also receive some great benefits.

As a Kennel Club affiliate you will receive:

- A monthly subscription to the Kennel Gazette
- The Kennel Club Year Book
- Printed copies of the Kennel Club Annual and Dog Health Reports
- A loyalty card - receive exclusive discounts on Kennel Club merchandise, publications and tickets for Crufts and Discover Dogs

As an affiliate, you are invited to enjoy a guided and informative tour of the Clarges Street offices in London, followed by afternoon tea.

If you would like to become a Kennel Club affiliate please visit:

www.thekennelclub.org.uk/kcaffiliates

Petlog

Petlog is the UK's largest database for microchipped pets.



Petlog is managed by the Kennel Club and has been in operation for over 20 years, securely holding over 10 million pet owner details. It is important that your dog is microchipped in order to comply with the latest legislation.

If your dog is recorded on Petlog, consider upgrading to Petlog Premium - the most effective way of keeping your contact details up to date throughout the lifetime of your pet.

To find out more please visit:

www.petlogpremium.org.uk
or call 01296 336579

Online Services



For all your Kennel Club services - log into or register for an account with MyKC.

This is your online access to all the information you need on the Kennel Club database of dogs. It gives you access to all the health tools, litter registration, incredible access to Kennel Club pedigree history of all dogs, plus lots of additional services such as dog friendly businesses, special offers and all available from your own personalised home screen. Visit www.mykc.org.uk

You can find a wealth of information and services on the Kennel Club website or through your MyKC account:

- **Litter Registration** - if you are a breeder, you will be able to quickly and efficiently register your new litter online using your MyKC account.
- **Breed Information Centre** - up to date information about your chosen breed with all recommended health schemes, breed standards, breed clubs and rescue and Kennel Club Assured Breeders.
- **Health Test Results Finder** - displays health tests recorded with the Kennel Club for dogs on the Breed Register.
- **Online Transfer Service** - enables new owners to transfer the ownership of their dog online and benefit from the range of services offered by the Kennel Club.
- **Dog Name Check** - this is a helpful tool allowing you to check the names of your puppies before applying to improve your chances of getting your first choice of names through hand speed up your application.
- **Dog Information Guides** - the Kennel Club has developed a collection of Information Guides for dog owners, exhibitors and breeders. Each guide is designed to give you key information and advice about some of the different issues you may face through your life in the UK with your dog.
- **Find a Puppy service** - receives over 500,000 puppy searches every month from potential new puppy owners.
- **Find a Club** - a helpful online tool giving you access to all the breed, training and activity clubs across the UK.
- **The Assured Breeder Scheme** - the aim of the Kennel Club Assured Breeder Scheme is to promote responsible breeding. It promotes good breeding practice and, as a breeder, you may wish to consider joining. The Kennel Club is the only organisation accredited by the United Kingdom Accreditation Service (UKAS) to certify dog breeders, under the Kennel Club Assured Breeder Scheme.

Visit www.mykc.org.uk to find these tools and much more.

A guide to help you complete an Application for the Registration of a Kennel Name

This form should be used by the applicant(s) to apply for a Kennel Name.
It should be completed and sent to the Kennel Club.
To complete your application online go to: www.thekennelclub.org.uk/forms/

1 Applicant(s) name and address

The applicant is the name of the person in whose name the Kennel Name is to be registered. Please complete all sections in order for the Kennel Name to be accepted. **A Kennel Name word can only be used for the naming of dogs where the ownership of the Kennel Name and the registered ownership of the dog are identical.**

2 Kennel Name applied for (please read carefully)

- A selection of three names should be given in order of preference.
- The Kennel Name must be one word only, at least 4 and not more than 12 characters. Hyphens and apostrophes are not permitted.
- The applicant(s) cannot use his/her own surname.
- Full breed names cannot be used within a Kennel Name e.g. Labrador.
- Common place names, Registered Company and Trade Names cannot be used

Breed(s): Please state breed(s) interested in.

3 Annual fee

- An initial fee of £70 is payable to register a Kennel Name. This includes the registration fee of £50 and the first year's maintenance fee of £20.
- The maintenance of the Kennel Name will be due for payment annually on the date the Kennel Name was granted. The Kennel Club will notify you four weeks before the annual maintenance payment is due, if paying by credit card or cheque, however the onus lies with the Kennel Name holder to ensure payment has been taken.
- If the annual maintenance payment is not made the Kennel Name will lapse and will no longer be protected from being used in the naming of puppies.

Important: If you change your name or address, we require notification in writing. Failure to update your details may prevent correspondence relating to Kennel Name maintenance being delivered causing the Kennel Name to become lapsed.

4 Declaration

The declaration must be signed by the applicant(s) in order for the application for a Kennel Name to be accepted.

5 Fee

The application fee for the Kennel Name, including the first year's maintenance payment, is £70.00.

6 How to pay

Please complete this section with your payment details for the granting of a Kennel Name.

Annual maintenance by Direct Debit

We recommend that you complete this section in order to pay for the future annual maintenance payments by Direct Debit. This method will help ensure that your Kennel Name does not lapse and costs just £18, saving you £2 off the regular annual maintenance fee.

If you prefer, maintenance can be paid by cheque or credit card for an annual fee of £20 online at www.thekennelclub.org.uk/registration/kennel-names/ or by calling us (see bottom of page).

Returning your application

Once you have completed this form, please send it together with the appropriate fee to the address at the bottom of the page.

NOTES:

The Kennel Club reserves the right to reject any application to register a Kennel Name or transfer any dog or to change or cancel or suspend any registration and may cancel or suspend any registration or transfer or grant of a Kennel Name already made.

The acceptance of a registration is not a guarantee of its accuracy.

When submitted, this form remains the property of the Kennel Club.

The Kennel Club will only protect your chosen word whilst maintenance payments are made and as it is spelt, the Kennel Club is under no obligation to disallow minor variations in the naming of puppies.

Once confirmed your Kennel Name certificate will be issued, and your Kennel Name will be published in *the Kennel Club Journal*.

If a Kennel Name lapses, it may be available as a Kennel Name to a new applicant. It cannot be used by the original holder until an application has been accepted, however there is no guarantee the Kennel Name will be re-instated.

The data and health screening results connected to your dog will be published and used for registration and publication in relevant Kennel Club documentation as well as included in the Health Test Results Finder and Mate Select calculations. The data may also be used for research (statistical purposes) and shared with trusted and reputable partners for the sole purpose of undertaking research to improve dog health and welfare.

The full Kennel Club Rules and Regulations are contained in the Kennel Club Year Book.

Check breed-specific information on any breeding restrictions at www.breedinformationcentre.org.uk

To view details on the Kennel Club Privacy Policy please visit www.thekennelclub.org.uk

Adding your Kennel Name to an existing dog in your ownership

Information regarding using your Kennel Name can be found on the Kennel Club Form 8 (Change of Registered Name by the addition of a Kennel Name).

However, please note that the registered name of a dog may not be changed by the addition of a Kennel Name more than thirty days after the date of the first award which qualifies that dog for entry in the Kennel Club Stud Book or if a name change has already taken place.

Check List

- Have you completed all sections required?
- Have you checked all parties have signed the declaration?
- Have you included the correct payment?
- Have you completed the Direct Debit section?

Contact us



01296 318540
Mon-Fri 9am-5pm



The Kennel Club
Kennel Club House
Gatehouse Way
Aylesbury
Bucks, HP19 8DB



www.thekennelclub.org.uk



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Please refer to notes overleaf when completing the application.

To complete your application online go to: www.thekennelclub.org.uk/forms/

FOR OFFICE USE ONLY

1 NAME AND ADDRESS OF APPLICANT(S)

Privacy: Your privacy is very important and we retain your data in accordance with our Privacy Notice which can be found on the Kennel Club website www.thekennelclub.org.uk

1 MR/MRS/MISS/MS	FIRST NAME	SURNAME
2 MR/MRS/MISS/MS	FIRST NAME	SURNAME
3 MR/MRS/MISS/MS	FIRST NAME	SURNAME
ADDRESS		
POST CODE	MOBILE NO.	
EMAIL		

2 KENNEL NAME APPLIED FOR (Please read guide note 2)

1	BREED(S)
2	
3	

3 ANNUAL FEE

Please note that maintenance of this Kennel Name will be due for payment annually on the date the Kennel Name has been granted. See guidance note 3.

4 DECLARATION TO BE SIGNED BY THE APPLICANT(S)

I/we certify that the above particulars are true to the best of my/our knowledge and I/we acknowledge that in all canine matters I/we have consented to be bound by and submit to the Kennel Club Rules and Regulations as they may be amended from time to time.

APPLICANT(S) SIGNATURE(S)  DATE

5 FEE

£ 70.00	<input checked="" type="checkbox"/>	Kennel Name application fee (includes £50 application fee and £20 first year's maintenance)
Grand Total	£	

We aim to deliver within 14 days, however, please note, failure to fully complete the application form and/or include the correct payment will result in delaying the registration process and the application form may have to be sent back to you.

6 HOW TO PAY

A. By Debit or Credit Card. Please charge my Visa MasterCard Delta

Card Number

Expiry Date of Card /

Issue Number (if printed on card)

Card security The last 3 numbers on reverse of the card

If you require a VAT invoice please tick here.

SIGNATURE _____ DATE

B. By Cheque. I enclose a cheque made payable to 'The Kennel Club Limited'

7 ANNUAL MAINTENANCE BY DIRECT DEBIT

The Kennel Club Limited

Registered No: 8217778



Instruction to your bank or building society to pay by Direct Debit

Please fill in the whole form using a ball point pen and send to:
The Kennel Club, Kennel Club House, Gatehouse Way, Aylesbury, Bucks HP19 8DB.

Name and full postal address of your bank or building society

To: The Manager	Bank/building society
Address	
Postcode	

Name(s) of account holder(s)

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Bank/building society account number

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Branch sort code

--	--	--	--	--	--

Service user number

9	8	0	1	0	4
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Reference

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FOR THE KENNEL CLUB LIMITED OFFICIAL USE ONLY
This is not part of the instruction to your bank or building society.

Please note that maintenance of this Kennel Name will be due for payment annually on the date the Kennel Name was granted.

Instruction to your bank or building society

Please pay The Kennel Club Limited Direct Debits from the account detailed in this Instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this Instruction may remain with The Kennel Club Limited and, if so, details will be passed electronically to my bank/building society.

Signature(s) _____

Date _____

Banks and building societies may not accept Direct Debit Instructions for some types of account.

This Guarantee should be detached and retained by the payer.



The Direct Debit Guarantee

- This Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit The Kennel Club Limited will notify you 10 working days in advance of your account being debited or as otherwise agreed. If you request The Kennel Club Limited to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If any error is made in the payment of your Direct Debit, by The Kennel Club Limited or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society.
 - If you receive a refund you are not entitled to, you must pay it back when The Kennel Club Limited ask you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.

