

# Kingsley Tails

*Code of Conduct*



# For all dog care professionals raising the standard in dog care.

## Our Kingsley Tails code of conduct

At Kingsley Tails we're committed to raising the standard of dog care, and we expect every professional on our platform to share that commitment.

This code of Conduct outlines the standard required to join and remain a member of the Kingsley Tails platform.

By joining Kingsley Tails, professionals agree to uphold the principles set out in this code of conduct.

Helping us build a trusted, safe, and caring community for dogs, owners and professionals.

Kingsley Tails is a UK based platform. All professionals must operate in line with current UK law, recognised welfare guidance, and local authority requirements.

**Kingsley Tails**

# The Kingsley Tails Standard

The dog care industry in the UK remains largely unregulated.

Anyone can call themselves a dog walker.

Not everyone operates to a professional standard.

Kingsley Tails was created to change that.

We exist to raise the bar in dog care by setting clear expectations, requiring legal compliance, and prioritising welfare above convenience or profit.

We are not an open listing platform.

We are a vetted community of professionals who choose to do things properly.

Being a member of Kingsley Tails is earned and maintained.

## Who is this code for

This code is for professionals who take their responsibilities seriously.

It is for those who:

- Understand that caring for someone's dog is a position of trust.
- Recognise their responsibility under UK law
- Believe welfare should always come first
- Want to be recognised for operating to a higher standard

*If you are committed to working lawfully, ethically, and transparently, you belong here.*

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## Professional Conduct & Integrity

Professionals listed on Kingsley Tails represent not only themselves but the standards of the platform.

### Our Non Negotiables

To remain a member of Kingsley Tails, all professionals are expected to:

- Keep their profile accurate and up to date
- Only advertise qualifications they genuinely hold
- Communicate honestly and respectfully with clients
- Use written agreements where appropriate
- Conduct meet & greets before beginning services
- Maintain clear and professional boundaries with clients
- A DBS check
- Public liability insurance suitable for their activities
- A current canine first aid certificate
- Any legally required local authority licence (e.g. boarding, daycare)
- Operate within safe and responsible dog to handler ratios of 4 to 1.
- Renew certificates before expiry date
- Inform Kingsley Tails of any changes

*These are not optional enhancements. They are the minimum standard to remain part of the Kingsley Tails community. Providing false, misleading, or expired documentation may result in suspension or removal.*

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## Welfare Comes First - Always

At Kingsley Tails, the welfare of the dog must always come first before convenience, scheduling pressures, or profit.

All professionals are expected to operate in accordance with the principles set out in the *Animal Welfare Act 2006*.

Under this law, every dog's five welfare needs must be met:

- A suitable environment
- A suitable diet
- The ability to exhibit normal behaviour
- Appropriate social housing
- Protection from pain, suffering, injury, and disease

These needs form the foundation of responsible dog care.

Professionals must take all reasonable steps to protect the safety, wellbeing, and emotional state of every dog in their care.

If a situation compromises a dog's welfare the professional must act immediately in the dogs best interest.

*All Kingsley Tails professionals must actively protect and promote these welfare needs in every service provided.*

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## Safe Handling & Responsible care

Kingsley Tails professionals are expected to manage dogs safely, calmly, and responsibly at all times.

This includes:

- Assessing temperament before introducing dogs to group walks
- Avoiding unsafe dog group sizes, Kingsley Tails promotes 4 to 1 ratio
- Using appropriate, well fitted equipment
- Supervising dogs properly at all times
- Adjusting services during extreme weather conditions
- Refusing services where a dog's welfare may be comprised

*Kingsley Tails supports positive, humane handling methods.*

*The use of aversive or punishment-based techniques, including shock collars is not permitted.*

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## Safe Transport of Dogs

Where professionals transport dogs as part of their services, they must do so safely and responsibly.

Transport must comply with the requirements of the Welfare of Animals (Transport) (England) Order 2006.

Professionals must ensure:

- Dogs are transported in safe, secure conditions
- Appropriate restraints or crates are used
- Vehicles are suitable for transporting animals
- Dogs are protected from injury, stress, and extreme temperatures
- Dogs are never left unattended in unsafe conditions.
- Maintaining suitable vehicle insurance

*Transport is not simply a convenience, it is a welfare responsibility.*

## Licensing & Local Authority Compliance

Some dog care services require licensing under the The Animal Welfare (Licensing of Activities Involving Animals) (England) Regulations 2018.

Where applicable, professionals must:

- Hold a valid licence from their local authority
- Operate within permitted dog limits set by their license
- Maintain facilities that meet licensing standards
- Display licensing details where required

*Operating without a required license is not permitted on the Kingsley Tails platform and will result in immediate suspension from Kingsley Tails.*

## Insurance & Risk Management

All professionals must maintain appropriate insurance for the services they provide.

This typically includes public liability insurance covering activities such as:

- Dog walking
- Dog sitting
- Transportation of dogs
- Dog Boarding or Day care

Insurance must remain valid at all times while operating on the platform.

*Kingsley Tails will request updated proof of insurance.*

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## **Data Protection & Confidentiality**

Dog Care professionals often have access to personal information about their clients.

All professionals must handle this information responsibly and in accordance with the Data Protection Act 2018 and UK GDPR.

This includes:

- Storing client information securely
- Collecting only the information necessary to providing services
- Never sharing client information without consent
- Respecting client confidentiality at all times

## **Continuous Learning & Professional development**

Responsible professionals recognise that learning never stops.

Kingsley Tails encourages all members to:

- Stay informed about development in dog welfare and behaviour
- Follow guidance issued by the Department for Environment, Food & Rural affairs
- Continue developing their knowledge and skills
- Maintain high standards within their own business

*Raising standards requires ongoing commitment to improvement.*

**Kingsley Tails**

## If Standards Are Not Met

Kingsley Tails takes the safety of dogs and the trust of owners seriously.

The platform reserve the right to review, suspend, or remove professionals where we identify :

- False or misleading information
- Expired or invalid documentation
- Lapsed insurance or licensing
- Unsafe handling practices
- Repeated welfare concerns or complaints
- Breach of UK law
- Negligent, abusive, or unprofessional conduct

*Our priority will always be dog welfare and public trust.*

*Kingsley Tails will always remain selective with no compromise on standards.*

## Confirmation of Commitment

By becoming and remaining a member of Kingsley Tails, professionals confirm that they:

- Understand and agree to this Code of Conduct
- Will comply with relevant UK legislation
- Will maintain valid insurance, DBS, canine first aid, licensing, and required documentation
- Support the mission of Kingsley Tails to raise the standards within the dog care industry.

Kingsley Tails - *The standard for modern dog care - raising the standard.*

**Kingsley Tails**