



ELITE KENNEL
— FERTILITY —
Veterinary Practice

Website and Advertising Policy

Effective Date: February 2024

1. Introduction

This Advertising Policy applies to all advertising and promotional activities undertaken on www.elitekennelfertility.com across all pages and channels. It is designed to ensure that our advertising practices are legal, ethical, and consistent with our brand values.

2. Scope

This policy applies to all employees, contractors, clients and partners involved in the creation, planning, and execution of advertisements on behalf of Elite Kennel Fertility.

3. Ethical standards and Legal Compliance

All advertisements on the elite kennel fertility website must comply with the ethical breeding policy in its entirety and should not mention any excluded breeds as specified in any written content or media utilised.

As part of our commitment to maintaining a professional and ethical platform, we require all breeders advertising stud dogs on our website to adhere to the following guidelines regarding the content of their advertisements:

1. No Veterinary Advice: Advertisements must not include any form of veterinary advice. This includes, but is not limited to, guidance or recommendations related to:

- The timing of mating.
- Health assessments, treatments, or medical procedures.
- Any other veterinary-related topics.

2. Focus on Stud Information: Advertisements should strictly provide details about the stud dog, such as pedigree, temperament, achievements, and other relevant non-veterinary information. Where possible, all kennel club registered dogs should provide their full kennel club name and pedigree.

www.elitekennelfertility.com

Elite Kennel Fertility, Chapel Field Stud, Ash Lane, Whitchurch, Shropshire, SY13 4BP, UK

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Registered Office: International House, 6 Market Street, Oaken Gates, Telford, Shropshire TF2 6EF Company No. 12052992 | VAT No. 328 9636 60

3. Consultation with Professionals: We encourage breeders and potential clients to seek advice from qualified veterinarians for any queries related to breeding, health, or medical concerns.

Failure to comply with this policy may result in the removal of the advertisement and potential suspension of advertising privileges on our platform.

All advertising materials must:

Be truthful and non-deceptive.

Comply with all relevant laws and regulations, including Artificial and Transcervical Inseminations.

References to AI (artificial insemination) or TCI (transcervical insemination) should be carried out exclusively by a veterinarian in compliance with UK laws and regulations.

Respect privacy and intellectual property rights.

4. Brand alignment

Advertisements must:

Accurately reflect the values and messaging strategy of Elite Kennel Fertility.

Maintain consistency with the overall brand identity.

Include only high-resolution and high-quality images in all advertisements.

Misleading or unclear terms should not be included in any advertisements.

Abusive language is not tolerated and accounts using such language will be terminated immediately.

5. Approval process

All advertising content must be reviewed and approved by Elite Kennel Fertility.

Any revisions to approved content must undergo a subsequent review by Elite Kennel Fertility.

6. Training and awareness

Regular training sessions will be conducted for staff involved in advertising.

Updates on legal and ethical standards in advertising will be provided to all staff, clients and partners involved in the creation.

7. Monitoring and compliance

Compliance with this policy will be regularly monitored.

Violations of the policy will be addressed by Elite Kennel Fertility directly with the advertiser.

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8. Review and amendments

This policy is subject to review and amendment to reflect changes in legal requirements and industry best practices.

9. Closing statement

When it comes to advertising products or services for your dogs, it is crucial to prioritize the well-being and happiness of dogs above all else. Ensuring that all advertisements are designed with the dog's best interest in mind is not only ethical but also fosters trust and loyalty from bitch owners. By incorporating the dogs' best interest as the primary focus of all adverts, we can create a more compassionate and responsible community that values the welfare of our beloved canine friends above all else.

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