



ELITE KENNEL
— FERTILITY —
Veterinary Practice

Website and Advertising Policy

Effective Date: May 2026

Applies To: All advertising, promotional content, listings, media, and communications published on or through Elite Kennel Fertility.

1. Introduction

This Advertising Policy applies to all advertising and promotional activities undertaken on the Elite Kennel Fertility website and associated platforms, including but not limited to website listings, social media promotions, partner platforms, email marketing, and digital communications.

The purpose of this policy is to ensure that all advertising carried out through Elite Kennel Fertility (“EKF”) is lawful, ethical, transparent, and aligned with UK legislation, animal welfare standards, and the values of EKF.

By submitting advertising content to EKF, all advertisers, breeders, partners, and users agree to comply fully with this policy.

2. Scope

This policy applies to:

- Employees and contractors of EKF.
- Breeders advertising stud dogs or related services.
- Clients, advertisers, partners, and third-party contributors.
- Any person or organisation submitting content, images, videos, advertisements, or promotional materials for publication by EKF.

This policy applies across all EKF-controlled platforms and communication channels.

www.elitekennelfertility.com

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

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3. Legal Compliance and Ethical Standards

All advertisements published through EKF must:

- Comply with all applicable UK laws, regulations, and codes of practice in force as of May 2026.
- Comply fully with EKF's Ethical Breeding Policy.
- Avoid the promotion, encouragement, or facilitation of irresponsible breeding practices.
- Prioritise the welfare, health, and well-being of dogs at all times.
- Be truthful, accurate, and not misleading.
- Respect privacy, copyright, intellectual property rights, and consumer protection legislation.
- Comply with the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code).
- Comply with the Consumer Protection from Unfair Trading Regulations 2008.
- Comply with the Animal Welfare Act 2006 and all relevant breeding and veterinary legislation.

EKF reserves the right to refuse, edit, suspend, or remove any advertisement that it believes breaches this policy, UK law, or the ethical standards expected by EKF.

4. Excluded Breeds and Prohibited Content

Advertisements must not:

- Include or promote any breed excluded under EKF policies.
- Include content encouraging illegal breeding practices.
- Include misleading claims regarding fertility, health, bloodlines, colour genetics, or breeding outcomes.
- Include abusive, discriminatory, threatening, offensive, or defamatory language.
- Include graphic, inappropriate, or low-quality content.
- Include false endorsements or misleading testimonials.

Any account using abusive language or engaging in inappropriate conduct may be terminated immediately without notice.

5. Veterinary Advice and Medical Claims

As part of EKF's commitment to maintaining a professional and ethical platform, advertisements must not include veterinary advice or medical instruction.

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Advertisements must not contain:

- Advice regarding timing of mating.
- Advice relating to fertility treatments or breeding management.
- Medical recommendations.
- Veterinary diagnoses.
- Health treatment advice.
- Claims of guaranteed conception, litter size, fertility success, or medical outcomes.
- Instructions relating to medications, hormones, supplements, or procedures.

Stud advertisements should focus strictly on factual information relating to the stud dog, including:

- Registered kennel club name.
- Pedigree.
- Temperament.
- Achievements.
- Health test results where appropriately evidenced.
- Proven stud history.
- Relevant non-medical information.

Where applicable, advertisers are encouraged to include official registration details and verified pedigree information.

Potential clients should always seek advice from a qualified veterinary professional for any breeding, fertility, or health-related concerns.

6. Artificial Insemination and Veterinary Procedures

References to Artificial Insemination (AI), Transcervical Insemination (TCI), semen collection, semen storage, progesterone testing, or other veterinary procedures must:

- Comply fully with all applicable UK laws and veterinary regulations.
- Be carried out only by appropriately qualified veterinary professionals where legally required.
- Avoid misleading claims regarding success rates or outcomes.
- Avoid presenting veterinary procedures as guaranteed or risk-free.

Any advertisement implying illegal or unqualified veterinary activity will be removed immediately.

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7. Image Authenticity and Artificial Intelligence (AI) Generated Images

To protect transparency and maintain trust within the breeding community, EKF requires all advertisements for genuine stud services to use authentic and accurate images of the advertised dog.

AI-Generated Images Prohibited for Stud Service Advertising

Artificial Intelligence (AI) generated, manipulated, or synthetic images must not be used when advertising actual stud dogs or stud services.

This includes:

- Fully AI-generated dog images.
- Digitally fabricated dogs.
- Heavily manipulated or misleading edited images.
- Images altered in a way that materially changes the appearance, structure, colour, or features of the dog.

Advertisements for stud services must include genuine photographs of the actual dog being advertised.

If EKF reasonably believes that an image has been generated, manipulated, or enhanced using AI or deceptive editing methods, EKF reserves the right to:

- Remove the image immediately.
- Request replacement images.
- Suspend or remove the associated advertisement.
- Refuse future advertising submissions.
- Terminate advertising privileges at EKF's discretion.

The decision of EKF regarding image authenticity and advertising suitability shall be final.

Minor editing for image quality purposes, such as brightness, cropping, or background clean-up, may be permitted provided the image remains a truthful representation of the dog.

8. Accuracy of Advertising Content

All advertisers are responsible for ensuring that submitted information is:

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- Accurate.
- Up to date.
- Verifiable where required.
- Not misleading by omission or exaggeration.

Advertisers must not:

- Falsify health testing.
- Misrepresent pedigree information.
- Misstate registrations or achievements.
- Use stolen or copyrighted images without permission.
- Make unsupported claims regarding fertility or genetics.

EKF may request supporting documentation at any time.

9. Brand Alignment and Advertising Standards

All advertising materials published through EKF must:

- Reflect the values and professional standards of EKF.
- Maintain consistency with the EKF brand identity.
- Use clear, respectful, and professional language.
- Include high-resolution, high-quality images.
- Avoid misleading or unclear terminology.
- Promote responsible dog ownership and ethical breeding.

EKF reserves the right to reject advertisements that do not meet brand or quality standards.

10. Consumer Transparency and Disclosure

Advertisements must clearly identify:

- The breeder or advertiser.
- Any paid promotions or sponsored content where applicable.
- Relevant fees or charges where legally required.
- Material facts likely to affect a consumer's decision.

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Advertisers must not engage in misleading commercial practices or omit important information that may influence purchasing decisions.

11. Approval Process

All advertising content submitted to EKF is subject to review and approval before publication.

EKF reserves the right to:

- Reject advertising submissions.
- Request amendments.
- Remove previously approved advertisements.
- Suspend advertising access.
- Conduct ongoing reviews after publication.

Any revisions made to approved content must undergo further review before republication.

Approval by EKF does not remove the advertiser's legal responsibility for the content submitted.

12. Monitoring and Compliance

EKF will regularly monitor advertisements and platform activity to ensure compliance with:

- This policy.
- UK legislation.
- Ethical breeding standards.
- Consumer protection requirements.

Violations may result in:

- Content removal.
- Temporary suspension.
- Permanent account termination.
- Reporting to relevant authorities where appropriate.

EKF reserves the right to act immediately where content may pose legal, ethical, welfare, reputational, or consumer protection concerns.

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13. Data Protection and Privacy

All advertisers and users must comply with applicable UK data protection laws, including the UK GDPR and Data Protection Act 2018.

Personal information shared through advertisements must:

- Be lawfully obtained.
- Be used fairly and transparently.
- Not infringe the privacy rights of any individual.

Advertisers must not publish sensitive personal data without proper consent.

14. Training and Awareness

EKF may provide guidance, updates, and training materials regarding:

- Advertising standards.
- Ethical breeding.
- Legal compliance.
- Consumer protection.
- Animal welfare obligations.

Staff, partners, and advertisers are expected to remain informed regarding relevant legal and ethical requirements.

15. Review and Amendments

This policy may be updated, amended, or revised at any time to reflect:

- Changes in UK law.
- Regulatory updates.
- Industry best practices.
- Platform requirements.
- Animal welfare considerations.

The latest published version of this policy shall apply.

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16. Disclaimer

EKF does not guarantee the accuracy, legality, health status, fertility outcome, or quality of any dog, breeder, or service advertised on its platform.

Advertisers remain solely responsible for the legality and accuracy of their advertising content.

Users engaging with advertisers do so at their own discretion and are encouraged to undertake appropriate due diligence.

17. Closing Statement

When advertising products or services relating to dogs, the welfare, health, and happiness of the dogs must always remain the highest priority.

Responsible and transparent advertising helps protect breeders, owners, and dogs while building trust within the canine community.

By ensuring all advertisements are ethical, lawful, honest, and welfare-focused, we can continue to support a professional and compassionate breeding environment that places the best interests of dogs above all else.

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