



### **Position Statement: Images of cropped dogs**

Ear cropping is a painful and unnecessary practice which can have detrimental effects on dogs' health, behaviour and welfare, leaving them unable to communicate properly. The procedure is illegal in the UK and the EU, but it is currently not illegal to import a dog with cropped ears or to sell one.

PAAG believes that the more dogs that we see on our streets and on social media with these horrific mutilations, the more normalized these cruel procedures become.

**PAAG therefore asks that no images of dogs with cropped ears are permitted in adverts on classified advertising websites. Images where cropped ears have been covered up with emojis, hats or other items should also not be permitted.**

One of PAAG's Advertising Standards requires all breeders to include a recognisable photo of young animals with their mother (this applies to dogs, cats, rabbits, ferrets and chinchillas). Where the mother of the young is a dog with cropped ears, PAAG asks that the image is reviewed by the website but not used within the advert. The following wording can be used to inform buyers:

"The mother of these puppies is a dog with cropped ears. The Pet Advertising Advisory Group asks that images of cropped dogs do not appear on [insert website name] so as not to normalize ear cropping which is illegal in the UK. [insert website name] can confirm that it has seen an image of the mum with her pups."

*Approved by: All PAAG Members*

Date: May 2023