



"Committed to the Betterment of the Pug Dog Breed"

CODE OF CONDUCT AND ETHICS

(Effective April 8, 2026)

Pug Club of Canada

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CODE OF CONDUCT

INTRODUCTION

The PCC Code of Conduct establishes clear guidelines for acceptable behaviour and sportsmanship applicable to all members. Its purpose is to uphold the club's integrity and promote a respectful and constructive environment for all participants.

The club maintains a strict approach to social media conduct. This Code of Conduct is designed to protect all members and uphold a positive environment within the club community, ensuring that every individual feels valued and respected.

Members are expected to refrain from making negative comments or accusations on any social media platform that would harm the reputation or morale of the club and its members. Such remarks are considered detrimental to the collective membership and undermine the spirit of respect and integrity that the club strives to maintain. Violations of this policy are taken seriously and may result in immediate suspension, reinforcing the club's commitment to integrity and respect within its community.

These rules of conduct are based on and adapted from the guidelines created by The Kennel Club.

Why do we need this Code?

We are all under intense scrutiny in terms of the pedigree dog world and dog breeding generally. The advice and guidance offered in this document are not meant to penalize or cause difficulty but are there for the protection of all of us and particularly the dog – unity and co-operation is therefore vital.

What we expect from you

As with all sports, the PCC expects all exhibitors and competitors to conduct themselves in a responsible manner and to ensure that their dogs are properly taken care of throughout the period of the event and do not become a nuisance to other dogs or to other attendees. Below are the minimum expectations which should be followed. These are not exhaustive and should be read in conjunction with the relevant regulations, rules, and by-laws of the CKC. Any breach of these provisions may be referred to by the PCC Executive or the CKC for disciplinary action under the respective Committees in accordance with the relevant regulations, rules, and bylaws.

Members

- Conduct – participants have a duty both to their dogs and to others to make PCC & CKC related events friendly and welcoming and are expected to be co-operative and create a safe environment for all to enjoy their time at licensed events.
- Sportsmanship – participants should always conduct themselves in an appropriate fashion and should display decorum, good manners, and respect towards other participants, show officials and to the judges.
- Participants should only communicate with a judge after judging has taken place and do so in a polite and professional manner.
- Abusive, aggressive, or hostile behaviour towards anyone at any PCC and/or CKC related event – particularly the judge, other participants, event management, or other officials – will not be tolerated under any circumstances.
- Interference with any dog at ringside and/or while it is being judged is prohibited.

SOCIAL MEDIA

Overview

The rapid growth of social media technologies combined with their ease of use and pervasiveness make them attractive channels of communication. However, these tools also hold the possibility of a host of unintended consequences. To help you identify and avoid potential issues we have provided examples of best practices which are intended to help you understand, from a wide range of perspectives, the implications of participation in social media.

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GENERAL GUIDELINES

Maintain Privacy

Do not post confidential or proprietary information. Do not discuss a situation involving named or pictured individuals on a social media site without their permission. As a guideline, do not post anything that you would not present in any public forum. Ask yourself, would I want to see this published in any social media forum now or in future?

Does it Pass the Publicity Test

If the content of your message is not acceptable for face-to-face conversation over the telephone, or in another medium, it will not be acceptable for social media.

Think Before You Post

There is no such thing as a “private” social media site. Search engines can turn up posts and pictures years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it is wise to delay posting until you are calm and clear-headed.

Understand Your Personal Responsibility

You are personally responsible for the content you publish on blogs or any other form of user-generated content. Be mindful that what you publish will be public for a long time—protect your privacy.

Be Aware of Your Liability

You are responsible for what you post on your own site and on the sites of others. Individual bloggers have been held liable for commentary deemed to be copyright infringement, defamatory, proprietary, libelous, or obscene (as defined by the courts).

Be Accurate

Make sure that you have all the facts before you post. It is better to verify information with a source first than to have to post a correction or retraction later.

Correct Mistakes

If you make a mistake, admit it. Be upfront and be quick with your correction(s). If you are posting to a blog, you may choose to modify an earlier post – just make it clear that you have done so.

Respect Others and Know Your Audience

Don't use personal insults, obscenity, also show proper consideration for others' privacy and for topics that may be considered sensitive. Users are free to discuss topics and disagree with one-another but be respectful of others' opinions. You are more likely to achieve your goals if you are constructive and respectful while discussing an unpleasant experience or disagreeing with a concept or person.

Take the High Ground

Remember that you are most likely to build a high-quality following if you discuss ideas and situations civilly. Do not pick fights online.

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CODE OF ETHICS

SECTION A: PURPOSE

The purpose of this Code of Ethics shall be to provide club members with a set of guidelines relating to the proper maintenance, breeding, selling and overall protection of the Pug breed as a whole and to assist the public purchasing a purebred Pug with information to consider when selecting a breeder.

The Pug Club of Canada acknowledges that testing for genetic diseases is vital to the well-being of the Pug dog breed. The Pug Club of Canada strongly recommends:

- that breeder members regularly test for health and genetic diseases.
- that breeder members openly share the results of all such testing.
- that breeder members follow recommended protocols for the control of genetic disease.

SECTION B: GENERAL

1. In applying for membership or renewal of membership, with the Pug Club of Canada, members agree to be bound by these Code of Ethics and the Club's enforcement of this Code.
2. Members will promote adherence to the Canadian Kennel Club Pug breed standard for breeding and judging.
3. Members shall provide support to each other as needed to advance the interests of the breed.
4. Members will promote the general welfare of the Pug and oppose cruel and inhumane treatment of all dogs.
5. Members will act with responsible and courteous behavior privately and publicly as a representative of the Pug breed and/or the Pug Club of Canada. This includes but is not limited to always keeping their Pug(s) under control, cleaning up after their dog(s) in public areas, and leaving public facilities (e.g., hotels, parks) in the same condition in which they were found.
6. Members will become familiar with and will abide by the rules of the Canadian Kennel Club.

SECTION C: BREEDING

Member breeders:

1. Understand they have a great responsibility in the future of the breed and shall plan each breeding with the paramount intention of improving and protecting the Pug breed. Emphasis shall be placed on breeding only registered Pugs, who are sound, healthy, good breed representatives.
2. Understand and agree that to breed indiscriminately may lead to over-population and contribute materially to the deterioration of the Pug breed. They do not condone and will not participate in mixed breeding or breeding Pugs that are not eligible for registration with the Canadian Kennel Club.
3. Will only breed Pugs of colours acceptable in the CKC Breed Standard.
4. Understand and agree they will only breed when they can provide proper care to the female pug and the resulting offspring.
5. Will discourage owners of female pugs from breeding unless those owners have the facilities, time, resources, and knowledge required to adequately care for the female pug and the resulting offspring.
6. Will stay informed about harmful genetic defects in Pugs.
7. Will be open and honest with all people interested in the welfare of Pugs. They will be willing to discuss possible genetic defects and faults in their stock and in Pugs as a breed. They will not discuss possible genetic defects and faults of other breeder's dogs.
8. Will try to stay in contact with the buyers of their puppies to better evaluate the progress of their breeding program.
9. Will endeavor to produce only physically and temperamentally sound Pugs, which are of breed type in their breeding program that adhere to the CKC Pug breed standard.

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10. Will preserve and maintain the breed for future generations through the judicious selection of breeding stock.
11. Will not intentionally breed any female pug until she is mature, preferably not before her second heat cycle. Female pugs or stud dogs should be over one year of age before being bred for the first time.
12. Understanding the health and well-being of each individual female pug will determine the frequency of breeding.
13. Will refuse to provide stud service to owners of female pugs who choose to sell their puppies through third parties rather than placing the puppies individually.
14. Will not offer a puppy/s or stud service/s as a prize in any raffle.
15. Will use a written stud contract, specifying the terms of payment for the stud service, any guarantee of return service, what constitutes a litter or fulfillment of service, when the litter registration papers are to be signed, when pick puppy(s) will be chosen, etc. No promise or agreement shall be made orally, that is not put into writing.
16. Will educate female pug owners who contact them for stud service as to the responsibilities of a breeder, the costs, and the obligations involved in raising a litter.
17. Will consider the welfare of the Pug above any personal gain or profit. They will be selective in the sale of their dogs and will ensure the buyer's home is adequate and that the buyer will always provide responsible and humane care. Member breeders will not sell to a person if they believe that person will not provide proper care for the puppy or dog.
18. Will not breed or be a party to the breeding of a Pug for the purpose of wholesaling litters or the selling of individual or groups of Pugs to such places as pet dealers/brokers (domestic or foreign), catalog houses, auctions, laboratory research facilities or other commercial sources of distribution.
19. Will explain to prospective owners their obligations regarding Pugs. They will make themselves available to their buyers for whatever advice, reasonable aid, and assistance that they may require for the life of their dog.
20. Acknowledge that only a small percentage of Pugs produced are of breeding/show quality.
21. Understand most Pugs are pet quality and should be spayed or neutered as per their contract.
22. Shall, in no way, misrepresent, mislead or be fraudulent in stating claims made about their own dogs or those of another breeder or exhibitor.
23. Will offer a written agreement of sale specifically stating any warrantee offered on the puppy. No promise or agreement shall be made orally that is not put into writing. If the puppy is not to be used for breeding, it shall be sold on a non-breeding contract. If the puppy is being sold as breeding/show quality, member Breeders will endeavor to advise and guide new owners on showmanship and responsible ownership.
24. Shall keep accurate records and pedigrees, will be certain to give any new owner of any Pug sold by them the bill of sale and a minimum three generation pedigree. They will forward the other papers as required or specified in their written contract.
25. Understand that all dogs they sell/place will be immunized and wormed as appropriate for the age of the dog. They will provide the buyers with written instructions on the care of the dog and a copy of all pertinent medical records.
26. Will not allow any puppy to go to its new home before it is at least 8 weeks old.

SECTION D: ADVERTISING

1. Member Breeders agree that their advertising oral or written, shall be factual.

SECTION E: CARE

1. Member Breeders will appreciate the unique nature of the Pug and will always provide responsible care.
2. Member Breeders shall maintain the best possible standards of canine health, cleanliness, and care. They will provide adequate exercise, socialization, fresh water and good nutrition, immunization as required, and

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control of external and internal parasites on a regular basis. They will provide adequate shelter to protect their pugs from the elements, and veterinary attention as warranted for the health of the animal.

SECTION F: RECORDS

1. Member Breeders will identify all puppies and dogs in accordance with CKC rules (tattoo or microchip).
2. Member Breeders will maintain books of records in accordance with CKC rules.
3. Member Breeders will endeavor to keep up to date records regarding possible genetic conditions of any Pugs they own or breed. They will discuss these possible genetic conditions honestly and openly with individuals who are breeding and/or individuals involved in research.