

## **MICROCHIP ADVISORY GROUP (MAG) - CODE OF PRACTICE**

The Microchip Advisory Group is made up of representatives from companies in the field of microchips, animal welfare groups and veterinary organisations. MAG is concerned only with the microchip identification of non-food producing animals (companion animals and horses not intended for human consumption).

The Microchip Advisory Group has developed a code of practice: below are the objectives of the code and the companies / organisations that have signed up to the code.

The code is aimed at producing minimum requirements and standards that should be put in place and adhered to by all microchip distributors and associated businesses. The aim is to provide a safe, permanent identification system for companion animals and equines and an effective reunification system for animals that stray. Adherence to the code of practice is a requirement of membership of the Microchip Advisory Group.

<b>COMPANY / ORGANISATION</b>
Allflex Europe (UK) Ltd
Peddymark Ltd
Petcode
The Kennel Club
Pet-ID UK Ltd
Animalcare Ltd
Jecta Ltd
Virbac Ltd
The Pet Chip Co. Ltd
Bayer plc
CoreRFID Ltd
Datamars S.A.

## **DOG IDENTIFICATION GROUP (DIG) - CODE OF PRACTICE**

The Dog Identification Group developed a code of practice for databases holding permanent identification data for dogs. MAG has adopted this code. Below are the companies signed up to the code.

<b>COMPANY / ORGANISATION</b>
Petlog
Anibase
National Dog Tattoo Register