

Responsible Animal Trade on Online Marketplaces

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Agenda

- About FOUR PAWS
- About our campaign
- What are the issues with the online pet trade?
- Solutions
- Benefits for online marketplaces
- Questions

About FOUR PAWS

- International Animal Welfare Organisation
- 12 offices in Europe, USA, South Africa, Australia and Asia
- More than 500.000 donors and a worldwide audience
- Focus: Animals under human control
- Working with businesses, lawmakers and enforcement authorities to improve animal welfare

About our campaign

- Research over 2 years of 43 classified ad sites in 10 countries
- Outcome: Numerous issues with online trading of pets
- Campaign on responsible selling and buying of pets online: the Pet Deception
- 170,000 people want classified ad sites to protect the animals being sold online
- Developed measures to protect customers and pets
- Ranking tool – compares sites and ranks them accordingly
- Working with both global corporations and national classified ad sites to introduce our measures to protect both customers and pets online



PET DECEPTION DETECTOR	
SELECT COUNTRY	
	AUSTRALIA >
	SOUTH-AFRICA >
	UNITED-KINGDOM >
ALL COUNTRIES	
	ÖSTERREICH >
	BELGIQUE >
	БЪЛГАРИЯ >
	DEUTSCHLAND >
	NEDERLAND >
	ROMÂNIA >
	SCHWEIZ >
	SUISSE >

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What are the issues with the online pet trade?

- Many animals sold come from cruel intensive breeding practices, passed from breeder to dealer to be sold online
- Poor breeding practices means that animals are ill or will suffer from hereditary diseases and behavioral issues later in life
- Animals are transported across (several) countries to be sold resulting in high mortality rates
- (Forbidden) exotic pets and species without correct CITES paperwork offered for sale
- Wild caught species taken directly from the wild and sold for profit as pets



Adorable Potty Trained Capuchi TEXT (763) 324-
Listing ID: 13610

Seller Info

antonio[REDACTED]2
VERIFIED ACCOUNT

★★★★★ Login to Rate Seller

(763) 324-[REDACTED]
New York, New York
Registered on: Mar 16, 2017
Listing Began: Apr 20-21:35

Seller's Other Listings

Listing ID: 13610

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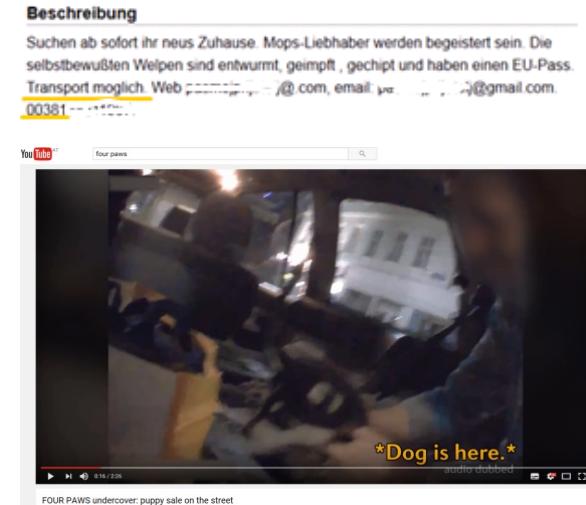
A screenshot of an online pet listing. The seller is named 'antonio[REDACTED]2' and has a 'VERIFIED ACCOUNT'. The listing ID is 13610. The listing is for an 'Adorable Potty Trained Capuchi TEXT (763) 324-[REDACTED]'. The seller's profile shows a 5-star rating. The listing details include the phone number (763) 324-[REDACTED], location New York, New York, and registration date Mar 16, 2017. The listing began on Apr 20-21:35. There are links for sharing the listing on various platforms like Twitter, Google+, Pinterest, and Facebook.

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What are the issues with the online pet trade?

- Anonymity and unlimited selling accounts -> makes online marketplaces highly attractive selling channels for illegal sellers
- Illegally imported animals sold with fraudulent paperwork or no paperwork – often passed off as ‘home bred’
- Unvaccinated animals for sale from non-rabies free countries (these animals should be quarantined due to human/animal health risks)
- Sellers “disappear” once the sale is completed
- Several online classified ad sellers sentenced to prison (DE, AT, UK), recently a special police unit exposed [pet sale related organized crime](#)



You can stop this!

Responsible trading - measures



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FOUR PAWS Measures

(Selection; find all at www.petdeception.org/en/measures-information)

Measure	Benefit
Seller Identity Verification	Fraudulent sellers will avoid your site as authorities can prosecute them
One seller account per person	It is not possible to hide a business behind several “private” accounts
Limited number of animal adverts for private sellers / year	Private persons which sell animals regularly shall register as breeders/sellers, be checked by authorized vets, and operate a commercial account on your sites
Mandatory information in a set format to be provided (e.g. age, gender, microchip number and keeping requirements)	Buyers viewing the ad are given detailed information to make an informed decision regarding purchasing the animal
The site checks all animal adverts before they go live.	By checking the ad in advance and preventing it from going live, consumers and animals are protected

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FOUR PAWS Measures

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Measure	Benefit
No “Wanted” adverts	Dubious dealers can not circumvent the security measures by contacting buyers directly
The site offers high-quality information on responsibly buying, owning and selling pets	Buyers see important keeping information before they purchase an animal that does not fit their life circumstances
Specific rules for animal sales within the terms of use	A list of e.g. forbidden species, mutilations etc. will reduce the animal cruelty on your sites
indicate whether it is by a private seller, a commercial seller/official breeder or a shelter	Consumers can make an informed decision of whom they buy their animals from
The site provides a report button with a field to indicate the reason	In case a suspicious ad still goes live, the public has a chance to report it to the site

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Benefits from regulating the pet trade

Animal welfare and online marketplaces

- Classified Ad sites who introduced ad checks and seller identity verification report a sharp decrease in illegal pet traders
- Public commitment for animal welfare will increase your brand value
- A strong commitment to preventing illegal activities on your site will decrease reputational risks
- Customers will be protected from dubious sellers and are reassured that your site protects them from illegal pet traders and unethical practices
- Your rating will increase in our campaign comparison tool, which covers 43 online marketplaces in ten countries (www.petdeception.org) , which will be widely promoted this year

We are happy to work with you to put in place these measures so that your site become safer for both customers and the animals sold on it – for more information please get in touch: daniela.pichler@vier-pfoten.org

Questions?



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