

# CONSUMER PROTECTION LAWS PROTECT THE PUBLIC AND ANIMALS

No matter the source, obtaining a dog can be a rewarding process. But sometimes it can also be risky. That's why the American Kennel Club (AKC) supports reasonable laws and regulations intended to protect the pet-buying public in obtaining a sound dog of the breed represented. All breeders and sellers should be responsible for providing certain refunds, replacements, or reimbursements should the dog sold become ill or die from a condition contracted prior to the purchase.

A strong consumer protection law empowers pet buyers with knowledge and confidence and holds sellers accountable for selling a dog that is unhealthy or misrepresented.



## CONSUMER PROTECTION HOLDS ACCOUNTABLE ALL WHO SELL DOGS

All who sell dogs—regardless of the source—need to be held accountable. A strong consumer protection law requires sellers to comply with certain standards and provides recourse to owners when they receive a dog that is unhealthy or misrepresented.



## CONSUMER PROTECTION IS EASILY ENFORCED

Many seller regulations are very difficult to enforce, which allows irresponsible sellers to simply go further “underground” and sell from unregulated avenues to avoid compliance. They also create burdens on responsible, law-abiding sellers—even to the point of forcing them to stop selling all together—even as those who break the laws stay in business with no accountability. With a comprehensive consumer protection law, consumers can directly report problems directly to the proper authorities. Buyers have recourse and sellers are held accountable.



## CONSUMER PROTECTION PROTECTS ANIMALS

Mandatory disclosure at the time of sale informs potential buyers about a dog's health history, background, and potential future needs. This increases the odds that pet purchasers will obtain a pet that is a good match for their lifestyle and avoid pets from unscrupulous or irresponsible sources. By including shelters and rescues among the regulated entities, owners will not be taken by surprise if a dog has health problems or other known issues in its background. This reduces the likelihood that a dog will end up back in a shelter or rescue because of incompatibility with its purchaser. It also increases the likelihood that dogs with known issues are chosen by an owner who has the ability to meet their needs.



## CONSUMER PROTECTION IS AN EFFECTIVE SOLUTION

The unfortunate reality is that irresponsible sellers will continue irresponsible practices as long as there's an incentive. Consumer protection laws reduce the incentive for bad faith by requiring sellers to provide recourse to buyers who sell animals that are sick or misrepresented.

**AKC strongly believes consumers should be educated, understand the demands of responsible ownership, and have access to a variety of pets so that they can make educated choices. Unlike proposals that seek to limit the sources of pets, a comprehensive consumer protection policy protects public health, encourages consumer choice, holds all pet sellers accountable, and best ensures that available pets are healthy and represented accurately to consumers.**