



Dr Finbarr Heslin, MVB, M.R.C.V.S.

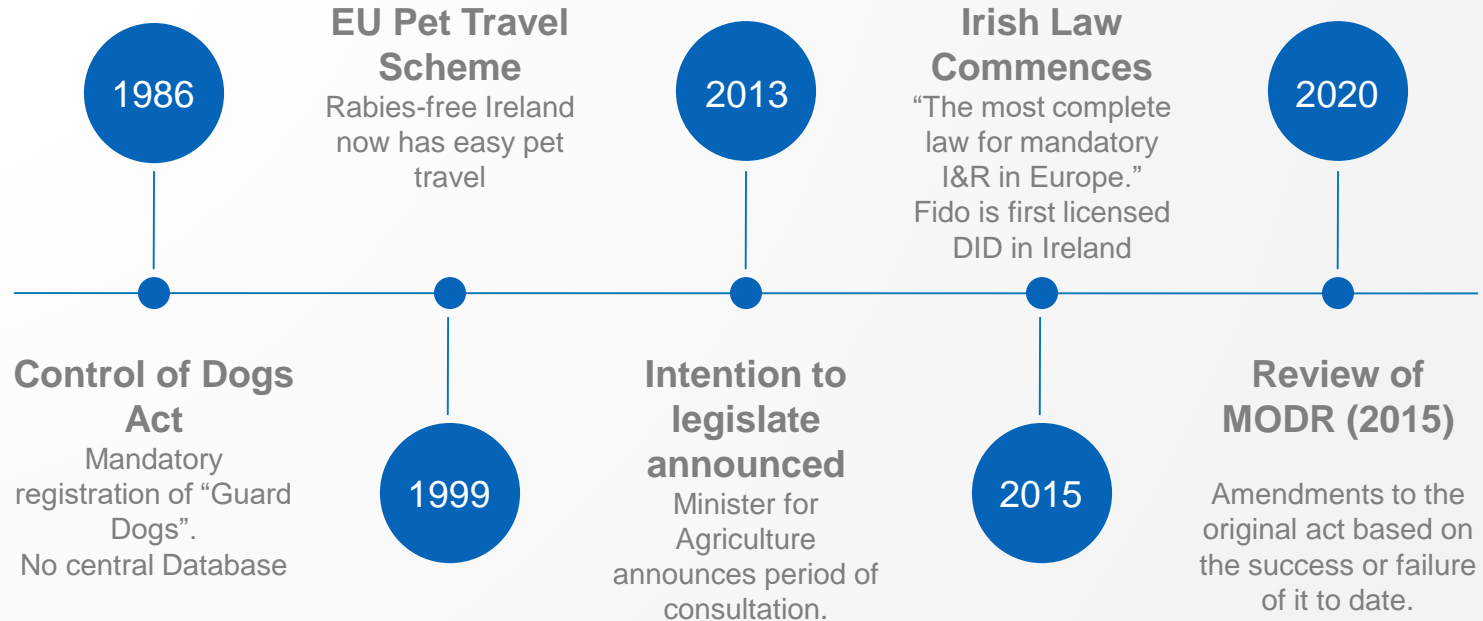
IVIS Limited

IVIS owns and runs the Fido Database in Ireland under license from the Irish Ministry of Agriculture

IVIS owns and runs the Chipworks Database in the UK under license from DEFRA .

Irish Identification and Registration

A brief timeline



Initial Ministerial Consultation Period



Members of the public
in open consultation



Current Database providers



EPN, the critical
central registry



Veterinary representative
groups

Multiple drafts involving
legislators



Staged introduction



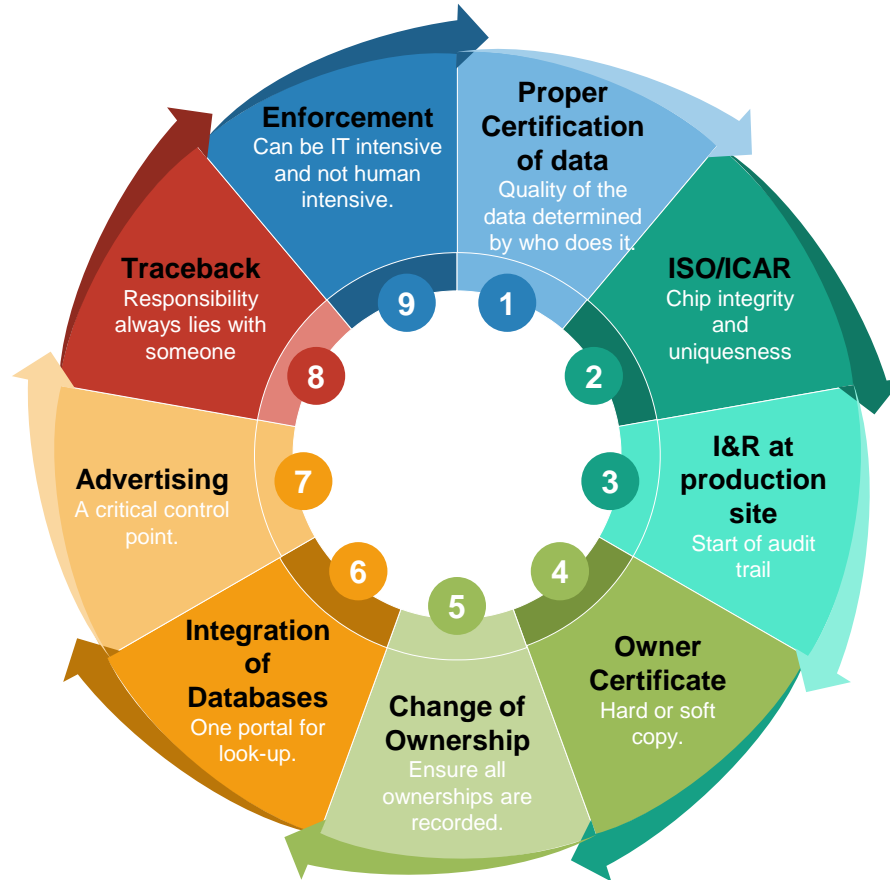
Importance of previously
chipped animals



Education of the public



Nine key components of a good legislative framework



Component 1 – WHO?

Proper certification of data



Comparison between Ireland and England and within EPN



Veterinary Certification (nurses and vets) is more dependable due to their overlying certification experience and responsibilities



Self-certification and certification by the public is the biggest threat to data quality and system probity



Legal systems are about prosecution of wrongdoing, not just reunification

Component 2 – WITH WHAT?

The Role of ISO and ICAR



Uniqueness and quality of the chip used is essential, especially in judicial systems.



Country codes are advantageous but not essential



Place the responsibility for non-ISO use on the implanter.



Need to accommodate non-ISO, non-ICAR that have already been used.

Component 3 – WHERE?

I&R at production site



Increases the number of files but is worth it. Allows the production of animals to be audited.



Producers are NOT against this. Confers some probity on their animals.



Smaller number than the general population to educate.



They need to pass on the details of the chip and how to register it to the new owner.

Component 4 - PROOF?



Owner Certificate



The most important element of I&R as it gives the animal owner some physical proof of correct data.



Again, producers are NOT against this. Ease of transfer of ownership is crucial.



All details of Change of Ownership process contained.



All terms and conditions, contact details, emergency procedures and GDPR issues are detailed on this document.

Ireland

Active engagement with existing clients is mandated under law to ensure the data is current



The image shows a 'DOG MICROCHIPPING CERTIFICATE' form from fido.ie. At the top, it features the Irish harp logo and the title 'DOG MICROCHIPPING CERTIFICATE'. Below this, it states 'Based in accordance with Section 6(1) of the Microchipping of Dogs Regulations 2015' and 'The details as set out on this certificate are those of the current owner of this dog as stored by fido.' The form includes fields for 'Issuing Authority: fido.ie' and 'Microchip Number:'. A QR code is located to the right of the microchip number. The form is divided into several sections: 'Pet Details' (Dog Name, Date of Birth, Breed, Colour, Markings if any, Gender), 'Implanter Details' (Date of Implantation, U.I.C. of Implanter, U.I.C. of Registrar), 'Owner Details' (Registered Owner), and 'Address where normally kept:'. A dashed line labeled 'DETACH HERE' separates the top section from the bottom section. The bottom section contains 'Owner Details' (Name, Address, Telephone Number, Mobile Number, Email Address) and a 'Microchip Number:' field. A barcode is located at the bottom right. A note at the bottom states: 'It is very important to check that the details on this certificate are correct. It is your responsibility to keep your contact details up to date and inform Fido of any changes to them.'

Statutory Requirement for Hard Copy Certificate

- Expensive but has advantages
 - It ensures that the contact details are correct
 - Allows corrections to be made by the owner
 - Is the basis of the change of ownership process.

U.K. and Northern Ireland – 4 legal jurisdictions

Obligation lies with clients under law to ensure the data is current

Microchip Registration Certificate
Issued on 29/09/2019
Please keep this document in a safe place

CHIPWORKS
The name to identify with

Tim McMullen
11 Chestnut Hill
Naas
Co. Kildare
Ireland

Registered address (if different)
11 Chestnut Hill
Naas
Co. Kildare
Ireland

BT088RX

Registration details

Microchip no.	95800000125001
Name	Goan
Species	canine
Breed	Collie
Gender	male
Date of birth	01/02/2018
Colour	bk
Markings	

Contact details

Email	info@ido.ie
Phone	079683555
Phone 2	
3 rd party name	
3 rd party phone	

Owner/keeper PIN 34201

To view the registered details, make changes and download the registration certificate, please log in at <https://www.chipworks.co.uk/portal-login> using the microchip number in the "Identity" field and the 5 digit owner PIN in the "Password/PIN" field.

This PIN is for use **ONLY** by the registered keeper shown above. If you transfer keepership of this animal to another person, please **DO NOT** give them the 5 digit owner PIN but detach the section below which provides the information they require, or print separate transfer instructions from your Chipworks account.

----- CNF C2018

TRANSFER OF KEEPERSHIP

If you are the new keeper, to transfer this microchip registration into your name, please log in at <https://www.chipworks.co.uk/portal-login> using the 15 digit microchip number in the "Identity" field and the 5 digit take keepership PIN in the "Password/PIN" field.

Microchip no. 95800000125001
Take keepership PIN 32362756

You will then be able to enter all your contact details and any new name you have chosen for your pet. Please remember to provide your email address as part of the registration so that we can send you a confirmation email with details of how to log in to view the registered details, make changes and download the registration certificate.

Chipworks Data Ltd
The Barn, Sawmills Farm
Corvish Road
Rathfriland
Bridges
Bridges, Co. Wick
Registered in England No. 13566386

Tel +44 (0) 330 1 070958
Email info@chipworks.co.uk
www.chipworks.co.uk

09/09/2019
CNF C2019

Statutory Requirement for Soft Copy Certificate

- Cheaper than hard copy
- email or SMS for 2 step authentication
- Then emailed Certificate
- Allows for mistakes to be corrected
- Is the basis for Transfer of Keepership

Component 5 – WHO IS UP NEXT?

Change of Ownership



Process must be very robust as this happens almost as often as primary registration.



Ireland. Both Vendor and Purchaser communicate with DB UK. Either one or other (often neither!!)



Does not have to be veterinary certified. Controls spurious claims e.g. thefts, lost animals, duplicates.



Once verified, new certificate is issued.

Component 6 – CENTRAL DATA?



Integration of Databases



Must be one central repository or clearing house for all data to reside in



Does not need to be GDPR-Sensitive data, just a pointer to where the data is stored



Europetnet is a perfect example of it and EPN is contained in the Irish Legislation



Can be used at deeper levels to prevent duplication and also multiple Database registration

Component 7 – HOW TO CONTROL?



Advertising

Online advertising integrated with an approved DB is an easy and cost-effective way of enforcing the system

Simple API-based integration such as EPN's PetSAFE SYSTEM can ensure huge levels of compliance.

Easy to get online platforms to implement this if it is a legal requirement rather than a voluntary code of practice.

Pan-European API required as sales of foreign pets increase

Component 8 – WHO TO BLAME?



Traceback



Chip supply and use is like a normal supply chain...with a difference...each chip is unique



Make every step on that supply chain responsible until they pass that responsibility over to the next step



Manufacturer -> Importer -> Wholesaler -> Implanter
->Breeder -> Owner -> New Owner



Encourages adherence to change of ownership process.

Component 9 – WHO IS IN CHARGE?

Enforcement



Can utilize IT rather than personnel to enforce a large percentage of this (e.g. at advertiser level)



Simple message to the owner -

YOU MUST BE IN POSSESSION OF A CERT WITH CORRECT, UP-TO-DATE, CONTACT INFORMATION.



Yearly campaigns to keep stored details up to date. Vets and other professionals encourage this.



Hard copy certification hugely increases the compliance with this.

How successful has it been?



Ireland



No known accurate measure of pet population



Legislation only applies to dogs.



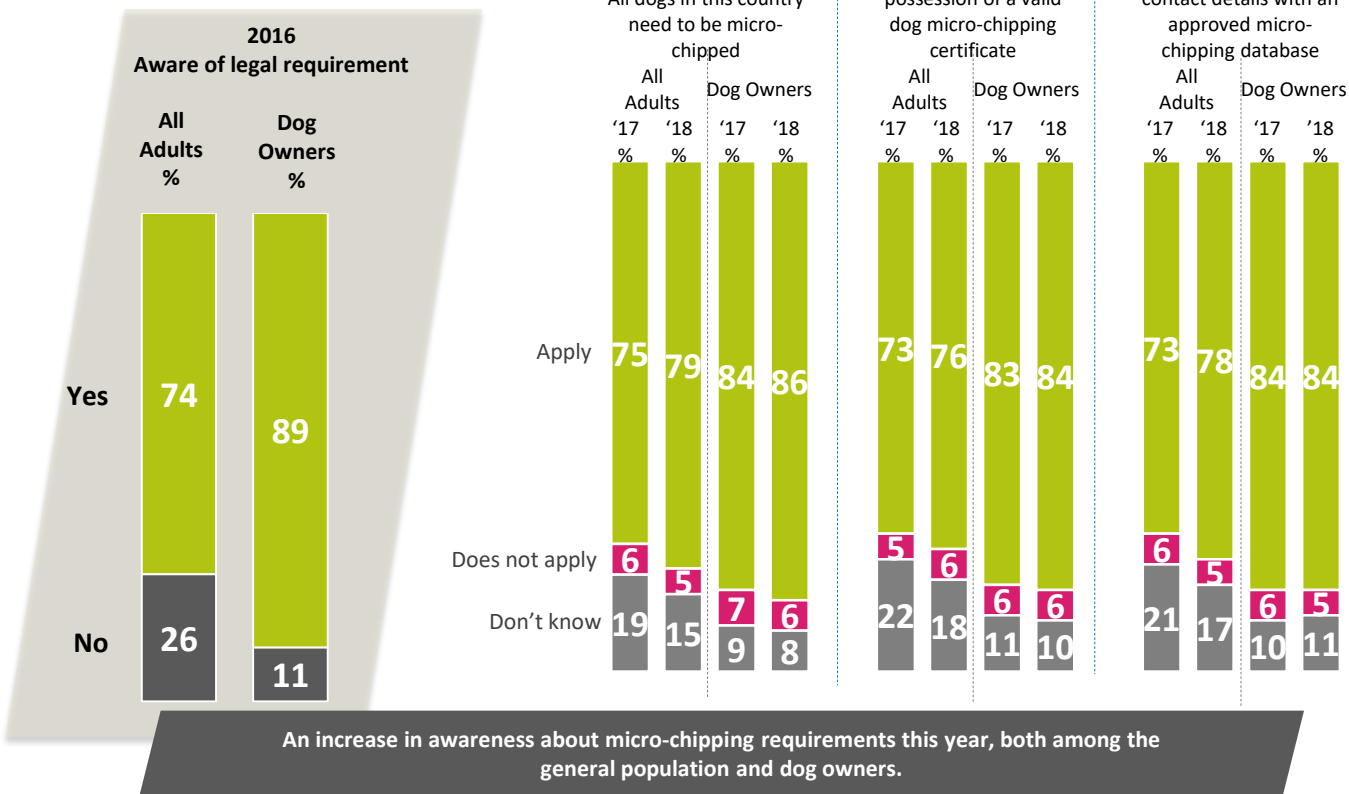
Traditionally, has not been a very compliant country in animal control (e.g. dog license numbers since 1986 are very low).



Microchipping of Dogs Regulations 2015 is seen as a success.

Awareness of legal requirement to have dogs micro-chipped

Base: All Adults Aged 16+ – 1,004/3,694,000



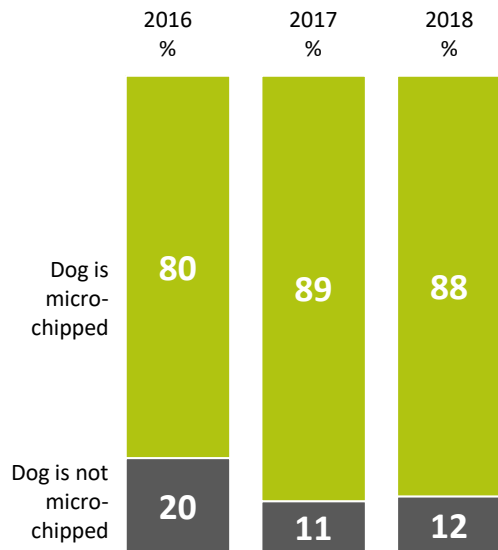
2016 Q. Are you aware that since 31st March 2016, it is a legal requirement in Ireland for dogs to be microchipped?



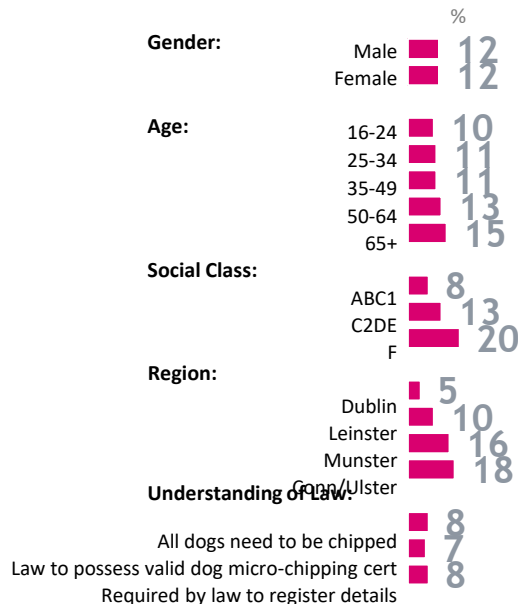
Q.14 Looking at these statements can you indicate which of these requirements apply in Ireland?

Incidence of micro-chipping

Base: All dog owners – 1,009/1,460,000



Dogs not micro-chipped x Demographics



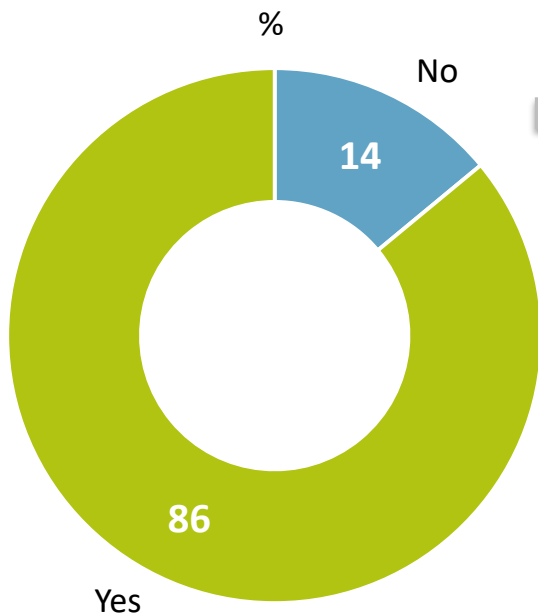
Micro-chipping of dogs marginally more likely among younger owners of dogs and is much less likely to have been undertaken among the farming community and those in Munster and Connacht/Ulster.



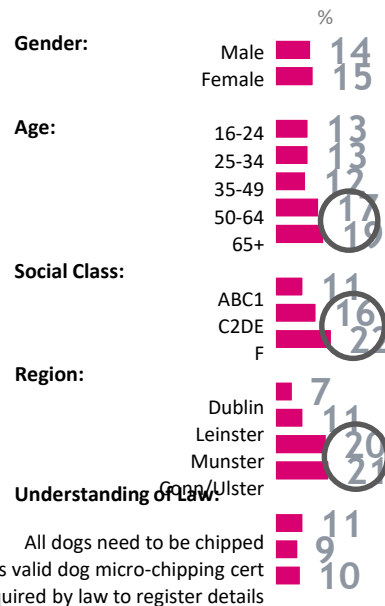
You mentioned earlier that you are a dog owner. Could you please answer yes or no to each of the following questions. I would like to remind you that your answers are confidential and that none of the answers given will be attributed to you.

Incidence of having up-to-date micro-chipping cert

Base: All dog owners – 1,009/1,460,000



Do not have an up-to-date cert x Demographics



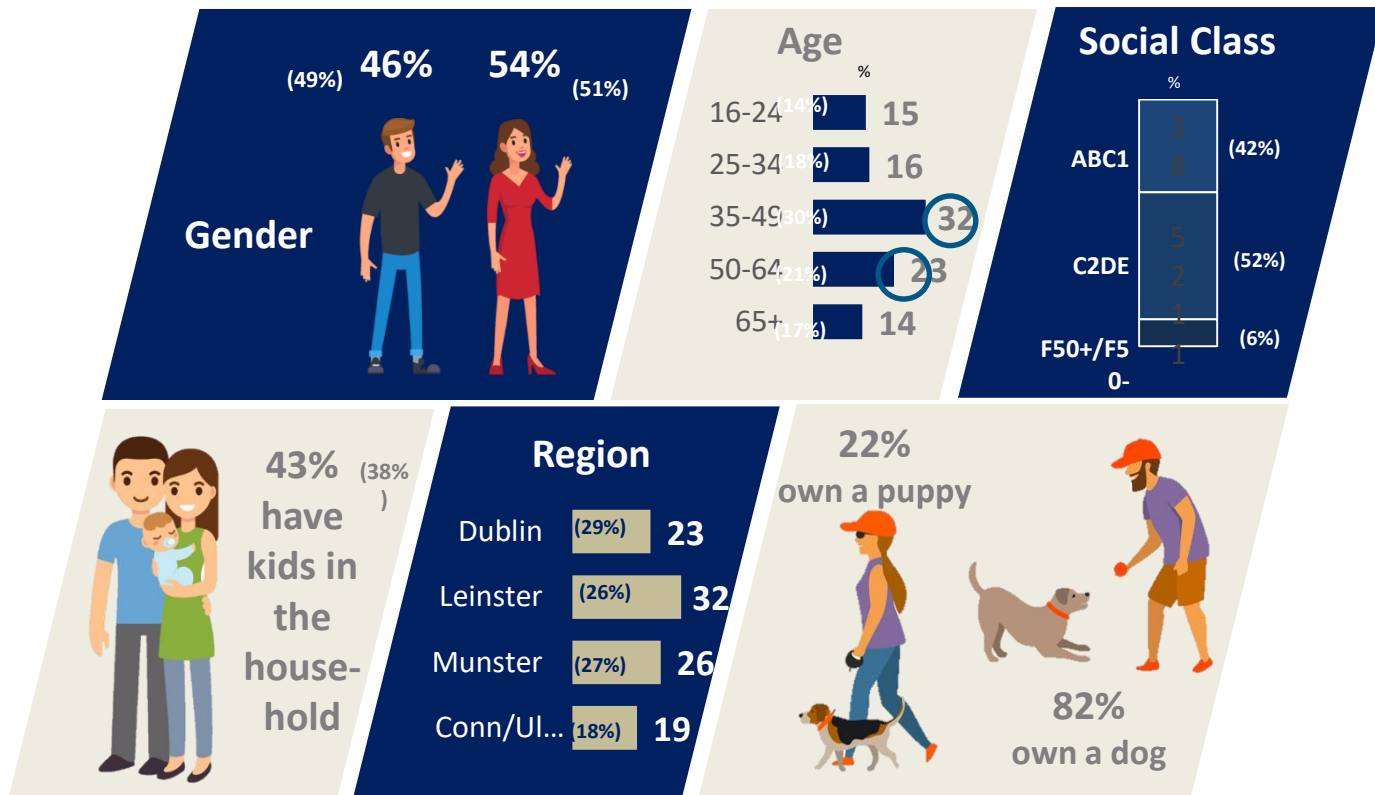
Older adults, those in Munster and Connacht/Ulster and/or those who are part of the farming community are less likely to have a valid micro-chipping cert.



You mentioned earlier that you are a dog owner. Could you please answer yes or no to each of the following questions. I would like to remind you that your answers are confidential and that none of the answers given will be attributed to you.

Profile of dog owners

Base: All adults 16+ - 1,010/1,466,000





The name you can identify with.

Thank you





The name you can identify with.

- **A practicing small animal veterinarian from Ireland, involved in animal welfare for 26 years.**
- **He is CEO of the Irish Database, “Fido”, and the UK Database, “Chipworks”.**
- **He has worked with many animal welfare organisations**
- **Executive Secretary and Board Member of the European NPO and NGO, Europetnet**



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