



Association of Microchip Database Operators

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*the voice of the microchip industry*

**Conference 2024**

# Agenda



**10:20 - 10:55**

**Where microchipping legislation is going**

**Craig Lee, Head of Microchipping, Defra**



**11:00 - 11:30**

**Put yourself in the spotlight - marketing in the pet care industry**

**Rachel Spencer, Pet Business Coach**



**11:35 - 12:10**

**Putting the 'Life' back into 'Wild'**

**Sue Schwar, Founder, South Essex Wildlife Hospital**

**Lawrie Brailey, Operations Manager, South Essex Wildlife Hospital**

**12:10 - 12:30**

**Lunch**

# Agenda



**12:30 - 13:05**

**What the new legislation means and how to prepare for it**

**Sarah Elliott, Central Veterinary Officer, Cats Protection  
Madison Rogers, Head of Campaigns, Cats Protection**



**13:10 - 13:55**

**A day in the life of an animal rescue**

**Lizzy Brown, Founder, German Shepherd Rescue**



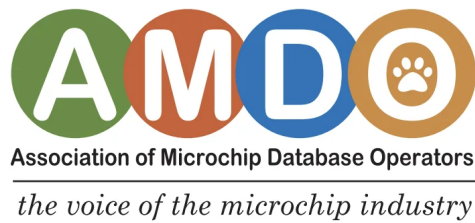
**14:00 - 14:25**

**The everchanging responsibility to pet welfare**

**Mark Callis Animal Welfare Service Manager, Wandsworth**

**Lisa Martin, Animal Welfare Officer, Wandsworth**

# Agenda



**14:30 - 15:00**

**What AMDO is doing - Questions, conclusions**

**AMDO Members**

# About AMDO

AMDO is a non-profit organisation that aims to be the reasoned and credible voice of a responsible, collaborative and proactive microchip registration industry, playing a lead role in raising standards to improve the effectiveness of pet reunification, customer service and general animal welfare.

AMDO intends to be the main resource for its members, industry stakeholders and pet owners, setting standards to achieve a balanced self-regulated environment and working in partnership with relevant animal welfare stakeholders.

# AMDO Members



Animal Tracker



Chipworks

identibase®

Identibase



Home Again



MicroDogID



MyPet



Petlog



PETtrac



Cats Protection



Dogs Trust

# Housekeeping

- ✓ We will take 5 minute breaks between sessions
- ✓ Q and A every session. Ask questions by clicking the icon on the right with the question mark
- ✓ If you run into any issues email us

**[admin@amdo.org.uk](mailto:admin@amdo.org.uk)**



# Thanks to our event organisers



**Emma Webb**  
**Animal Tracker**



**Conor McManus**  
**MyPet**



**Phil**  
**Chipworks**



**Simon Clark**  
**PETtrac**



**Natalie Yarwood**  
**Identibase**



# What is AMDO doing?



**Setting a higher standard**



**Collaborating on processes to keep pets safe**



**Working groups to ensure effective change in the industry**

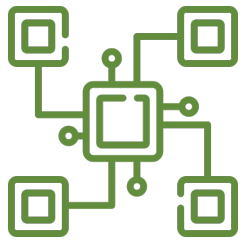


**Events and content to make navigating the microchipping industry easier**



**A single voice to represent our members**

# Single Point of Search (SPoS)



**SPoS objective is to streamline the process for authorised users to search and locate pet microchip registrations for fast and effective identification and reunification**



**Authorised users will be from a range of animal related sectors e.g.**

- ➔ **Veterinary**
- ➔ **Law Enforcement**
- ➔ **Local Authorities and contracted organisations**
- ➔ **Rescue / Rehoming / Welfare**



**Roll-out to user groups will be phased with a total estimated user base of 8,000 - 10,000 organisations**



**Defra estimates delivery in 2025**

# Single Point of Search (SPoS)



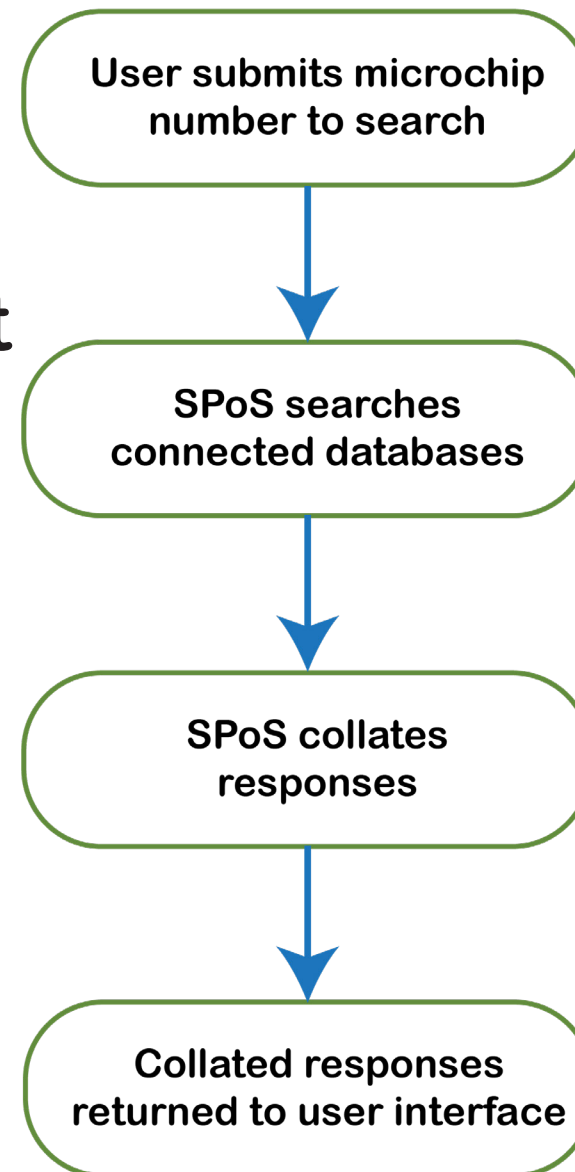
## Two-stage process

- Initial lookup of where a microchip is registered
- Return of keeper/pet details

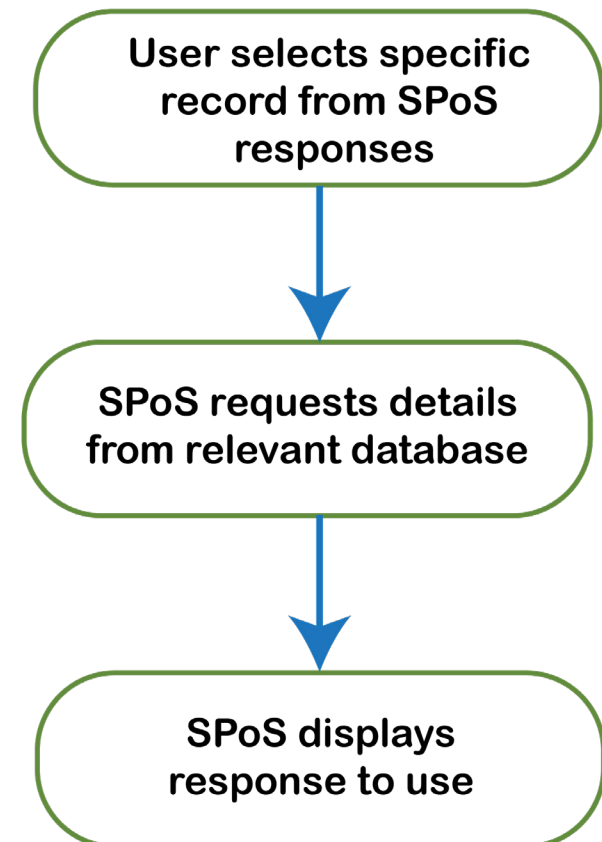


Users must hold an account or be authorised by individual databases to see registration details

### First request



### Second request



# Single Point of Search (SPoS)



## SPoS is and does

- ✓ Centralised search and look-up tool
- ✓ Make identification and reunification quicker
- ✓ Provide contact details for the relevant database
- ✓ For authorised users



## SPoS is not and does not

- ✗ Single database
- ✗ Mean that keeper details are up to date
- ✗ Prevent duplicate registrations
- ✗ Always return details
- ✗ Allow changes to records
- ✗ Allow transfer of keepership
- ✗ For public use

# Single Point of Search (SPoS)

## What is AMDO doing?

- ✓ Responded to consultation with a single voice from AMDO members
- ✓ Continuing dialogue with Defra
- ✓ Considering/evaluating potential industry-led solutions to accelerate delivery

# Single Point of Search (SPoS)

## What are the options until SPoS is delivered?

- In the interim, there are existing tools e.g. [check-a-chip.co.uk](http://check-a-chip.co.uk), [checkachip.com](http://checkachip.com)
- Every compliant database website should have a chip checking tool that tells you where a microchip is registered and provide contact details for the relevant database
- Searchers and pet keepers should never be more than two clicks or two phone calls away from the information you need

# Joining AMDO



**Currently 2 membership types**

- **Full Membership**
- **Associate Membership**



**Launching a new membership type in several weeks**

- **£25 a year**
- **Access to quarterly updates**
- **Feedback to AMDO to help set our direction**
- **Look out for more information**



# Conclusions



**We're excited about the strengthening of the legislation which will improve microchipping for everyone**



**Member organisations already meet the higher standards of AMDO and therefore already offer:**

- Ability to mark an animal as missing**
- Annual reminders to pet owners**
- An agreed change of database process**
- Prevent duplicate registrations**



**We are working on a range of initiatives and we are keen to work with people in the industry on these**