

Certification Criteria

1. Never cause pain or unnecessary suffering to animals.
2. Only support or promote products that encourage or support the human-animal bond.
3. Demonstrate your commitment to animals and the human-animal bond in your processes, procedures, and protocols.
4. Achieve a combined PetFriendly Paw Review Rating of 4 or better for a period of not less than six (6) consecutive months.
5. Donate a portion of proceeds to animal related not for profit 501c charities.
6. Adopt a FoodForThoughtCampaign.org Policy regarding animal-friendly menus at corporate or fundraising events.
7. Create and support transparent and collaborative business practices that support the human-animal bond.
8. If allowed by law, permit Leashed pets on the business premises; water, treats and a Potty Area provided for pets; pet menus available at food establishments.
9. If relevant, apply for and receive the PETA Cruelty Free or Vegan designation.
10. If relevant, provide proof of a disaster or emergency protocol for your business as it relates to pets.

Complete the PetFriendly.Love™ Certification Application and pay the appropriate Certification fee.

Examples for Certification Submission Qualification Where Applicable:

1. **Never cause pain or unnecessary suffering to animals.**

For certification purposes, "unnecessary suffering to animals" is defined as:

- Animals are not being used for testing purposes.
 - Animals are not being used for entertainment purposes.
 - Responsible animal breeding vs. unethical breeding.
 - Food manufacturing businesses practice free range farming vs. factory farming.
 - If you are a business that must end an animal's life, you practice a kind euthanasia or adhere to the standards and protocols for humane and compassionate slaughter.

Examples of this are:

- Free range farming.
- Follow the “bunny free” testing standards.
- Practice the U. S. Humane Society’s definition of responsible breeding.
- Adhere to the Humane Slaughter Association standards.

Proof for certification

- Where applicable within your business, show a statement, standard operating procedure, or definition in your businesses policy procedures manual.
- Provide a copy of documentation where this is stated on your printed collateral material, digital marketing, or website.

2. Only support or promote products that encourage or support the human-animal bond.

For purposes of certification, the human-animal bond is defined as:

- The promotion or support of the relationship between animals and people that are beneficial to the health and or emotional wellbeing for both the person and the animal.

Examples of this are:

- Comfort or Therapy Dogs in the workplace.
- Allowing employees to bring their pets to work.
- Providing pet bereavement or grief support to employees.
- Supporting or hosting events that support or exemplify the human animal bond.

Proof for certification

- Provide documentation and or photos of an example of how your business supports this.

3. Demonstrate your commitment to animals and the human-animal bond in your processes, procedures, and protocols.

Examples of this are:

- If you allow pets in the workplace, providing a pet relief area for employees.
- Provide a safe environment for an animal within the workplace.
- Show how you create a safe and positive human – animal experience if you allow consumers to bring animals into your business.

Proof for certification

- Provide documentation and or photos of an example of how your business supports this.

4. Achieve a combined PetFriendly™.Love Paw Review Rating of 4 or better for a period of not less than six (6) consecutive months.

Examples of this are:

- Encourage your consumers to leave a review on the PetFriendly™.Love website.
- Examples of ways to encourage this would be to provide a link for PetFriendly™.Love directly on your website, place this in print on your collateral material or send a follow-up email for your customers to rate their experience.

Proof for certification

- Website reviews

5. Donate a portion of proceeds to animal related not for profit 501c charities.

Examples of this are:

- Percentage of annual revenue to an animal related not for profit 501c charity.
- Contribute to an animal related 501c charity.

Proof for certification

- Provide documentation of how your business supports this.

6. Adopt a FoodForThoughtCampaign.org Policy regarding animal-friendly menus at corporate or fundraising events.

Examples of this are:

- Incorporation in a policy manual
- Copy of an event's menu, or catering receipt with menu items.

Proof for certification

- Provide documentation

7. Create and support transparent and collaborative business practices that support the human-animal bond.

Examples of this are:

- Partner with a business and provide relevant educational classes or events topic within your business.
- Establish and provide therapy dogs in the workplace.
- Sponsor or provide comfort dogs at hospitals, senior facilities.
- Sponsor or provide Read with the Dogs for children.
- Sponsor or provide education on dog bite prevention.
- Allow employees time off for volunteering at an animal rescue or pet event.

Proof for certification

- Provide photos or documentation of how your business supports this.

8. If allowed by law, permit leashed pets on the business premises; water, treats and a relief provided for pets; pet menus available at food establishments.

Examples of this are:

- Pet stores allowing leashed pets in store.
- Hospitals or care facilities allowing patient's pet to come visit.
- Restaurants allowing pets to sit next to owner at table.
- Businesses allowing leashed pets to enter when owner shops, water bowl provided inside or out.

Proof for certification:

- Provide photo or menu sample.
- Copy of business policy manual related to leashed pets.

9. If relevant, apply for and receive the PETA Cruelty Free or Vegan designation.

Examples of this are:

- If your business has the same value sets as PETA, you are encouraged to apply for the PETA Cruelty Free or Vegan designation

Proof for certification:

- Provide copy of application or designation

10. If relevant, provide proof of a disaster or emergency protocol for your business as it relates to pets.

Examples of this are:

- If you are a boarding, vet clinic, or facility that cares for animals, what is your animal protection plan if a fire should break out?
- If you are in a hurricane area, is there a plan for pet evacuation?
- If pets stay unattended in your facility overnight, is there appropriate signage letting authorities know that there are live animals inside?

Proof for certification:

- Provide sample if written documentation of your plan.

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1. Never cause pain or unnecessary suffering to animals.

- For certification purposes, "unnecessary suffering to animals" is defined as:

not using animals for testing, not using animals for entertainment purposes, is using animals to test products for adverse effects prior to selling to the human market.

- If you're business manufactures food for human or animal consumption, provide proof that you are not a "factory farm". Example: Free range chickens, cage free eggs.
 - An example of proof for certification purposes would be state this in your company's policy procedure manual, reference this on your collateral material or website.
2. Only support or promote products that encourage or support the human-animal bond.
- See definition from criteria 1, definition "a".
 - Examples of support would be proof of a letting employee bring their pets to work, having a therapy dog on premise, allowing leashed pets in your facility or events.

3. Demonstrate your commitment to animals and the human-animal bond in your processes, procedures, and protocols.
 - There are many ways a company could exhibit this. Examples include but are not limited to: providing a pet relief area for employees who bring pets to work, pet bereavement and grief support, employee time off for volunteering at rescues, and donating to pet rescues or charitable events.
4. Achieve a combined PetFriendly Paw Review Rating of 4 or better for a period of not less than six (6) consecutive months.
 - Encourage your consumers to leave a review on the PetFriendly.Love website.
 - Examples of ways to encourage this would be to provide a link for PetFriendly.Love directly on your website, place this in print on your collateral material or send a follow-up email for your customers to rate their experience.
5. Donate a portion of proceeds to animal related not for profit 501c charities.
 - Provide proof of donation.
6. Adopt a FoodForThoughtCampaign.org Policy regarding animal-friendly menus at corporate or fundraising events.
 - Examples of proof include but are not limited to providing proof of incorporation in a policy manual, copy of an event's menu, or catering receipt with menu items.
7. Create and support transparent and collaborative business practices that support the human-animal bond.
 - Examples of proof for this include but are not limited to: educational classes that is relevant to this topic within your business, therapy dogs in the workplace, providing comfort dogs at hospitals, senior facilities, participating with Read with the Dogs for children, and educate on dog bite prevention.
8. If allowed by law, permit Leashed pets on the business premises; water, treats and a Potty Area provided for pets; pet menus available at food establishments.
 - Provide photo or menu sample.
9. If relevant, apply for and receive the PETA Cruelty Free or Vegan designation.
 - Provide copy of application or designation
10. If relevant, provide proof of a disaster or emergency protocol for your business as it relates to pets.

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