

# AnimalKind

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BCSPCA Accredited

AnimalKind Accreditation Program Operations Manual

**BCSPCA**  
SPEAKING FOR ANIMALS

THE BRITISH COLUMBIA SOCIETY FOR THE PREVENTION OF CRUELTY TO ANIMALS

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## Contents

Contents.....	2
1. Introduction .....	4
1.1. Purpose and Scope of the AnimalKind Accreditation Program .....	4
1.2. BC SPCA and Animal Cruelty Investigations .....	4
2. Liability .....	4
3. Confidentiality.....	5
4. AnimalKind Accreditation Program Overview .....	5
4.1. Administration .....	5
4.2. Key Documents .....	6
5. Personnel Roles & Responsibilities .....	6
5.1. BC SPCA Social Enterprise Management Group .....	6
5.2. Program Managers.....	6
5.3. Auditors.....	7
5.4. AnimalKind Review Panel.....	7
5.5. External Review Panel Member.....	7
5.6. Appeals Panel.....	8
5.7. Applicants.....	8
5.8. Members.....	8
6. Operations Manual .....	8
6.1. Development of the Operations Manual .....	8
6.2. Review of the Operations Manual .....	8
7. Program Standards and Audit Instruments .....	9
7.1. Development of Standards and Audit Instruments .....	9
7.2. Review of Standards .....	9
7.3. Review of Audit Instruments .....	9
7.4. Policy on Exemptions from a Standard .....	9
7.5. Policy for When a Standard does not Exist .....	10
8. Accreditation Process—New Applicants.....	10
8.1. Application Form.....	10
8.2. Audit Fee and Payment.....	11

- 8.3. Audits ..... 11
- 8.4. Accreditation Decisions..... 11
- 8.5. Annual Membership Fee and Payment..... 12
- 8.6. Repeat Audits..... 12
- 8.7. Random Audits..... 12
- 9. Accreditation Process – Annual Renewal ..... 12
  - 9.1. Application ..... 12
  - 9.2. Audit Fee Payment Process..... 13
  - 9.3. Audits ..... 13
  - 9.4. Accreditation Decisions..... 13
  - 9.5. Annual Membership Fee Payment Process ..... 14
- 10. Appeals Process ..... 14
  - 10.1. Appeal Procedures ..... 14
  - 10.2. Appeals Related to the Certificate of Accreditation ..... 15
- 11. Complaints Process ..... 15
  - 11.1. Complaints Related to the Program..... 15
  - 11.2. Complaints Related to a Member’s Performance of an Accredited Service ..... 15
- 12. Use of the AnimalKind Name and Logo ..... 16
  - 12.1. Who can use the Logo..... 16
  - 12.2. Supply of Materials ..... 16
  - 12.3. Misuse of the Name and Logo ..... 16
  - 12.4. Logo..... 17
  - 12.5. Promotional Materials ..... 17
  - 12.6. Member Websites..... 17

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## 1. Introduction

### 1.1. Purpose and Scope of the AnimalKind Accreditation Program

The AnimalKind Accreditation Program (the “Program”) is an independent, third-party animal welfare accreditation system for businesses and non-profit entities providing animal-related services. The Program aims to promote and encourage accredited program members (“Members”) that share the values of the British Columbia Society for the Prevention of Cruelty to Animals (BC SPCA) and ground their interactions with animals in evidence-based practices that prioritize animal welfare.

Program development has been informed by the operating model and experiences of SPCA Certified (the farm welfare certification program founded by the BC SPCA in 2002), and the animal welfare auditing standards of the Professional Animal Auditor Certification Organization (PAACO). As a BC SPCA non-profit initiative, the Program aims to be sustainable through fees charged to Members, which are used to defray operating expenses of the program and, where possible, to further finance and support the BC SPCA.

The scope of the Program is to ensure accreditation is demonstrated through an audit process. To become accredited applicants to the Program (“Applicants”) must meet eligibility requirements and adhere to the Program Standards (the “Standards”) that are relevant to the animal-related services provided by the Applicant’s business or non-profit entity (e.g. wildlife and rodent control standards for wildlife and rodent control businesses, dog training standards for training businesses). Each set of Standards outlines permissible and prohibited actions for Members. Members are expected to adhere to all federal and provincial legislation and regulations, as well as municipal bylaws related to animal use or services, and any other legislation specified in the relevant Standards.

### 1.2. BC SPCA and Animal Cruelty Investigations

In addition to its advocacy, education and social enterprise work, the BC SPCA is granted authority to investigate and take action in instances of suspected animal cruelty through the provincial *Prevention of Cruelty to Animals Act (PCA Act)*. Under the Act, the BC SPCA’s Animal Protection Officers are appointed as special provincial constables for the purpose of enforcing the *PCA Act* and the animal cruelty provisions of the federal *Criminal Code*. The *PCA Act* allows the constable to intercede when an animal is found to be in a state of distress. Further details regarding this area of the BC SPCA’s work can be found at: [www.spca.bc.ca/cruelty](http://www.spca.bc.ca/cruelty).

Program staff are not authorized to investigate allegations of cruelty to animals and Members are not exempt from any investigation into a suspected case of animal cruelty

## 2. Liability

Neither the Program nor the BC SPCA (or its representatives) will be responsible for any expenses, losses or damages of any kind incurred by Applicants or Members due to their participation in the Program.

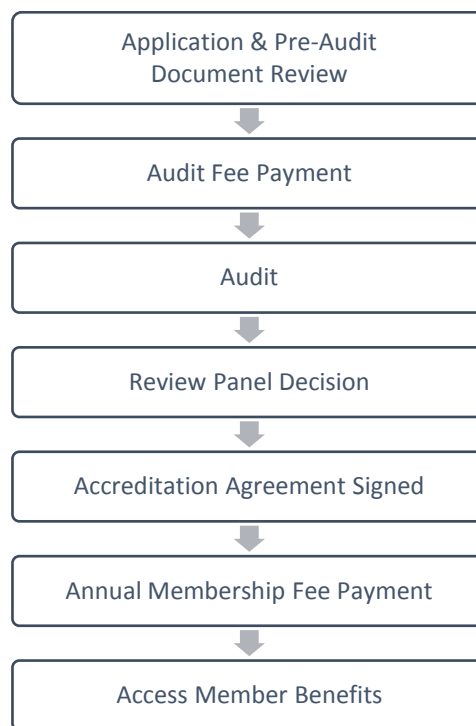
### 3. Confidentiality

All applications to the Program will be treated as confidential. Any non-public information about the operations of Applicants and Members, and any other information of a confidential nature that is provided in connection with the Program, will be kept confidential and only disclosed to Program staff and panel Members on a “need to know” basis for the purposes described in this Operations Manual, unless disclosure is required by law. This includes any proprietary information that may be observed while conducting audits (e.g. business operations, practices, equipment).

### 4. AnimalKind Accreditation Program Overview

The accreditation process begins when an Applicant submits a completed Application Form to the Program. Next, the Applicant participates in an Audit to establish conformance with the Standards. If the AnimalKind Review Panel (the “Review Panel”) determines from the Audit information that the Applicant has been successful in the Audit, the Applicant will be accredited and enrolled in the Program. Accreditation must be renewed yearly and Members must undergo an annual renewal audit as well as any random audits deemed necessary by the Program.

#### Overview of the Accreditation Process



#### 4.1. Administration

The Program is administered by the BC SPCA and operated as a social enterprise where any profits are reinvested back into the BC SPCA for mission related activities. Oversight is provided by the BC SPCA Social Enterprise Management Group and day-to-day operations are carried out by Program

staff. Decisions to accredit are made by an arm's length Review Panel that does not include the Auditor.

## 4.2. Key Documents

The Program uses the following key documents:

- 4.2.1. *AnimalKind Accreditation Program Operations Manual (the "Operations Manual")*. The purpose of the Operations Manual is to ensure accreditation processes are carried out consistently and transparently. The Operations Manual describes the operation, administration and management of the Program and outlines the roles, responsibilities and requirements of each party involved in the Program. The Operations Manual is a publically available document.
- 4.2.2. *Application Forms*. The initial application forms are used by Applicants to apply for accreditation. Application Forms are publically available documents, but upon completion by an Applicant, will become confidential material.
- 4.2.3. *Accreditation Standards (the "Standards")*. Each animal-related service sector has a set of Standards to describe the criteria that an Applicant must meet in order become accredited. Standards are publically available documents.
- 4.2.4. *Audit Instruments*. Each animal-related service sector has an associated Audit Instrument that specifies the conduct and scoring of Audits. Information collected in the Audit instrument is used to prepare the final Audit Report. Audit Instruments are confidential.
- 4.2.5. *Policies and Standard Operating Procedures*. Each animal-related service sector may have associated policies or standard operating procedures (SOPs) to describe additional Program processes. Policies and SOPs are publically available documents.

## 5. Personnel Roles & Responsibilities

The following roles and responsibilities make up the Program:

### 5.1. BC SPCA Social Enterprise Management Group

The BC SPCA Social Enterprise Management Group (the "Management Group") is an internal BC SPCA group that governs and guides the strategic direction of the AnimalKind Accreditation Program. The Management group is comprised of: the Chief Executive Officer (CEO); the Chief Operations Officer; a Senior Manager, Business Development; and additional members of the BC SPCA senior management team appointed at the discretion of the CEO.

The Management Group has the responsibility to:

- 5.1.1. Determine and approve the strategic direction of the Program.
- 5.1.2. Approve amendments to the Operations Manual, Standards, Policies and SOPs.
- 5.1.3. Determine resolutions to appeals and complaints.

### 5.2. Program Managers

Program Managers are BC SPCA staff members with responsibility to:

- 5.2.1. Implement Program policies and update the Operations Manual as needed.
- 5.2.2. Ensure Standards, Policies and SOPs are reviewed as needed.
- 5.2.3. Liaise with the Management Group.
- 5.2.4. Develop and coordinate Program marketing and communication initiatives.
- 5.2.5. Maintain the budget and related financial records and ensure fee payment.
- 5.2.6. Direct the activities of the Program, namely the auditing and accreditation activities.
- 5.2.7. Hire and supervise Auditors.
- 5.2.8. Liaise with, and support the Review Panel and recruit External Review Panel Members.
- 5.2.9. Ensure Members' compliance with the Accreditation Agreement.

### **5.3. Auditors**

Auditors are BC SPCA staff members or contractors with responsibility to:

- 5.3.1. Perform initial accreditation, annual renewal and random Audits of Applicants and Members.
- 5.3.2. Follow audit processes as established in the relevant Audit Instrument.
- 5.3.3. Prepare Audit Reports for submission to the Review Panel.

### **5.4. AnimalKind Review Panel**

The Review Panel is an arm's length committee that reviews Audit Reports and decides on the accreditation status of Applicants and Members. The Review Panel is comprised of: a Senior Manager with responsibilities for the relevant animal-related service sector; a representative from the Management Group; and one External Review Panel Member. Individuals serving on the Review Panel may differ for each animal-related service sector.

At all times, the affairs of the Review Panel are autonomous, will remain confidential, and are shared with as few people as necessary to carry out their duties. The Review Panel has the responsibility to:

- 5.4.1. Determine the final decision regarding Applicant/Member accreditation status in the Program based on the information contained within the Audit Report.
- 5.4.2. Review requests for exemptions from a Standard requirement from Applicants/Members.
- 5.4.3. Follow the decision-making and meeting procedures outlined in the Review Panel SOP.

### **5.5. External Review Panel Member**

External Review Panel Members are experts that are not employees of the BC SPCA, although they may receive an honorarium payment for their services. Qualifications may include one or more of the following:

- 5.5.1. Experience and knowledge of animal-based auditing processes.
- 5.5.2. Knowledge of animal welfare science.
- 5.5.3. Experience with the relevant animal-related service sector.

## 5.6. Appeals Panel

The Appeals Panel reviews all appellant submissions and decides, based on information submitted by the appellant, the Review Panel, and the Program, the final outcome of the issue in question. It is comprised of 3 members of the Management Group or their designates. (Refer to section 10 for details of the Appeals Process).

## 5.7. Applicants

An Applicant is an individual (sole proprietor), corporation or non-profit entity that has applied for accreditation by the Program. The Applicant will be considered a Member following:

- 5.7.1. Audit of business operations;
- 5.7.2. Review and approval by the Review Panel;
- 5.7.3. Payment of all fees; and
- 5.7.4. Signing of the Accreditation Agreement.

## 5.8. Members

A Member is an individual (sole proprietor), business or non-profit entity holding a Certificate of Accreditation from the Program. The Member agrees to adhere to all requirements of the Program as set out in the Operations Manual, the Accreditation Agreement and the relevant Standards for the duration of the Accreditation Agreement.

# 6. Operations Manual

## 6.1. Development of the Operations Manual

The Operations Manual describes the operation, administration and management of the Program. It is based on the *SPCA Certified Operations Manual* and further developed following consultation with relevant stakeholders.

## 6.2. Review of the Operations Manual

The Program reviews the Operations Manual every 3-5 years to ensure its practicality and relevance, or sooner if specific issues are identified that require amendments. Members are notified when revisions to the Operations Manual will commence, and are invited to submit any comments to the Program regarding the Manual. Comments must be received within three weeks of receiving notification from the Program. Members do not have to wait until the review period to submit comments, and are encouraged to submit proposed revisions at any time for consideration in the formal review process.

Members are encouraged to participate in the review process when proposed drafts of the Operations Manual are circulated so they may voice concerns and opinions on proposed revisions prior to finalization and approval of the revised Operations Manual by the Management Group. Amendments to the Operations Manual are accompanied by appropriate lead-in times for implementation of the changes.



## 7. Program Standards and Audit Instruments

### 7.1. Development of Standards and Audit Instruments

Standards and Audit Instruments are science-based documents developed by the BC SPCA following: reviews of current animal welfare science and evidence-based knowledge; peer-review by experts; and consultations with stakeholders. Each animal-related services sector has a set of Standards that describe the criteria that an Applicant must meet in order become accredited and an associated Audit Instrument that specifies the conduct and scoring of Audits. Refer to individual Standards and/or Audit Instrument for additional information on its development process.

### 7.2. Review of Standards

The Program will internally review the Standards as relevant new scientific information and improved practices that enhance animal welfare emerge. The Program conducts the review and proposed amendments are put forth to affected Members (i.e. who are accredited based on that set of Standards), External Review Panel Members, and additional external experts (as needed) for feedback.

Relevant Members are notified when revisions to a set of Standards will commence, and are invited to submit any comments to the Program regarding the Standards. Comments must be received within three weeks of receiving notification from the Program. Members do not have to wait until the review period to submit comments and are encouraged to submit proposed revisions at any time for consideration in the formal review process.

Members are encouraged to participate in the review process when proposed amendments to the Standards are circulated so they may voice concerns and opinions on proposed revisions prior to finalization and approval of changes to a set of Standards by the Management Group. Amendments to the Standards are accompanied by appropriate lead-in times for the implementation of the changes approved by the Management Group.

### 7.3. Review of Audit Instruments

The Program will internally review the Audit Instruments annually, or as relevant new animal welfare auditing information emerges, or as changes are made to the relevant set of Standards. The Program conducts the review and proposed amendments are put forth to relevant External Review Panel Members, and additional external experts (as needed) for feedback.

### 7.4. Policy on Exemptions from a Standard

The Review Panel may consider an exemption to a requirement within the Standards, with the understanding that the exemption is allowed only until such time that the relevant Standard is reviewed and revised. Upon review, the exemption could be revoked or built into the Standard, depending on the outcome of the review of the current animal welfare science and evidence-based knowledge.

In order for an exemption to be reviewed, the following information must be sent to the Program in writing a minimum of 60 calendar days prior to the proposed practice/procedure being implemented. The exemption request must outline:

- 7.4.1. Reason(s) for believing that the practice in question provides animal welfare that is equivalent to, or greater than, what the Standard currently requires. Scientific background as well as anecdotal evidence is recommended for inclusion.
- 7.4.2. Contact information for, or letter of support from an authority in the field (e.g. veterinarian, animal welfare scientist, other expert or Member) who would support the exemption.
- 7.4.3. Where and when the procedure will be conducted.
- 7.4.4. Who will perform the procedure; level of expertise of the person must be included.
- 7.4.5. Detailed description of the procedure, including its length.
- 7.4.6. Number of animals that the procedure will be conducted on at one time.
- 7.4.7. Observations of the animals' behavioural reactions during previous use of the procedure.

Once the Applicant/Member submits the information described above, the Program Manager will forward the materials to the Review Panel for consideration. Once the Review Panel reaches a decision, the Program Manager sends correspondence to the Applicant/Member outlining the Program decision and appropriate next steps.

Should the Review Panel and/or Management Group choose to deny the exemption request, the Applicant/Member may submit a proposal for Standard revision to the Program, which will be included for review during the next revision of the Standard(s). Decisions made by the Review Panel regarding an exemption are final.

## 7.5. Policy for When a Standard does not Exist

When an AnimalKind Standard does not exist for an animal-related procedure or practice used by an Applicant/Member, the Applicant/Member will follow reasonable and generally accepted industry practices of animal care and management. The Applicant/Member will submit a brief (approximately 2 pages) overview of the procedure/practice for the applicable animals (see Section 7.4 for further details regarding what type of information to include). This overview must be updated when management practices change.

## 8. Accreditation Process—New Applicants

### 8.1. Application Form

Applicants complete the application form and Program staff review the application for completeness and to determine if there are any discrepancies with the relevant Standard. If incomplete, or if any discrepancies are identified, the Applicant is contacted for clarifications. Once the initial application form is deemed complete, the Applicant is invited to submit pre-audit materials, including SOPs. These materials will be reviewed to determine conformance with the Standards. Once complete, the Program will contact the Applicant and arrange a date and time for the Audit and issue an Audit Invoice.

## 8.2. Audit Fee and Payment

The Audit Fee recovers costs related to performing audits. The Audit Fee must be paid within 14 calendar days of the invoice date unless an alternative payment arrangement is agreed upon (e.g. payments made in installments). Payment is made to the BC SPCA by cheque, money order or credit card. The Audit will be cancelled if payment is not received unless, at the discretion of the Program, late invoice payment arrangements are made.

## 8.3. Audits

Audits may include: review of any documents submitted by the Applicant; review of Applicant's publically available marketing material (e.g., websites, brochures, social media); completion of a BC SPCA-designed online course for the Applicant's employees; review of documents and records held on the business premises and/or vehicles; observations and photographs of facilities and equipment; interviews with owner, employees and clients; and observations of performance of animal-based services. The Auditor does not provide consultative advice regarding non-conformances and only assists the Applicant in understanding the aims and goals of the Standards to which the Applicant is being audited.

During the Audit the Auditor uses the relevant Audit Instrument to verify conformance with the Standards. At the completion of the Audit, the Auditor will create the Audit Report to inform the Applicant if any non-conformances were identified. The Applicant is asked to prepare a written response to the non-conformances and propose timelines for correction. The Applicant's response must be received within 7 business days of the Applicant's receipt of the Audit Report. The Auditor will submit the Audit Report and any response from the Applicant to the Program Manager and this material will be forwarded to the Review Panel for the decision to accredit.

## 8.4. Accreditation Decisions

Within 14 calendar days of receiving the documents from the Program Manager, the Review Panel decides whether to accredit Applicant following the decision-making procedures described in the Review Panel SOP.

The decisions that the Review Panel considers are as follows:

- 8.4.1. *Accreditation (unconditional)*: The Applicant conforms with all Program requirements as per the Operations Manual and relevant Standards.
- 8.4.2. *Conditional Accreditation*: A non-conformance issue was identified during an Audit. The Applicant may enter into an Accreditation Agreement with the Program with the understanding that all non-conformance issues (including timelines) are addressed. A repeat Audit may be required to verify completion of the non-conformance, at the discretion of the Review Panel. A fee is charged for the Repeat Audit.
- 8.4.3. *Withhold Accreditation*: Multiple non-conformance issues were identified in an Applicants practices during an Audit and/or a critical criterion for animal welfare was failed. The Applicant has failed to comply with the requirements of the Program.

Once the Review Panel has made their decision, the Program Manager compiles an Accreditation Outcome Package which contains:

8.4.4. A letter outlining the Review Panels' accreditation decision.

8.4.5. Accreditation Agreement, if applicable.

8.4.6. Invoice for Annual Membership Fee, if applicable.

The new Member must sign and return the signed Accreditation Agreement with their Membership Fee payment. Once payment and signed Agreement have been received the new Member will be sent a copy of the signed Accreditation Agreement and the Certificate of Accreditation.

## 8.5. Annual Membership Fee and Payment

The Annual Membership Fee is based on the Member's annual gross revenue (actual or estimated), percent of business that is wildlife and rodent control and the number of technicians carrying out wildlife and rodent control. Members may be required to present proof of their gross revenue to the BC SPCA.

The Annual Membership Fee invoice must be paid within 14 calendar days of the invoice date unless an alternative payment arrangement is agreed upon (e.g. payments made in installments). Payment is made to the BC SPCA by cheque, money order or credit card. The member is not eligible to enroll in the Program and receive Program benefits until the fee is paid. The accreditation will be cancelled if any installation payments are not received unless, at the discretion of the Program, late invoice payment arrangements are made.

## 8.6. Repeat Audits

A Repeat Audit occurs when the Review Panel decides an Auditor must verify the correction of all non-conformance issues identified in the original Audit. A Repeat Audit is not a full Audit. The scope of a Repeat Audit will be determined by the Review Panel. The scope and Repeat Audit Fee will be communicated to the Applicant in writing.

## 8.7. Random Audits

Each calendar year, the Program may randomly audit accredited Members as a condition of accreditation. The objective of this audit is to ensure ongoing compliance with the Standards. Random Audits are conducted in the same manner as an Annual Audit. The findings are reported to the Review Panel, and if non-conformance issues arise during the Random Audit, such issues are treated in the same manner as non-conformance issues arising during an Annual Audit. The cost of Random Audits is included in the Program budget and Members are not invoiced for these.

# 9. Accreditation Process – Annual Renewal

## 9.1. Application

Members receive a notice of renewal by email a minimum of 60 calendar days before their Annual Renewal is due. Once the Program Manager receives written confirmation from the Member stating

they intend to renew, the Program Manager will contact the Member to arrange a date for the Annual Audit. Should a Member need to postpone an Annual Audit, a cancellation notice of 10 business days is required to prevent forfeiture of the fee. If the Auditor must travel more than 500 km (or 5 hours) to do the Audit, a cancellation notice of 15 business days is required.

## 9.2. Audit Fee Payment Process

The Audit Fee recovers costs related to performing audits. The Audit Fee invoice must be paid within 14 calendar days of the invoice date unless an alternative payment arrangement is agreed upon (e.g. payments made in installments). Payment is made to the BC SPCA by cheque, money order or credit card. The Audit will be cancelled if payment is not received unless, at the discretion of the Program, late invoice payment arrangements are made.

## 9.3. Audits

Audits may include: review of any documents submitted by the Applicant; review of Applicant's publically available marketing material (e.g., websites, brochures, social media); completion of a BC SPCA-designed online course for the Applicant's employees; review of documents and records held on the business premises and/or vehicles; observations and photographs of facilities and equipment; interviews with owner, employees and clients; and observations of performance of animal-based services. The Auditor does not provide consultative advice regarding non-conformances and only assists the Applicant in understanding the aims and goals of the Standards to which the Applicant is being audited.

Members holding Accreditation and with no substantiated animal welfare complaints may be eligible for an abbreviated Annual Audit as described in policies specific for each animal-related service sector.

During the Audit the Auditor uses the relevant Audit Instrument to verify conformance with the Standards. At the completion of the Audit, the Auditor will create the Audit Report to inform the Applicant if any non-conformances were identified. The Applicant is asked to prepare a written response to the non-conformances and propose timelines for correction. The Applicant's response must be received within 7 business days of the Applicant's receipt of the Audit Report.

The Auditor will submit the Audit Report and any response from the Applicant to the Program Manager and this material will be forwarded to the Review Panel for the decision to accredit.

## 9.4. Accreditation Decisions

Within 14 calendar days of receiving the documents from the Program Manager, the Review Panel decides, whether to renew accreditation of the Member or whether accreditation should be cancelled following the decision-making procedures described in the Review Panel SOP.

The decisions that the Review Panel considers are as follows

9.4.1. *Accreditation (unconditional)*: The Member conforms with all Program requirements as per the Operations Manual and relevant Standards.

- 9.4.2. *Conditional Accreditation:* A non-conformance issue was identified during an Audit. The Applicant may enter into an Accreditation Agreement with the Program with the understanding that all non-conformance issues (including timelines) are addressed. A Repeat Audit may be required to verify completion of the non-conformance, at the discretion of the Review Panel. A fee is charged for the Repeat Audit.
- 9.4.3. *Cancel Accreditation:* Multiple non-conformance issues were identified in Member's practices during the Audit and/or the Member has failed to comply with the requirements of the Program or the Accreditation Agreement. Eligibility for reapplication to the Program following cancellation are at the discretion of the Management Group.

Once the Review Panel has made their decision, the Program Manager compiles an Accreditation Outcome Package which contains:

- 9.4.4. A letter outlining the Review Panels' accreditation decision.
- 9.4.5. Accreditation Agreement, if applicable.
- 9.4.6. Invoice for Annual Membership Fee, if applicable.

The new Member must sign and return the signed Accreditation Agreement with their payment for the Annual Membership Fee. Once payment and signed Agreement have been received the new Member will be sent a copy of the signed Accreditation Agreement and the Certificate of Accreditation.

## 9.5. Annual Membership Fee Payment Process

The Annual Membership Fee is based on the Member's annual gross revenue (actual or estimated), percent of business that is wildlife and rodent control and the number of technicians carrying out wildlife and rodent control. Members may be required to present proof of their gross revenue to the BC SPCA.

The Annual Membership Fee invoice must be paid within 14 calendar days of the invoice date unless an alternative payment arrangement is agreed upon (e.g. payments made in installments). Payment is made to the BC SPCA by cheque, money order or credit card. The member is not eligible to enroll in the Program and receive Program benefits until the fee is paid.

## 10. Appeals Process

The Appeal Panel reviews all appellant submissions and decides, based on information submitted by the appellant and the Program, the final outcome of the issue in question.

### 10.1. Appeal Procedures

The Accreditation Program does not charge a fee to make an appeal, however any expenses incurred to appeal an Accreditation Program decision are the responsibility of the appealing Member or Applicant (the Appellant).

For each appeal process the Program Manager compiles an appeal package consisting of the Appellant's written appeal and all documents relating to the appeal. The package is sent to the

Appeal Panel members and the Appellant. The review period for the documents is 15 business days, commencing from the time the package is sent by the Program Manager.

The Program Manager schedules the meeting of the Appeal Panel. A quorum of three members from the Appeal Panel is necessary to conduct a meeting. After reviewing the appeal package, the Appeal Panel votes on the outcome of the appeal. A majority vote denotes the final decision of the panel's members. The Appeal Panel's decision is documented and sent in writing to the Appellant. Decisions made by the Appeal Panel are final.

## 10.2. Appeals Related to the Certificate of Accreditation

In the event that the Program withholds or cancels a Certificate of Accreditation, the Applicant or Member in question has the right to appeal the judgment within 30 calendar days of receiving the Program's decision in writing. All appeals must be made in writing, and submitted to the Program Manager for consideration by the Appeal Panel.

# 11. Complaints Process

## 11.1. Complaints Related to the Program

Complaints must be submitted to the Program Manager in writing to initiate the investigation processes listed in this section to occur. When a written complaint is received by the Program Manager, the following occurs:

- 11.1.1. The Program Manager responds to the complainant in writing within 7 business days, stating that the complaint was received and the process of investigation has begun.
- 11.1.2. The Program Manager gathers information on the complaint to determine the nature of the complaint and investigates the complaint.
- 11.1.3. The Program Manager submits all information related to the complaint and the investigation findings to the Management Group for review.
- 11.1.4. The Management Group review all materials in relation to the complaint and decide on the appropriate action required of the Program.
- 11.1.5. The Program Manager sends a written response to all parties involved in the complaint within 7 business days of receiving the decision from the Management Group.

## 11.2. Complaints Related to a Member's Performance of an Accredited Service

Public complaints about a Member's performance of a service may be submitted to the Program Manager in writing or verbally. If verbally, then the Program Manager will prepare a written summary of the complaint. Once a complaint is received by the Program Manager, the following investigative process will occur:

- 11.2.1. If in the opinion of the Program Manager the complaint received by the Program indicates a reasonable suspicion of a contravention of the provincial *PCA Act* or the federal *Criminal Code*, the complaint will be forwarded to the Cruelty Investigations Department (CID) for follow-up. The Program has no authority in these investigations; as such CID rules and procedures apply.

- 11.2.2. If the complaint does not require CID intervention then the Program Manager responds to the complainant in writing within 7 business days, stating that the complaint was received and the process of investigation has begun.
- 11.2.3. The Program Manager gathers information on the complaint to determine the nature of the complaint and investigates the complaint.
- 11.2.4. The Program Manager submits all information related to the complaint and the investigation findings to the Management Group for review.
- 11.2.5. A minimum of 3 members of the Management Group review all material in relation to the complaint and decide on the appropriate action required of the Member.
- 11.2.6. The Program Manager sends a written response to all parties involved in the complaint within seven business days of receiving the decision from the Management Group.
- 11.2.7. The Program Manager contacts the Member to discuss the complaint and next steps in investigating the complaint. Steps may include, but are not limited to: paperwork submission; on-site assessment by the Auditor; or consultation with an independent, third-party veterinarian or relevant expert. Any fees associated with visits or consults from an auditor, veterinarian or relevant expert in order to resolve the issues surrounding the complaint are the responsibility of the Member, and are billed to the Member.

## 12. Use of the AnimalKind Name and Logo

The Program grants Members the right to use the AnimalKind Name and Logo in accordance with a license that is set out in the Accreditation Agreement.

### 12.1. Who can use the Logo

Only the Member that entered into an Accreditation Agreement is eligible to use the Logo. Therefore, if a Member is, or becomes a subsidiary company, this does not mean that the parent company may use the Logo or promote the accreditation in marketing of the parent company. In addition, if a franchised operation is accredited in BC; it may not use the Logo to promote franchises in other provinces that have not themselves undergone accreditation.

### 12.2. Supply of Materials

The Program supplies all Members with up-to-date print and web-ready artwork of the Name and Logo.

### 12.3. Misuse of the Name and Logo

Application of the Name and Logo to products or services that do not comply with the Operations Manual and relevant Standards, or to businesses or non-profit entities that have not entered into an Accreditation Agreement, nor have been issued a Certificate of Accreditation, will be subject to immediate action from the Program and possible legal action by the BC SPCA.



## 12.4. Logos

# AnimalKind

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BCSPCA Accredited



**AnimalKind**  
BCSPCA Accredited



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## 12.5. Promotional Materials

Should a Member wish to create promotional materials featuring the AnimalKind Name or Logo, the materials must include the website URL ( [www.animalkind.ca](http://www.animalkind.ca) ).

It is the Member's responsibility to make sure that the Logo and any accompanying statements or URL's on promotional materials are correct.

## 12.6. Member Websites

Members are encouraged to place the AnimalKind Logo on their website. The logo can appear as an active link to [www.animalkind.ca](http://www.animalkind.ca) or can be accompanied by the web address immediately beneath the Logo (or both).