



Certification Council for
Professional Dog Trainers®

**Statement from the Certification Council for Professional Dog Trainers
Regarding Augusto Deoliveira (also known as “Dog Daddy”)**

The Certification Council for Professional Dog Trainers (CCPDT) is deeply concerned and appalled by the methods employed by a popular self-proclaimed dog trainer, Augusto Deoliveira, also known as "Dog Daddy."

His techniques directly contradict CCPDT's Joint Standards of Practice and Code of Ethics and the ethical standards that leading organizations in the dog training field uphold. These methods pose a physical threat to Deoliveira's clients and the larger community - including those who try to imitate him - and harm the dogs subjected to these outdated practices.

Deoliveira's training videos showcase practices that disregard dogs' well-being and emotional needs and endanger the owners. Intimidation and threatening tactics of this kind often lead to defensive behavior, aggression towards the owner and others, and a strained relationship between the owner and the dog.

Many dog trainers have gained popularity on social media, but it is important to understand that popularity does not equal competence or ethical practices. Since there is no formal licensure in dog training, there is no legal requirement to ensure standardized practices or minimum qualifications for dog trainers. This leaves dog owners in a "buyer beware" system, where they must educate themselves about humane and effective training methods.

We strongly urge dog owners to hire a professional who adheres to the Joint Standards of Practice and Code of Ethics or carries a CCPDT credential: CPDT-KA, CPDT-KSA, or CBCC-KA. By choosing a professional with these credentials, owners can rest assured that they have hired someone who has demonstrated competence and is held accountable for ethical practices in dog training.

Established in 2001, the Certification Council for Professional Dog Trainers is the leading certifying organization in the dog training profession. CCPDT certifications represent the highest standard of humane, science-based, and ethical training practices and are held by over six thousand certified professionals worldwide. Search our [trainers' directory](#) to locate a CCPDT trainer in your area, or email info@ccpdt.org.