

# DATAMARS AnimalID

## Pet identification: what you should know



### Why is it important

Becoming separated from a loved pet is a stressful experience that can happen all too easily. Microchipping a pet is like giving them their own permanent form of identification. Many Countries are now making electronic pet registration mandatory. In fact, microchipping is considered the most reliable and efficient way of identification since microchips are permanent, unique and cannot be falsified or removed.

### How does it work

A pet microchip containing a unique 15 digit identification code is implanted under the animal's skin by an animal professional. After implantation, the microchip code has to be registered in a pet national database. The owner's contact information as well as the pet's description are entered in so when a microchip is scanned, the database will be able to pull up the owner and pet information assigned to that microchip in order to reunite the missing pet with their owner.

For more information visit: [pet.datamars.com](http://pet.datamars.com)