

The FoundCall Commitment

As a nonprofit organization, FoundCall.org is dedicated to helping people reunite with their missing pets.

By following the recommendations outlined in this guide we promise your pet will have the best chance of being reunited with you if they ever get lost.

Index

1. Summary
2. The Simple Phone Number
3. Reliable ID Types
4. Modern Pet ID Types
5. Hidden Risks of Pet ID Tags
6. Personal Safety
7. Your Found Call Commitment
8. Pet ID with a Phone Number
9. Six Degrees of Separation
10. Regularly Updated Contacts
11. The Problem: How?
12. The Solution: Call Forwarding
13. FoundCall.org to the Rescue
14. Appendix
 - a. Collar Tag
 - b. Microchip
 - c. Tattoo
 - d. QR Code Tags
 - e. Bluetooth Trackers
 - f. GPS Trackers

Summary

More contacts.

More chances.

More peace of mind.

When your pet is missing, seconds count and a single phone number just isn't enough. That's why FoundCall lets you add multiple trusted contacts. If you can't answer, someone else can.

We recommend at least 6 people: family, friends, neighbors, even your vet. Your number can be updated anytime, and it works with any tag or microchip.

FoundCall protects your privacy, connects your community, and helps your pet get home faster.

That's our commitment.

The Simple Phone Number

A phone number is the best way to get a lost pet back because it provides an immediate, direct line of communication. Unlike emails or social media messages, which may go unnoticed for hours or days, a phone call or text can be received instantly, allowing for a quick response.

Many lost pets are found by good Samaritans, shelters, or veterinarians who need a fast way to contact the owner. A clearly visible phone number on a pet's tag or microchip ensures that whoever finds them can reach the owner without delays, increasing the chances of a safe and speedy reunion.

Reliable ID Types

There are three reliable types of pet identification: Collar Tags, Microchips, and Tattoos, each with its own benefits and limitations.

Collar Tag: The most visible and accessible form of pet ID.

Microchip: Contains a unique ID number linked to the owner's contact information in a database.

Tattoo: Often on the inner thigh or ear, with a unique code or the owner's phone number.

For the best protection, experts recommend using a combination of a collar tag and a microchip, ensuring both immediate visibility and a backup identification method if the tag is lost.

See appendix for details about ID types

Modern Pet ID Types

There are several modern pet ID types that use technology to help reunite lost pets with their owners: QR Code Tags, AirTags, and GPS Trackers. While these offer advanced features, they also come with limitations.

Key Issues

QR Code Tags: Require internet access, potential privacy risks.

AirTags: Limited range, battery dependency, security concerns.

GPS Trackers: Costly, requires charging, may not work in all locations.

For the best protection, a combination of a traditional collar ID tag, a microchip, and a GPS or Bluetooth tracker offers both immediate identification and long-distance tracking in case of emergencies.

See appendix for details about ID types

Hidden Risks of Pet ID Tags

Pet ID tags can pose a risk to personally identifiable information (PII) if they display too much detail. Including a full name, address, or multiple phone numbers can make owners vulnerable to scams, harassment, or even identity theft.

Strangers who find a pet may have good intentions, but others could misuse the information. To balance safety and effectiveness, it's best to limit tags to a first name and a single phone number while ensuring pets are also microchipped for extra security.

Personal Safety

There have been reports and anecdotal cases where young women have been targeted after including personal details on their pets' ID tags, but there is limited formal research or large-scale studies on the issue.

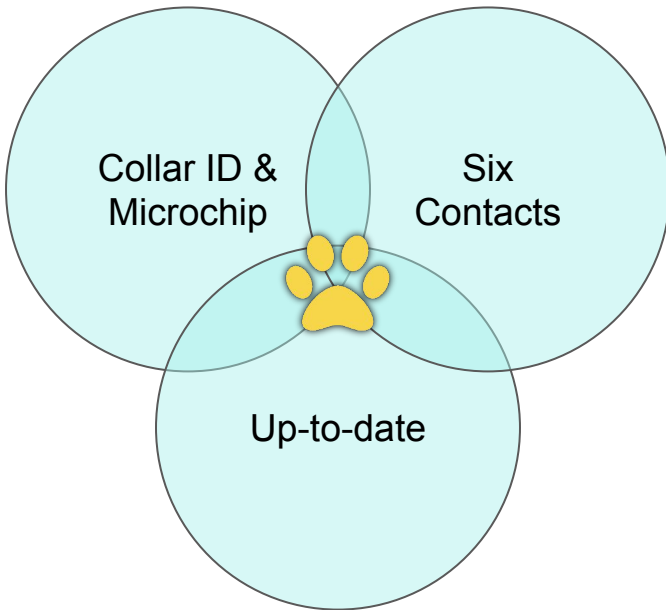
Some safety experts and law enforcement officials warn that publicly displaying full names, addresses, or multiple contact details can expose pet owners—especially women—to risks like stalking or scams.

To stay safe, it's recommended to keep pet ID tags simple, with just a first name (if any) and a phone number. Adding a microchip with registered contact details provides an extra layer of security without making personal information easily accessible to strangers.

The FoundCall Commitment

The best way of being reunited with your lost pet are to follow these 3 recommendations.

1. Have a collar ID tag and microchip
2. A minimum of six contacts for your pet
3. Regularly updated contact information



The overlap of these three approaches provides you the best chance of receiving a found call.

Pet ID with a Phone Number

A pet ID tag with a clearly visible phone number is the best way to be reunited with a lost pet because it provides an immediate and easy way for anyone who finds them to contact the owner.

Unlike microchips, which require a special scanner at a vet or shelter, an ID tag is visible and accessible to anyone on the spot. A quick phone call can lead to a fast reunion, preventing the pet from being taken to a shelter or wandering further away.

With a clearly legible phone number, the chances of a lost pet returning home safely and quickly are significantly higher.

The microchip is essential but it is your backup plan. It can only be read once your pet is in a shelter or veterinary clinic.

We recommend; An ID tag has one phone number with the largest print you can comfortably fit on it.

Six Degrees of Separation

Having six or more contacts for your pet is a "six degrees of separation" safety net.

Each additional person increases the chances that someone will be available to respond quickly if your pet is lost.

Just as the theory suggests that everyone is connected through a short chain of acquaintances, your pet's network of contacts creates multiple paths back home. If one person is unreachable, the next in line can step in, ensuring a swift reunion instead of your pet being stuck in a shelter or with a stranger. The more connections, the stronger the safety net.

We recommend; you, your partner, neighbours, friends, and family. It's important to pick contacts that are not usually all together at the same time. Ideally they should be pet owners too.

Regularly Updated Contacts

Keeping your pet's ID contact information up to date is crucial for a quick and successful reunion if they ever get lost.

Whether it's a collar tag, microchip, or GPS tracker, outdated phone numbers or addresses can make it difficult for finders, shelters, or veterinarians to contact you.

If you move or change your phone number, updating your pet's identification ensures that anyone who finds them can reach you right away. Many lost pets end up in shelters simply because their owners cannot be contacted.

Regularly checking and updating your pet's ID details is a simple step that can make all the difference in bringing them home safely.

We recommend: setting reminders in your calendar to check your pets contact information every three months.

The Problem: How?

As you might have guessed, you can not use all of these suggestions because they don't work together.

Recommendation	Reality
Have a minimum of six contacts	Only a few phone numbers fit on an ID tag
Regularly update your pets contacts details	It's expensive and time consuming to update pet tags and microchips
Use a single phone number on your pet ID tag	Make sure your pets contacts are diverse

Recommendation	Personal Safety
Show your contact information clearly	Don't show your contact information

The Answer: Call Forwarding

The way to implement our recommendations is to use a *call forwarding* service.

A call forwarding service redirects incoming calls from one phone number to another. This ensures that calls reach the intended person, even if they are using a different phone or location.

You do this by having a phone number solely for your pet. When someone calls that number it's forwarded to you, or one of your pets contacts.

There are many companies that provide call forwarding services. However, they not easy to set up and are relatively expensive for one off uses such as this.

FoundCall.org to the Rescue

As a nonprofit organization, FoundCall.org is dedicated to helping people reunite with their missing pets.

One of the services we provide is a *paw-sonal* phone number for your pet. Allowing you to follow the recommendations outlined in this guide and giving you the best method of receiving a found call should your pet ever go missing.

For more information about the service visit <https://foundcall.org>.

Appendix: Collar Tag

This is the most visible and accessible form of pet ID. It usually includes the pet's name and a phone number, making it easy for anyone who finds a lost pet to contact the owner immediately. However, tags can fall off, fade, or become unreadable over time.

An engraved pet tag is better than a printed one because it is more durable, long-lasting, and resistant to wear and tear. Engraved text is etched into the metal, making it less likely to fade, scratch off, or become unreadable over time, even with daily wear. In contrast, printed tags, especially those with ink or stickers, can rub off due to weather, chewing, or rough play. Engraved tags ensure that crucial contact information remains visible and legible for years, increasing the chances of a lost pet being safely returned home.

Appendix: Microchip

A microchip is a small, permanent RFID device implanted under the pet's skin. It contains a unique ID number linked to the owner's contact information in a database. Shelters and veterinarians can scan the chip to reunite lost pets with their owners. The downside is that a microchip requires a scanner to read, and it must be registered and updated with current contact details.

Appendix: Tattoo

Some pets receive a tattoo, often on the inner thigh or ear, with a unique code or the owner's phone number. Tattoos are permanent and do not rely on technology, but they can fade over time, be difficult to read, or lack a universal tracking system.

Appendix: QR Code Tags

Generally these tags contain a scannable QR code linked to an online profile with the pet's information, including contact details, medical history, and address.

- Anyone with a smartphone can scan the tag to access this data.
- Most require an internet connection to work.
- QRCode may not be recognized by all pet finders.
- Could pose privacy risks if personal details are publicly accessible.

Appendix: Bluetooth Trackers

AirTags and similar Bluetooth-based trackers (like Tile) help locate pets within a short range using nearby Apple or Tile networks. They are useful for tracking pets in urban areas but are not true GPS devices and won't provide real-time tracking over long distances.

Additionally, AirTags can fall off collars, run out of battery, and have been misused for stalking, raising security concerns.

Appendix: GPS Trackers

These devices provide real-time location tracking via GPS and cellular networks, allowing owners to locate lost pets over large distances.

While highly effective, they require a monthly subscription, depend on battery life, and may not work well in remote areas with poor signal coverage. GPS collars can also be bulky for small pets.