



THE GLOBAL STANDARD FOR LIVESTOCK DATA

Place Utrecht, The Netherlands
Date 01 August 2025
Subject Public Notification of Code of Conduct Violation

The International Committee for Animal Recording (ICAR), in its capacity as the Registration Authority (RA) appointed by ISO¹ for registering manufacturer codes used in the radio frequency identification (RFID) of animals in accordance with ISO 11784 and ISO 11785², regrets to announce that the registered manufacturer **Shenzhen Inno RFID Technology Co., Ltd** (China) has violated the ICAR Code of Conduct through false marketing claims of providing technology to various manufacturers, including Trovan, Ltd.

The Code of Conduct states that "*manufacturers/suppliers of RFID technology agree to the responsibility to communicate accurate information concerning ISO 11784/11785 based RFID technology, products and performances.*" Despite repeated requests from ICAR to address the failure to communicate accurate information, Shenzhen Inno RFID Technology Co., Ltd has not responded to these requests.

ICAR therefore advises that any marketing claims from Shenzhen Inno RFID Technology Co., Ltd should be carefully validated due to the presence of these false marketing claims. This notice shall remain on the ICAR website until Shenzhen Inno RFID Technology Co., Ltd retracts all such false marketing claims.

Best regards,

Martin Burke
ICAR Interim Chief Executive

¹ In 2007, ISO appointed ICAR as the Registration Authority (RA) competent to register manufacturer codes used in the radio frequency identification (RFID) of animals in accordance with ISO 11784 and ISO 11785.

² ISO 11784 defines code structure for Radio frequency identification devices for animals while ISO 11785 describes the Technical Concept for these RFIDs.