

Case-study template

Use this template to explain what you observed, how you prepared a factual record and why you chose one reporting pathway over another. The routing reasoning is the lesson; an enforcement outcome is not required.

Keep control.

Puppy vs Algorithms does not receive or publish your case. Store it locally and choose where, whether and how to share it.

01 What I noticed

State only what you directly observed. Add an annotated screenshot only when it is lawful, safe and necessary.

Optional annotated screenshot or photograph

02 What I recorded

Complete the same five fields used by the BARK evidence checklist.

OBSERVATION

What did you directly see, hear or experience?

CONTEXT

Where and when did it happen?

IMPACT

What practical effect did it have?

ACTION

What had you already tried?

OUTCOME

What did you want to happen?

Why this destination?

03 Where I considered sending it

List two or three plausible destinations. Explain what each can do and why it was chosen or rejected.

DESTINATION 1 Chosen / possible / rejected	DESTINATION 2 Chosen / possible / rejected	DESTINATION 3 Chosen / possible / rejected
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04 Where I sent it, and what I had ready

Name the chosen route, any first-step prerequisite and the evidence the destination actually requested.

05 Status and date

☐ Submitted - awaiting response	☐ Acknowledged - reference received
☐ Response received	☐ No response within the published period
☐ Closed - no further action available	Date:

06 What you can take from this

Write two or three transferable points, not a moral or a legal conclusion.

1.	2.	3.
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Before publishing your case

☐ Remove other people's personal information.	☐ Separate observation, source evidence and inference.
☐ Do not assert motive, intent, illegality or a regulatory finding.	☐ Do not publish illegal or restricted material.
☐ Describe a report as a report, not a proven finding.	☐ Consider professional legal advice before naming a company.