

The whole of everyday life with a dog in one app: DOGSY launches worldwide – no subscription, no commission

The platform from St. Gallen, Switzerland, combines dog care, a warning system with official alerts, walking routes, dog knowledge and community – free of charge and in 44 languages from day one.

St. Gallen, 9 September 2026 – The Swiss platform DOGSY by founder Nadine Fässler is available worldwide as of today at dogsy.ch; the iPhone and Android apps follow in the coming weeks. What used to be spread across several apps – or did not exist at all – is now in one: dog sitting, warnings about poison bait and blue-green algae, dog knowledge and much more. The measure behind everything is the well-being of the dog: a warning that arrives in time, a carer the dog can get to know beforehand, an emergency network that kicks in immediately. Use is free and stays free, with no subscription. Anyone offering care keeps their full earnings: DOGSY takes no commission.



Nadine Fässler, founder of DOGSY

One app instead of many

Anyone living with a dog knows the juggling act: one app to find a sitter, one for routes, one for photos. DOGSY brings them together. Walks can be recorded as walking routes and shared with live location if desired; the guide leads to dog-friendly places, and events show what is going on nearby. Conversations happen in the messenger with video and voice calls; on DOGSYgram the community shares photos and videos of their dogs – whoever likes something gives a «dog paw».

Dog care: own prices, no commission

Dog sitters state on DOGSY what they offer – walking service, dog sitting, day and holiday care, professionally or as volunteers. Dog owners post a request: when they need which kind of care. Suitable sitters respond immediately. The sitters set their own prices, and DOGSY keeps no commission – because anyone who cares for dogs with heart and soul deserves the full earnings. Those looking for more than occasional care will find a lasting dog partnership in Dogsharing.

«With DOGSY we provide a platform – but what makes it what it is are the people who use it. A large community gives support when it matters; we are merely the Swiss Army knife for dog owners. Together we make a better life possible for many dogs and make everyday life easier for their people», says **founder Nadine Fässler**.

Verified profiles, private chats, encrypted data

Profiles on DOGSY are verified – including an optional ID check with a corresponding badge on the profile; after every care arrangement, both sides rate each other. Anyone handing over their dog can follow the walk via live location – if both want it that way. Chats are private: access is restricted at database level to the participants; even the DOGSY team cannot read them. Transmission and storage are encrypted; the database is located in Zurich, the servers run in the EU (Frankfurt), and processing follows the Swiss Data Protection Act (revFADP) and, where applicable, the GDPR.

Warnings that arrive in time

Blue-green algae warnings are official: they come from the responsible authorities – not only from municipalities – and reach all owners in the affected area via DOGSY. Poison bait finds are covered too: users report them directly in the app, the warning is immediately visible to everyone, the DOGSY team checks it additionally, and anyone who has stored a warning address receives it as a push notification – within a radius of their own choosing; the warning address can be changed at any time, for instance temporarily for a holiday destination. If a dog goes missing, the missing-dog alert goes to the community nearby – to people who are out and about anyway and keep their eyes open.

Prepared for an emergency

If the owner is unavailable, the emergency network kicks in without detours: pre-named emergency contacts – people who have expressly accepted this role – can see the care sheet of each dog at any time, with feeding, medication, habits and vet. In an emergency nobody first has to grant access – the network holds even when the owner herself can no longer be reached. The digital dog file bundles the vaccination record and health appointments and can be shared, for instance with the carer.

Dog knowledge in plain language

In the knowledge section, the DOGSY editorial team answers everyday questions about dogs in plain language – as guidance, expressly not as a substitute for professional support such as a veterinary practice or behavioural therapy. That this knowledge is free for everyone has a concrete background: Fässler is studying canine behavioural therapy – and it was precisely in these studies that she learned how much depends on important dog knowledge reaching all owners.

Free means: no subscription

With many apps, free means free until the first message – then comes the subscription. Not with DOGSY: everything remains permanently free for everyone, with no subscription and no restrictions. The platform is financed by advertising that is not intrusive: discreet, topic-related, without analysing personal data. On the paying side are companies from the dog world – pet shops or dog groomers, for example – which book their ads themselves via a dedicated self-service portal developed and operated by DOGSY. Companies can also create their own profile free of charge, which users discover in the guide.

From St. Gallen, for dogs worldwide

DOGSY was founded by Nadine Fässler, founder of the Pretty Wau dog grooming salon in St. Gallen; the platform was developed by a software company from St. Gallen. The platform launches worldwide right away instead of country by country: help around the dog should be open to everyone – and there are dogs everywhere – around 490 million live as pets in families. That a platform from a country with four national languages thinks multilingually is only natural: DOGSY can be used in 44 languages from the very beginning.

«DOGSY came about because I want to help as many dog owners as possible – and above all their dogs. Help around the dog should be open to everyone, without fees, without commission and without small print», says **founder Nadine Fässler**.

About DOGSY

DOGSY is a Swiss platform for the whole of everyday life with a dog: dog care without commission, a warning system with poison bait reports, official blue-green algae warnings and missing-dog alert, walking routes with live location, a guide to dog-friendly places, events, dog knowledge in plain language, a messenger with video and voice calls, DOGSYgram, an emergency network with care sheet, a digital dog file and Dogsharing. Use is free, with no subscription and no restrictions; DOGSY is financed by discreet, topic-related advertising without analysing personal data. Founded by Nadine Fässler, developed by a software company from St. Gallen. Available worldwide in the browser at dogsy.ch – in 44 languages; the iPhone and Android apps follow in the coming weeks in the stores.

Media contact

Nadine Fässler, founder of DOGSY info@dogsy.ch · +41 77 502 55 13 dogsy.ch