



HELPING YOU TO BE A RESPONSIBLE RETAILER

Support and guidance to share with your staff



IMPORTANT INFORMATION
16+ ALL CASHIERS SELLING ANY NATIONAL LOTTERY PRODUCTS MUST READ THIS LEAFLET
PLEASE FOLLOW YOUR STORE'S UNDERAGE POLICY FOR ALL NATIONAL LOTTERY PRODUCTS

CAMELOT'S MYSTERY SHOPPER PROGRAMME AND THE CONSEQUENCES OF NOT SELLING NATIONAL LOTTERY PRODUCTS RESPONSIBLY

It is against the law to sell National Lottery products to anyone under the age of 16, and if you do you could face prosecution and fines.

Every year Camelot run mystery shopper visits to ensure our retailers are correctly challenging for ID on customers who could be under 16.

Make sure you and your team are correctly challenging customers for ID when you are not sure.

If you do not do this on 3 visits, you face investigation by Camelot and the likely loss of your terminal.

DOING THE RIGHT THING

Making sure under 16s and vulnerable players don't purchase our products is about more than the law. You can help make sure;

- Under 16s don't gamble as they could develop a more serious problem later in life
- Players who might be playing too much have access to the right support

ACCEPTABLE FORMS OF IDENTIFICATION

- ◆ Passport
- ◆ Photo Driving Licence
- ◆ Military ID card

Or any ID which has the PASS logo on e.g.

- ◆ Citizen Card



RESPONSIBLE PLAY

We want lots of people to play a little, rather than a few playing a lot – it's our guiding principle. Around 70% of UK adults play our games and encouraging Responsible Play is at the heart of everything we do.

If you are worried about a player, you can refer them to GamCare or call GamCare yourself for advice on what to do:



If you're worried about a player please contact GamCare: Freephone 0808 8020 133.

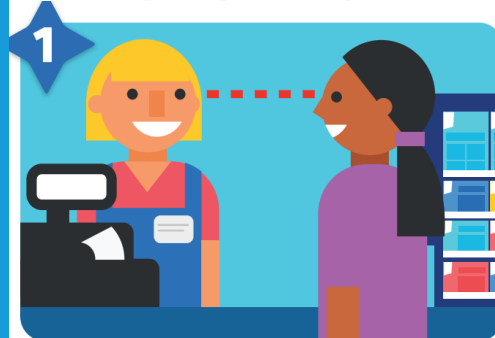
GamCare's details can also be found on the back of all tickets and Scratchcards.



- ✓ Make sure everyone is trained to request proof of age
- ✓ Always look at the customer
- ✓ If you are worried about a player and if you think it's appropriate, point out the GamCare details (see above)

BEST PRACTICE

What are the key things retailers who are correctly asking for ID doing?



"When you're busy it's easy to get lost in what



"Every month I check through my training pack



"We use our age verification programme to support staff if a customer gets annoyed when we ask for proof of age"



BEING A RESPONSIBLE RETAILER

Mystery shopping
and top tips for
responsible selling

IMPORTANT INFORMATION

16+

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NATIONAL LOTTERY PRODUCTS
MUST READ THIS LEAFLET**

**PLEASE FOLLOW YOUR STORE'S UNDERAGE POLICY
FOR ALL NATIONAL LOTTERY PRODUCTS**

WE'RE IN THIS TOGETHER

We want to remind you of how to be a responsible retailer to help protect you and your customers.

To prevent underage sales, every year, mystery shoppers are sent to stores up and down the country.

We also want to support you to handle vulnerable customers who might be playing excessively – young or old.

There's important info in this leaflet, and you might also get a call or a visit from one of our team to see if you need any help.

MYSTERY SHOPPER VISITS

Hopefully, you'll correctly ask for ID, but if not, you'll get another mystery shopper visit to be sure everything is ship shape. If you don't correctly ask for ID 3 times you could lose your terminal. So please keep a close eye on who's playing. Sell responsibly!

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- Citizen Card



DOING THE RIGHT THING

16+

Making sure under 16s and vulnerable players don't purchase our products is about more than just the law.

You can help make sure...

- ! You avoid prosecution and even the loss of your terminal
- ! Under 16s don't gamble as they could develop a more serious problem later in life
- ! Excessive players have access to the right support
- ! Our games remain fun and exciting to play

HAPPY PLAYERS!

HAPPY SHOPPERS



NOW IT'S YOUR TURN

Why not take the quiz with your colleagues? Answers on the last page!

1

"Can I buy a Lottery ticket please?
It's my 16th birthday tomorrow"



2

"I'd like to buy a
Lotto Lucky Dip[®]
for my dad. Can I?"



3



"My mum won £10
on a Scratchcard.
Can I claim?"



4



"Can I buy
£250 worth of
Scratchcards
please?"



THE ANSWERS

- 1 No sale as under 16.
Advise customer to return with valid ID once they are of legal age
- 2 Ask the customer for a valid ID.
They must be 16+ to purchase all National Lottery products
- 3 Ask the customer for a valid ID.
They must be 16+ to claim a prize
- 4 This is about excessive play – if you are concerned a player is playing too much, point out the **GamCare** details to them if you think it's appropriate (see below)



TOP TIPS

- ✓ **Make sure everyone is trained to request proof of age**
- ✓ **Always look at the customer**
- ✓ **If you are worried about a player and if you think it's appropriate, point out the GamCare details (see below)**



If you're worried about a player please contact GamCare: Freephone 0808 8020 133.

GamCare's details can also be found on the back of all tickets and Scratchcards.