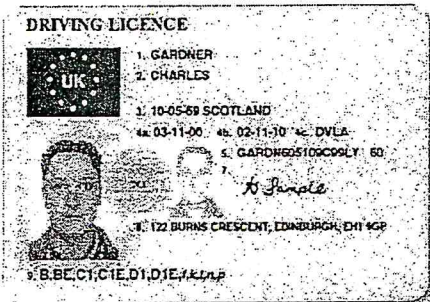


# AGE RESTRICTED SALES



## Acceptable forms of ID

### Photo Driving Licence:

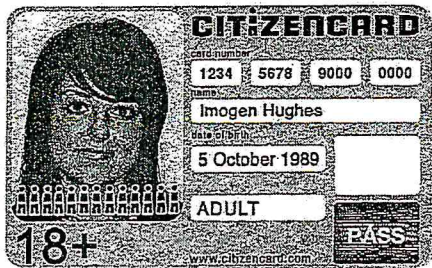


### Passport:

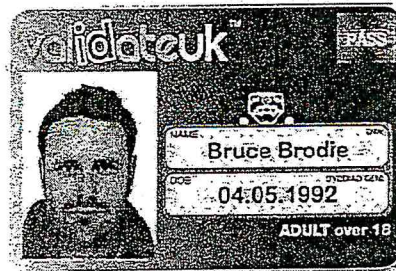


### Pass accredited proof of age cards:

#### CitizenCard:

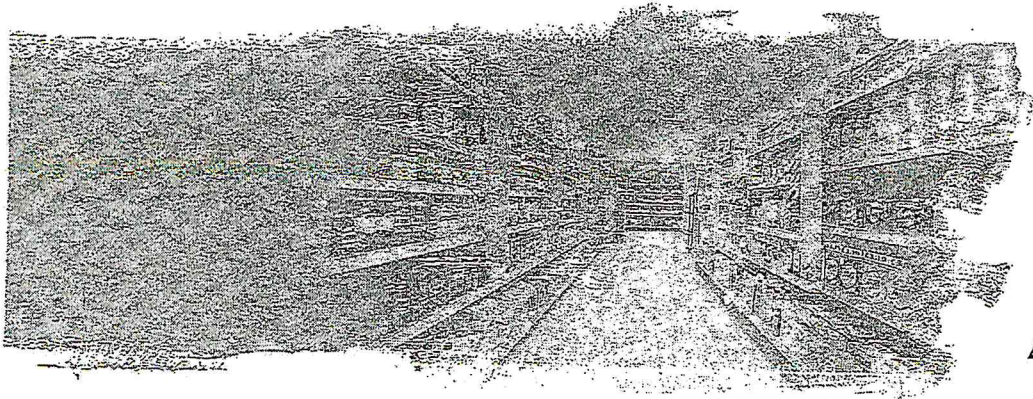


#### Validate:



#### OneID4U:





## Fake ID

When using Challenge 25 you will be asking to see customers IDs. Whilst checking ID for proof of age you also need to be sure that the ID is real and is not a fake.

Here are some tips:

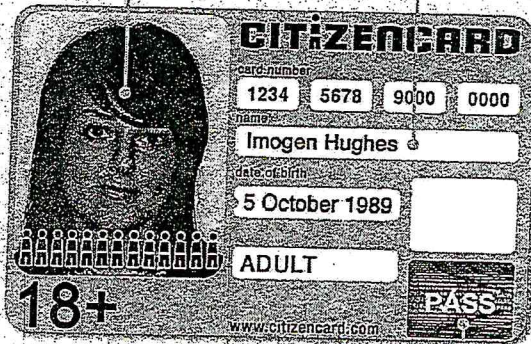
Check the ID for:

- Date of birth.
- Full name.
- Passport standard photo.
- An image of the holders signature (not PASS accredited ID).
- If the ID is PASS accredited it will show the PASS logo as a hologram, like this:



Passport standard photo

Full name



Date of birth

PASS Logo

If you come across any fake ID you should contact the local police.

When checking a customer's ID make sure that you are able to look at it closely, and if it's in a wallet or case that you ask the customer to remove it so that you can take a closer look.



## Proxy purchasing

Proxy purchasing means that a person, over the legal age, is buying an age restricted product on behalf of someone who is not the legal age.



### KEY POINT

*In the case of alcohol it is a criminal offence for an adult to buy alcohol on behalf of someone under the legal age limit, this is also the case for the person that sold the alcohol, if they are aware or suspect that the alcohol is bought on behalf of a person underage.*

*Both cases are criminal offences, they both could come with a fixed penalty notice or a fine of up to £5,000.*

- If members of the public, who might have been approached, ask for the same age restricted product that you have just refused to an underage person.
- If an adult customer pays separately for an age restricted product and keeps the change separate.

If you know your local community and your customers, and the purchase of alcohol or another age restricted item is out of their character, remind them that it is an offence to proxy purchase.

- Be vigilant - if you suspect a proxy purchase, refuse the sale.
- Record any refused sales in your Refusals Register.
- All staff should be aware of proxy purchasing and the consequences.

### How can you spot a proxy purchase?

- Be vigilant. Be aware if there are groups of youths outside of the shop who are approaching strangers to buy age restricted items for them. Also, beware if there are any older members of the group, who may be over the legal age, who are buying age restricted items on behalf of others.

As a responsible retailer, best practice procedures should always be in place. Staff should be very clear on the proxy purchasing regulations and adhere to the law. The proxy purchase policy should be applied to all age restricted items but at present it is only an offence for alcohol to be proxy purchased.



## Handling difficult situations

Sometimes, asking for ID and applying the Challenge 25 policy means that some customers can become upset or even angry that ID had been requested and in some cases, when sufficient ID is not produced, the sale of an age restricted item is refused.

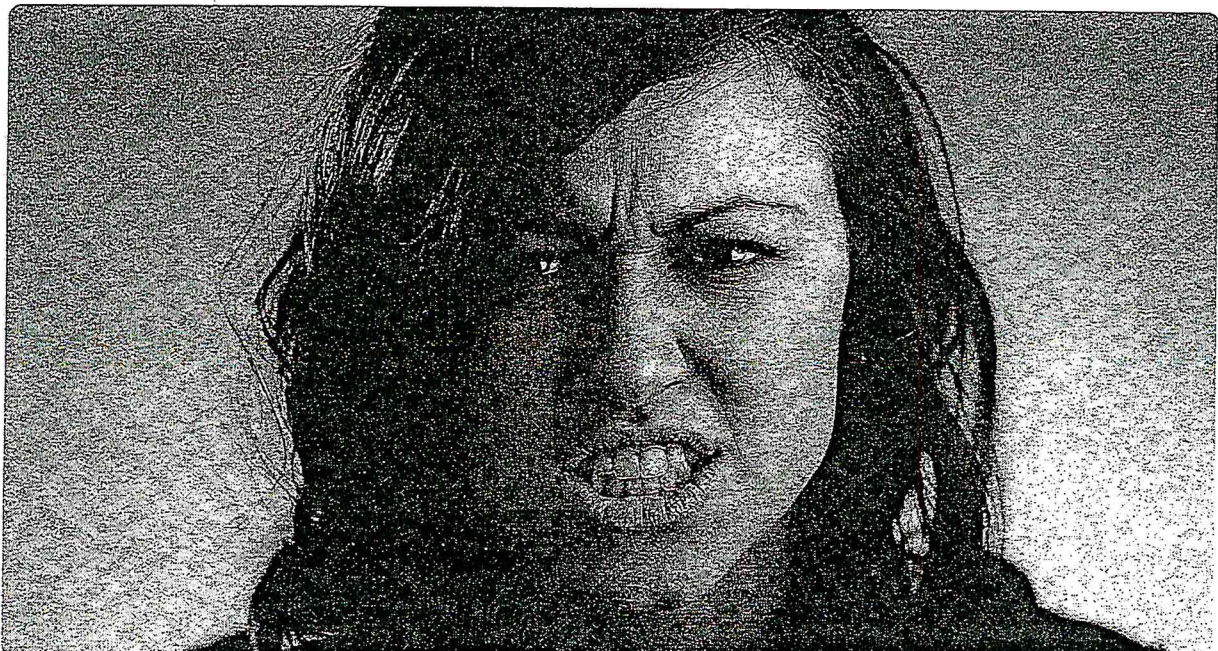


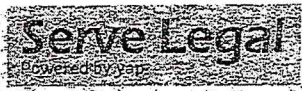
### KEY POINT

*Clear signage around the shop, particularly at the point of sale and where age restricted items are displayed, can help customers understand the policy and the reasons why we adopt this policy. As explained in the Challenge 25 section, Challenge 25 is a policy adopted by many retailers so customers are becoming more and more used to being asked for ID - many produce ID without even being asked!*

Sometimes however, you will come across some difficult situations which you will need to deal with. Here are some suggestions on how you can deal with these situations:

- If a customer gets annoyed that you have asked them for proof of age, you should:
  - Remain calm and listen to the customer.
  - Explain the policy of Challenge 25 to the customer and the legal implications of selling to an underage person.
  - Always conduct yourself in a professional manner.
  - Remember to treat the customer how you would like to be treated yourself.
  - Keep your voice calm, your hands open and try to maintain eye contact.
  - Do not waver. Stick to your reasons for refusing the sale.
  - Try to ensure that the potential buyer understands why the sale cannot take place.
  - Knowing the law and following these guidelines will help you to stay calm and to be sure of your ground.





**Site Review**

**Premises Details**

Premises Name	Loco Plus, [Redacted]
Address 1	[Redacted]
Address 2	Newcastle Upon Tyne
Premises City	[Redacted]
Post Code	[Redacted]

**Site Details**

Store Code	R10201
Org. Level 1	SC

**Visit Details**

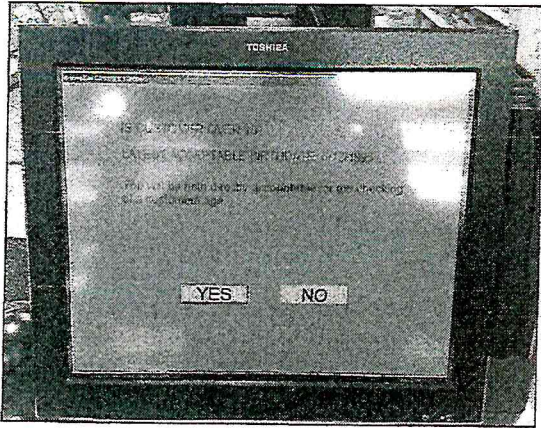
Actual Date of Visit	07/08/2013
Actual Time of Visit	3:50 pm
Visit Result	PASS

Report

Question	Response
What type of alcohol did you purchase?	Cider
Please give details of the alcohol purchased (brand and size):	Magners-original Irish cider. 568 ml.
Did you make the purchase on its own or as part of a larger shop?	On its own
Did the person who served you ask your age?	No
Did the person who served you (or their supervisor) ask you for ID?	Yes
Was a supervisor called at any time during the transaction?	No
Was the person who served you working entirely alone?	Yes
Did the person who served you make eye contact with you?	Yes
If eye contact was made, when was it FIRST made?	Before the transaction
In your opinion, did the person who served you make an assessment of your age?	Yes
How many people were waiting in the queue (if there was no queue, enter 0)?	0
What was the gender of the person who served you?	Male
What was the approximate age of the person who served you?	In their 20's
Please accurately describe the person who served you: (include hair colour and style, build, height and any distinguishing features):	Tall, dark hair, slim build, tanned skin.
What was the name of the person who served you (from the receipt or name badge)?	N/A
Please enter the receipt details (include transaction and cashier details and the address if available):	270 Warwick street. Auth code: 090027
If you didn't get a receipt please state why:	I did get a receipt
Were 'Think 21' or 'Think 25' posters next to, hanging above or visible from the till?	Yes
Were 'Think 21' or 'Think 25' posters visible in the aisles where the alcohol is stocked?	No
Please describe the location of the store: (i.e. names of the stores on either side):	There was a park area opposite the shop and a motorbike store further up the street.
Please use this space to explain anything unusual about your visit or to clarify any detail of your report:	

### Till Prompt System

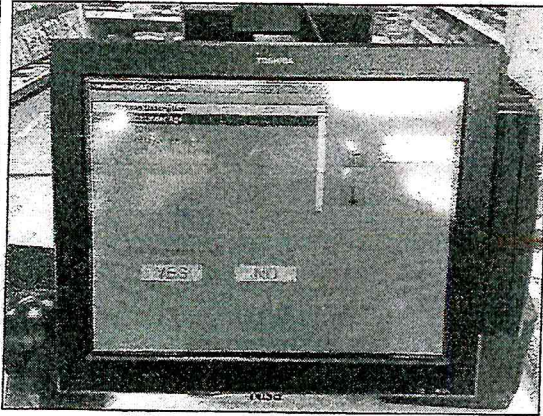
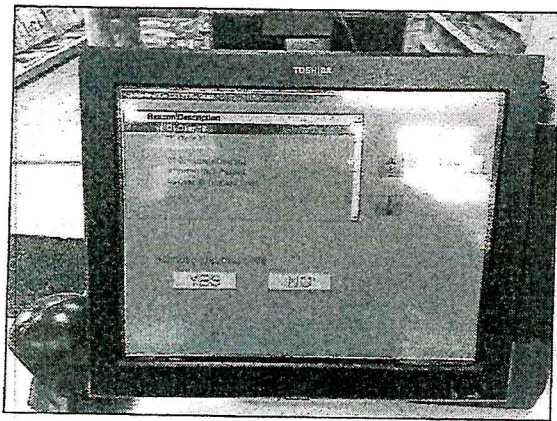
1. Age restricted Product is scanned & the following prompt appears:-



2.If 'YES' has been input the following list of reason codes will appear. Once a code has been input the sale will proceed.

or

If 'NO' has been input a list of refusal reason codes will appear, the sale will then end.



All the above information is stored on the system as an electronic refusal & challenges register.

