

## 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 correctly ask for ID on your first visit, you will receive up to 2 more visits. If your store fails to correctly ask for ID on the third visit you face investigation by Camelot and the possible loss of 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



## RESPONSIBLE PLAY

We want lots of people to play a little, rather than a few playing a lot – it's our guiding principle. Around 60% 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 and you think it is appropriate, point out the GamCare details or call GamCare yourself for advice on what to do: Freephone 0808 8020 133.**



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

### WHAT'S COMING...

Mystery shopper visits start again April 1st and will continue throughout the year



Calls and visits from Camelot to remind you of your responsibilities as a retailer



### IMPORTANT INFORMATION

16+

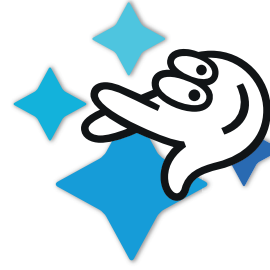
ALL CASHIERS SELLING ANY NATIONAL LOTTERY PRODUCTS MUST READ THIS LEAFLET

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

# HELPING YOU TO BE A RESPONSIBLE RETAILER

Support and guidance to share with your staff





# NO ID NO SALE

16+

THE  
NATIONAL  
LOTTERY®

Players must be 16+ to buy or claim a prize  
for all National Lottery Products

## ACCEPTABLE FORMS OF IDENTIFICATION

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

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

- ◆ Citizen Card



## TOP TIPS

- ✓ Make sure everyone is trained to request proof of age
- ✓ Ensure your younger staff feel supported in challenging customers for ID
- ✓ If you are worried about a player point out the GamCare details found on all tickets and Scratchcards

LAST YEAR...



11,600

mystery shopper visits  
to stores around the UK

91%

of retailers correctly asked  
for ID on their first visit

