



**National
Lottery**

Sales Code of Practice

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1. Purpose

To establish a code of practice covering the sale of National Lottery Tickets by retailers.

2. Definitions

In this Code of Practice unless the context requires otherwise:

Act means the National Lottery Act 2013

Draw Based Game means a National Lottery Game, the results of which are determined by a Draw and in which a Participant's/Player's Section(s) is/are recorded on the Central Computer System.

Game means any Lottery game run by PLI which forms part of the National Lottery.

Interactive Instant Game means a Game which the Interactive System determines at the point of purchase of a Play whether or not a Participant/Player has won a Prize and the level of any such Prize.

Licence means the National Lottery Licence 27 February 2014.

National Lottery means any lottery game or combination of lottery games held under a licence in accordance with the rules contained in a scheme under section 45(1) of the National Lottery Act 2013.

PLI means Premier Lotteries Ireland Limited, the operator of the National Lottery in accordance with the Section 29 of the Act.

Participant means a person who plays Games.

Retailer means the person(s), corporate body or partnership who has entered into an agreement with PLI as an authorised sales agent of National Lottery products

Scratch Card Game means a scratch card Game which is played by revealing a hidden area on a Ticket, to display play symbols

Ticket means a ticket entitling its owner to participate in the National Lottery including a ticket sold by way of interactive channels on the internet.

3. Standards to be observed for contact with participants

Participants or potential participants are not contacted directly for the purpose of selling National Lottery Tickets unless they have actively opted in to receive results information communications and/or other marketing communications.

PLI ensures that all contact with Participants is carried out ethically, that is, honestly objectively and without unwelcome intrusion to its Participants. The rights of Participants as private individuals is respected at all times and they must not be adversely affected as a result of being contacted by PLI.

PLI complies with all Data Protection legislation, a participant's details are removed from the database on receipt of a request to opt out.

PLI promotes equality and prohibits discrimination in keeping with Equality and Anti-Discrimination Legislation.

TV Game Show Participants

Initial contact with a TV Game Show participant will be made by a Field Sales Representative ("FSR").

The Participant's details are communicated to the FSR by email, following the final draw process.

The purpose of the contact is to advise the Participant that he/she has been drawn to participate in the forthcoming TV Game Show and arrange a suitable rendezvous to:

- Establish Ticket ownership.
- Validate identity of Participant.
- Complete all relevant declaration documentation.

This is followed by written confirmation directly from PLI.

4. Standards to be observed by Retailers and their staff or employees who sell National Lottery tickets

These types of conduct are incorporated in the Retail Agent Authorisation which contract is signed by the Agent prior to the activation of the commencement of the Authorisation. One copy of the contract is retained by the Agent/Retailer and the other is filed at PLI HQ.

Agent/Retailers and their staff/employees shall:

- Where authorised by PLI, sell Scratch Cards and Draw-based games.
- Sell Tickets at the price determined by PLI and stated on the Ticket.
- Sell Tickets only at the Authorised Address.
- Be required to meet certain sales targets. These sales targets shall be determined by PLI and may vary from time-to-time at PLI's discretion.
- Request age verification through photo identification (e.g. driving licence, Garda Age Card or passport) of participants who are not clearly over 18 years of age.
- Validate and pay all prizes as per prize payment thresholds determined by PLI and outlined in the Retail Sales Agent Authorisation.
- Have available for access by customers a copy of the General Rules for PLI and a copy of the draw-based (On-line) Game Rules, or a link to the relevant location on the lottery website.
- Ensure that a notice is displayed at Retail Outlets drawing the attention of the public to the existence of the current code.
- PLI shall require sales agents display the mandatory Over 18 message in a visible location.

- Provide appropriate space for Lottery Equipment; and
 - an electrical power supply for Lottery Equipment;
 - an electrical power supply for the Ticket Checker unit, where authorised;
 - a contact number at the Agent's Authorised Address;
 - staff for operating and training;
 - care, security and appropriate space for all for Lottery Equipment and Lottery stock;
 - window and frontage space approved by PLI for signage.
- Take good care of and keep secure all Lottery Equipment, associated materials and ticket stock and will not, without prior approval of PLI, remove its property from the Authorised Address.
- Maintain its services to a standard compatible with good prudent business practice and ensure that a high standard of courtesy is exercised in dealing with PLI customers.
- Comply with the National Lottery Act and National Lottery Licence, any direction or other requirement issued by the Minister or the Regulator of the National Lottery in accordance with the National Lottery Act and national Lottery Licence, and the terms and conditions of this authorisation and the provisions contained in the National Lottery Rules and Operating Procedures as notified to him from time-to-time.
- The Agent shall also fully comply with and observe and be bound by all applicable laws and regulations in force from time to time, in particular but not limited to, laws and regulations relating to health and safety, data protection, employment and disability discrimination.
- The Agent shall also comply with all rules issued by PLI relating to Games.
- The Agent shall provide PLI in a timely manner with all necessary co-operation, assistance and information relating to any matter connected with the Authorisation.
- Retain at the Authorised Address and prominently display a current Agent authorisation certificate.
- Offer for sale all PLI products included in this authorisation and shall operate the Equipment at all times during the opening hours of the Authorised Address. The opening hours of the Authorised Address as set out in the Agent's application for an authorisation shall not be altered without written notice to and approval from PLI.
- Enter into a bank guarantee/bond in such form and guaranteeing such sum as PLI shall from time to time approve. PLI may at any time in its absolute discretion require as a condition of this authorisation that the Agent shall enter into a bank guarantee/bond.

- Co-operate and participate fully in advertising campaigns for Lottery products and will display point of sale material on the Authorised Address as provided from time to time by PLI.
- Shall comply with the provisions of any code of practice (including this PLI Sales code of practice) brought to their attention by PLI. The Agent must also ensure that the PLI Sales code of practice is available for access by customers at Authorised Location(s) on request, subject to same having been provided to the Agent by PLI in electronic or paper form.

Agent/Retailers and their staff/employees shall not:

- Sell, or offer to sell, a Ticket to any person under the age of 18 years.
- Sell, or offer to sell, a Ticket unless they are the holder of an Authorisation entitling them to do so.
- Sell Tickets to any person who the retailer knows, or reasonably ought to know, is likely to resell them in the course of business.
- Lend money or advance credit to any person for the purpose (or which he or she or it has reason to believe may be used for the purpose) of making any payment for any Ticket.
- Engage in any practice or other activity which is detrimental to, in conflict with or reflects unfavourably on PLI or its Games, or which constitutes an illegal trade practice or unfair trading.
- Alter the agreed layout or position of Lottery Equipment or Lottery stock without the prior agreement of PLI. The physical layout and position of Lottery Equipment, including the requirement for the provision of continuous electrical power supply and telecommunications equipment, shall be specified by PLI after consultation and agreement with the Agent.
- Make unsolicited telephone calls or other forms of direct or personal communication to encourage the purchase of tickets.
- Make any Public comment about anything connected with PLI or the National Lottery without its prior approval.
- Disclose to any person (other than PLI) the identity of any National Lottery prize winner or any person who the Retailer is aware is entitled to a share in a prize or any information whereby the identity of the prize winner can be ascertained.

5. Training of individuals who sell National Lottery tickets

It is the policy of PLI to train the Agent/Retailer (Principal or Assignee) in all terminal functionality prior to activation of the agency. In addition, PLI representatives bring key components of the agent authorisation to the attention of the principal, including but not limited to the agent's responsibilities in terms of player protection, player/winner information and PLI's responsible play policy.

Training by the PLI service provider is by prior appointment to facilitate each Agent and assignees. Agents also have the option of requesting additional training to accommodate staff changes.

Training in sales and account reconciliation procedures is currently provided by the local FSR. In many cases this is specific to the Principal only. With the introduction of new games and new game technology, the terminal-based manual (help function) is updated accordingly.

6. The display of material at Retail Outlets

Under the terms of their Agent Authorisation all Agents/Retailers agree to co-operate and participate fully in advertising campaigns for lottery products and will display Point of Sale (POS) material as provided by PLI at the authorised address. PLI has provided specific locations for POS placement and display of all National Lottery approved equipment.

PLI provide, through regular retail communications, guidelines to best practice in relation to POS placement and display. While PLI provide a comprehensive suite of promotional material to each agent, it is the responsibility of each FSR to monitor each outlet to ensure compliance and adherence to code of practice as per Retail Sales Agent authorisation.

Each Agent will actively and continuously promote the sale of Lottery Products in line with PLI's responsible play guidelines and policy.

7. The procedures for monitoring Agents/Retailers and Retail Outlets

PLI shall monitor Retailers' compliance with each of their obligations under the Retailer Authorisation. PLI shall maintain records of its monitoring activities and its findings arising out of such activities.

This function is carried out on an ongoing basis through regular store visits by the relevant FSR and remote auditing by internal sales personnel. The frequency of this call cycle is determined by Agent Classification, sales performance and potential.

Part of the sales call function is to inspect the condition of lottery equipment, including external signage, POS placement and compliance. It is also their function to ensure best product positioning.

8. The procedures for Agents/Retailers who do not comply with their obligations

Should the Agent not follow their obligations or should they be found in breach, as defined in this Code of Practice, the National Lottery Act, and/or the National Lottery Licence, PLI shall follow the procedures, and where appropriate sanctions, as defined in the Retailer Authorisation, which include termination where the Agent has failed to rectify the breach, following 10 days' notice in writing from PLI.

9. Review of Code of Practice

This Code of Practice will be reviewed on an annual basis.

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