



## **Sales Code of Practice**



# Sales Code of Practice

## 1. Purpose

To establish a code of practice governing the sale of National Lottery Tickets.

## 2. Definitions

In this Code of Practice unless the context requires otherwise, capitalised words or expressions shall have the same meanings as in the Licence and the following expressions shall have the following meanings:

**Act** means the National Lottery Act 2013 as may be amended or replaced from time to time including any regulation made thereunder;

**Account Terms** means the Account Terms and Conditions available on the Website and the National Lottery App that apply to Accounts;

**Account** means an account maintained by a Player on the Interactive Channels;

**Authorisation** means the Retail Sales Agent Authorisation entered into by the Company and each of its Retailers, under which each Retailer is authorised to sell Tickets on the Company's behalf;

**Activate or Activating** means the activation of a book of scratch cards;

**Central Gaming System** has the meaning provided under the Act;

**Code of Practice** means this Code of Practice which is a code of practice under the Licence granted to the Company published in accordance with *section 28(1)* of the Act;

**Company** means Premier Lotteries Ireland DAC;

**Compliance Certification** means the annual confirmation by the Retailer that to the best of their knowledge they have not breached any applicable laws, regulations, policies or procedures relating to their Authorisation;

**Draw** includes any arrangement for determining on one occasion, the Tickets on which prizes have been won in a Game;

**Draw-Based Game** means a Game, the results of which are determined by a Draw and in which a Participant's selection is/are recorded on the Central Gaming System;

**FSR** means a Field Sales Representative employed by the Company;

**Game or Games** means any lottery game run by the Company which forms part of the National Lottery;

**Game Rules** means the General Game Rules and the Specific Game Rules;

**General Game Rules** means the General Rules for Games which govern and are to be read in conjunction with the Specific Game Rules. In the event of any conflict between the General Rules and the Specific Game Rules, the game rules which shall prevail will be those as set out within the relevant set of game rules;

**Interactive Instant Win Game** means a Game in which the Central Gaming System determines at the point of purchase of a Play whether or not a Participant has won a Prize and the level of any such Prize;

**Interactive Channels** means communications over the internet that use any device from which the internet is able to be accessed and includes the Website and/or the National Lottery App.

**Licence** means the licence granted by the Regulator to the Company pursuant to which the Company is authorised to operate the National Lottery;

**Lottery Equipment** means any equipment or facilities used for the purpose of operating the National Lottery;

**Minister** means the Minister for Public Expenditure, Infrastructure, Public Service Reform, and Digitalisation or his successor in title;

**National Lottery** has the meaning provided under the Act;

**National Lottery App** means the National Lottery software application which enables a Player to access the Website to play Interactive Instant Win Games via supported mobile devices;

**Paper Stock** means paper approved by the Company which can be used to generate Draw-Based Game Tickets;

**Participant** means in relation to a Game, a person who is the owner of a valid Ticket for that Game;

**Play** means, in relation to any Interactive Instant Win Game, any interaction by a Player who is physically located in Ireland, with their Account which may yield a Prize, and which must be purchased in advance of playing a Game and as described in the game play mechanism of the relevant Game Rules;

**Player** means a person who plays a Game;

**Quick Pick** means a Play(s)/Selection(s) consisting of a set of different numbers which, instead of being selected by a Participant, is/are selected on a random basis by the Central Gaming System;

**Prize** means a prize won by a Player in a Game and which has been validated on the Central Gaming System and is in accordance with the relevant Game Rules;

**Regulator** has the definition provided under the Act;

**Retailer** means any Person whom the Company has authorised, in writing, or entered into an agreement with, to sell Tickets from a Retail Outlet;

**Retail Agent Portal** means the website and app available exclusively to Retailers;

**Retail Outlet** means any premises where Tickets are sold to Participants who attend personally at the premises;

**Retail Sales Agent Compliance Requirements Document** means the policy used where the Company has reason to believe, on the basis of sufficient evidence, that a Retailer has or may have been in breach of any of its relevant obligations under the Authorisation, the Act or the Licence;

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

**Selection or Selections** mean(s) the set of numbers chosen by a Participant (whether chosen by himself or *via* Quick Pick) for the purpose of making a Play or Plays in a Draw- Based Game;

**Specific Game Rules** means any rules or conditions issued by the Company in relation to a Game including, without limitation, the Game Rules for Draw-Based Games, Game Rules for Draw-Based Games Played Interactively, Interactive Instant Win Game Specific Rules, Scratchcard Game Specific Rules and the Account Terms;

**Ticket** means a ticket entitling its owner to participate in the National Lottery including a ticket sold by way of Interactive Channels;

**Website** means the National Lottery website, which is accessible through URL [www.lottery.ie](http://www.lottery.ie) or via the National Lottery App; and

**Winning Ticket** means a Ticket the owner of which is entitled to a Prize.

### **3. Standards to be observed for contact with Participants and potential Participants**

The Company shall comply with the Participants' Code of Practice in all dealings with Participants and any individual engaging with Retailers in respect of the National Lottery.

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

The Company complies with all relevant data protection legislation. In particular, save where The Company is legally obliged to retain information, a Participant's details are removed from the database on receipt of a request to opt out.

The Company promotes equality and prohibits discrimination in keeping with all relevant equality and anti-discrimination legislation.

#### **TV Game Show Participants**

The Company must establish ownership of any Ticket which entitles a Participant to appear on a TV game show; this shall occur in advance of the TV game show or, if that is not possible, in any event, in advance of payment of any Prize relating thereto.

Accordingly, if a Participant is drawn to appear on a TV game show, a member of the Company's Public Relations Team will contact the Participant and explain the process for verifying their age and identity. If, for any reason, there is a dispute or uncertainty regarding the ownership of a ticket, and in situations where this process cannot be completed by the Company's Public Relations Team, such matters will be referred to the Business Assurance team. A member

of the Business Assurance team, or an appropriate designee, shall make contact with the Participant and make arrangements for the individual to establish ownership of the Ticket; this may involve the member of the Business Assurance team visiting the Participant in person to complete the necessary checks.

#### **4. Standards to be observed by Retailers and their staff or employees who sell Tickets**

These obligations are incorporated in the Authorisation which is signed by the Retailer prior to them selling Tickets.

##### **A Retailer and its staff/employees shall:**

Where authorised by the Company, a Retailer shall:

- Sell Tickets at the price determined by the Company and stated on the Ticket;
- Sell Tickets only at the Retail Outlet;
- Sell Tickets only from a book in a confirmed or activated status.
- Confirm all scratch cards deliveries on receipt;
- At the Company's discretion, be required to meet certain sales targets;
- Observe a "*Think 21*" practice and request age verification through photo identification (e.g., driving licence, Garda Age Card, passport or public service card) of all persons who appear under the age of 21;
- Validate and pay all Prizes as per Prize payment thresholds determined by the Company and outlined in the Authorisation. Payment of Prizes may only be made to the bearers of Winning Tickets after they have been validated in accordance with the Company's rules and procedures;
- Only validate and pay Prizes to Players who are 18 years or older;
- Always issue receipts to customers in respect of winning and non-winning Tickets;
- Replace Paper Stock with Company approved paper stock;
- 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 Participants and members of the public;
- Be required to have and maintain adequate insurance cover issued by a reputable insurance company to cover requirements and obligations under the Authorisation and shall agree to provide to the Company, upon request, a copy of its current insurance policy and schedule of cover;
- Comply with the Act and the Licence, any direction or other requirement issued by the Minister or the Regulator in accordance with the Act and the Licence;
- 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, anti-bribery and corruption, and disability discrimination;

- Comply with all Game Rules, and guidance issued from the Company from time to time;
- Provide the Company, in a timely manner, with all necessary co-operation, assistance, and information relating to any matter connected with the Authorisation;
- Retain at the Retail Outlet, and prominently display, a current certificate of Authorisation;
- Co-operate and participate fully in advertising campaigns for National Lottery products and display point of sale material at the Retail Outlet, as provided from time to time by the Company;
- Comply with the provisions of any code of practice (including this Code of Practice) brought to their attention by the Company. The Retailer must also ensure that this Code of Practice is available for access by customers at the Retail Outlet on request, subject to same having been provided to the Retailer by the Company in electronic or paper form. The Retailer may also direct customers to the Website where this Code of Practice can be found here; and
- Comply with the responsible play declaration and Retailer Compliance Certification as set out in the Authorisation.
- Engage with Retailer training in relation to Player Protection, and engaging with the mystery shop exercises in order to ensure compliance with Responsible Play obligations.

**A Retailer and its 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 to any person who has been made known to the Retailer as an individual who is experiencing that Games are playing too large a part in their life;
- Validate, or offer to validate, a Ticket for any person under the age of 18 years;
- Attempt to check or validate any ticket using a photocopy or digital image of that ticket.
- Sell, or offer to sell, a Ticket, unless they are the holder of an Authorisation entitling them to do so;
- Exceed any transaction limitations on ticket purchase which may be imposed by the Company;
- Offer any Scratch Card game for sale beyond the date specified in any 'Remove from Sale' notification;
- Display a book of scratch cards for sale without confirming delivery;
- Display a book of scratch cards for sale where the attempt to Activate the

book has failed because the terminal messaging states that it cannot be Activated because the end Activation date has passed;

- 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 has reason to believe may be used for the purpose) of making any payment for any Ticket;
- Make unsolicited telephone calls or other forms of direct or personal communication to encourage the purchase of Tickets;
- Engage in any practice or other activity which is detrimental to, in conflict with or reflects unfavourably on the Company, the National Lottery, or its Games, nor engage in any activity which constitutes an illegal trade practice or unfair trading. For the avoidance of doubt, this shall include selling and/or offering a Ticket or Tickets or any interest in, or part thereof, a Ticket or Tickets to any consumer or group of consumers by way of a campaign, promotion or competition (including, but not limited to, campaigns, promotions or competitions held in-store or through internet and social media channels) that has not been pre-approved by the Company;
- Shall not sell and/or offer a Ticket or Tickets or any interest in, or part thereof, a Ticket or Tickets via the internet (including, but not limited to sale or offers made over social media channels) or by mail order (or other distance selling method) without receiving prior authorisation from the Company;
- Be engaged or involved in any manner or capacity in the use, provision or promotion of any premium charge telephone numbers or lines for any purpose connected with the National Lottery;
- Make any public comment about anything connected with the Company or the National Lottery without the Company's prior approval; and
- Disclose to any person (other than the Company) 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 Tickets**

It is the policy of the Company to provide training to Retailers in all terminal functionality prior to activation of their Authorisation. This includes all Retail Outlets authorised to sell Tickets as well as validating Tickets and, where appropriate, making prize payments. In addition, the Company representatives bring key clauses of the Authorisation to the attention of the Retailer, including, but not limited to, the Retailer's responsibilities in terms of player protection, player/winner information and the Company's responsible play policy.

Training for Retailers is by prior appointment to facilitate each Retailer and

assignees. Retailers can also request additional training to accommodate staff changes. Otherwise, Retailers are responsible for training their staff who sell Tickets.

Training in sales and account reconciliation procedures is currently provided by the local FSR or an appropriate designee. In many cases this is specific to the Retailer only and not to the Retailer's employees. With the introduction of new Games and new technology, the terminal-based manual (help function) is updated accordingly.

Additionally, training is available through the Company Retail Agent Portal for all Retailers. A full suite of training and compliance tutorials is available on the Retailer Agent Portal at <https://retailer.lottery.ie>. This training, which covers best practice guidelines in protecting the Retailer and the Participant, must be completed in advance of appointment of a Retailer. It will be necessary for the Retailer and its staff/employees to complete retraining as directed by the Company as part of the annual Retailer Compliance Certification.

## **6. The display of material at the Retail Outlet**

Under the terms of their Authorisation, all Retailers agree to co-operate with and participate fully in advertising campaigns for National Lottery products and to display point of sale ("POS") material as provided by the Company at the Retail Outlet. The Company has provided specific locations for POS placement and display of all Lottery Equipment.

Through regular Retailer communications, the Company provides guidelines on best practice in relation to POS placement and display. While the Company provides a comprehensive suite of promotional material to each Retailer, it is the responsibility of each FSR or an appropriate designee to monitor each Retail Outlet to ensure compliance and adherence to this Code of Practice, as per the Authorisation.

Each Retailer will actively and continuously promote the sale of National Lottery products in line with the Company's responsible play guidelines and policy.

Retailers shall:

- Direct Participants to the Website in order to avail of access to the Game Rules;
- Ensure that a notice is displayed at the Retail Outlet drawing the attention of the public to the existence of the current Participants' Code of Practice;
- Display in a location visible from the POS the mandatory '18+' message and any other age-related messages, including "*Think 21*" messages, provided to the Retailer; and
- Only advertise in the form and style permitted by the Company. The Retailer must ensure that all factual statements regarding the National Lottery are true and verifiable.



## **7. The Provision of Responsible Play Information**

Retailers shall use their best endeavours to detect vulnerable Participants and, where appropriate, provide them with information about responsible play resources. This might include:

- Providing the Participant with a copy of the “*Responsible Play*” leaflet.
- Talking to the Participant about odds on winning or common lottery myths;
- Being alert to potential risk behaviour such as requesting an entire book of scratch cards, scratching scratch cards in store and/or using prize winnings to purchase more Games;
- Directing the Participant to the responsible play page available at [www.responsibleplay.ie](http://www.responsibleplay.ie); and
- Information about assisting vulnerable Participants is provided on the Retailer Agent Portal, in periodic Retailer publications and through the Company’s FSRs.
- Not selling, or offering to sell, a Ticket to any person who has been made known to the Retailer as an individual who is experiencing that Games are playing too large a part in their life;

## **8. The procedures for monitoring Retailers and the Retail Outlets**

The Company shall monitor, audit, and, where applicable, investigate Retailers’ compliance with each of their obligations under the Authorisation. Such monitoring, auditing or investigating may include the use of mystery test shoppers and/or Company investigators. The Company shall maintain records of its monitoring activities and its findings arising out of such activities. The Retailer consents to such audits and investigations taking place and shall provide all necessary assistance, documents and information (to include CCTV footage, where available).

This function is carried out on an ongoing basis through regular store visits by the relevant FSR or an appropriate designee such as a mystery test shopper and remote auditing by internal sales personnel. The frequency of this call cycle is determined by Retailer classification, sales performance and potential. The monitoring via mystery shopper campaigns is continual and the scope of each campaign is defined having applied a risk based approach, including, but not limited to, factors such as Retailer performance in previous campaigns.

As set out in Section 3 above (Standards to be observed for contact with Participants and potential Participants), the same standards apply when dealing with Company staff and/or those engaged by the Company to perform the mystery shop campaign. The Company ensures that all interactions with Company Staff and/or mystery shoppers are carried out respectfully and do not impair the Company staff member/mystery shopper's ability to complete their task(s).

Part of the sales call function is to inspect the condition of Lottery Equipment, including external signage, POS placement, and compliance (including display of 18+ signage and a certificate of Authorisation). It is also their function to ensure best positioning for National Lottery products.

## **9. The procedures for Retailers who do not comply with their obligations**

In the event a Retailer does not follow its obligations, or if a Retailer is found in breach of this Code of Practice, the Act, and/or the Licence, the Company shall determine the appropriate sanction applicable in line with the Retail Sales Agent Compliance Requirements Document. The Company will issue communications to notify a Retailer of any breach which has been brought to the attention of the Company and which has been recorded.

## **10. Review of Code of Practice**

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

### **Contact Details**

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**Date:** This Code of Practice shall apply with effect from 22 December 2025