



**National  
Lottery**

***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.

**Authorisation** means the Retail Sales Agent Authorisation entered into by PLI and each of its Retailers ("Retail Agents"), under which each Retail Agent is authorised to sell Tickets on PLI's behalf.

**Activate or Activating** means the mandatory action required prior to a book of scratch cards being displayed for sale.

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

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

**Game Rules** means any rules or conditions issued by PLI in relation to a National Lottery Game including, without limitation, the Game Rules for Draw-Based Games, Game Rules for Draw-Based Games Played Interactively and PLI's Terms and Conditions.

**General Rules** means the General Rules for National Lottery Games which govern and are to be read in conjunction with the Game Rules. In the event of any conflict between the General Rules and the Game Rules, the Game Rules will prevail.

**Interactive Instant Win Game** means a National Lottery Game in which the determination of whether or not a particular Ticket is a Winning Ticket may be made via the Central System immediately following its purchase.

**Licence** means the Licence to Operate the National Lottery, made between the Regulator of the National Lottery, the Minister for Public Expenditure and Reform and Premier Lotteries Ireland DAC, and dated 27 February 2014.

**Lottery Game** means any game, competition or other procedure, including those played via on-line facilities and/or interactive facilities, in which or whereby prizes (whether money prizes or otherwise) are distributed by lot or chance among persons participating in the game, competition or procedure.

**National Lottery** means any Lottery Game or combination of Lottery Games held by the Regulator or held under a licence in accordance with the rules contained in a scheme under section 45 of the Act in relation to that Lottery Game or each of those Lottery Games.

**National Lottery Game** means a Lottery Game in 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 and Reform or his successor in title.

**ORNL** means the Office of the Regulator of the National Lottery, established under Section 7 of the Act.

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

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

**Regulator** means the person appointed by the Minister under Section 7 of the Act or the Minister acting under Section 8 of the Act.

**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 computer system.

**Retailer** means any Person whom PLI has authorized, 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.

**Scratch Card Game** means a scratch card Lottery 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.

**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.

**Winning Ticket** means a Ticket the owner of which is entitled to a prize in the National Lottery.

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

PLI 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.

PLI 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 PLI or its Retailers

PLI complies with all relevant data protection legislation. In particular, save where PLI is legally obliged to retain information, 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 all relevant equality and anti-discrimination legislation.

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

PLI 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 PLI public relations team will contact the Participant and explain the process for verifying their age and identity. If for any reason this process cannot be

completed by the PLI public relations team and/or there is any uncertainty as to the ownership of the Ticket, such matters shall be referred to the PLI security & compliance team. A member of PLI's security & compliance 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 a field sales representative ("FSR") visiting the Participant in person to complete the necessary checks.

#### **4. Standards to be observed by Retailers and their staff or employees who sell National Lottery 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 PLI, sell Tickets (including scratch cards and/or Tickets for Draw-Based Games).
- Sell Tickets at the price determined by PLI and stated on the Ticket.
- Sell Tickets only at the Retail Outlet.
- Activate a book of scratch cards before displaying it for sale.
- At PLI's discretion, be required to meet certain sales targets.
- Request age verification through photo identification (e.g. driving licence, Garda Age Card or passport) of persons who are not clearly 18 years of age or over.
- Validate and pay all prizes as per prize payment thresholds determined by PLI and outlined in the Authorisation.
- 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.
- 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 National Lottery Game Rules.
- 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 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 PLI.
- Comply with the provisions of any code of practice (including this Sales Code of Practice) brought to their attention by PLI. The Retailer must also ensure that this Sales 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 PLI in electronic or paper form.

Retailers and their staff/employees shall not:

- Sell, or offer to sell, a Ticket to any person under the age of 18 years.
- Validate, or offer to validate, a Ticket for 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.
- Display a book of scratch cards for sale without first Activating it.
- 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.
- Engage in any practice or other activity which is detrimental to, in conflict with or reflects unfavourably on PLI, the National Lottery or National Lottery Games, or which constitutes an illegal trade practice or unfair trading.
- 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 PLI's 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 provide training to Retailers in all terminal functionality prior to activation of their Authorisation. This includes all shops necessary to sell Tickets as well as validating Tickets and, where appropriate, making prize payments. In addition, PLI 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 PLI'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 National Lottery Games and new technology, the terminal-based manual (help function) is updated accordingly.

Additionally, training is available through PLI's retail agent portal for all Retailers.

## **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 PLI at the Retail Outlet. PLI has provided specific locations for POS placement and display of all Lottery Equipment.

Through regular Retailer communications, PLI provides guidelines on best practice in relation to POS placement and display. While PLI 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 PLI's responsible play guidelines and policy.

Retailers shall:

- Have available for access by Participants a copy of the General Rules and a copy of the Game Rules, together with a copy of any documentation required to complete the TV game show Participant sign-up process, or a link to the relevant location on the lottery website at [www.lottery.ie](http://www.lottery.ie).
- 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 the mandatory '18+' message in a location visible from the POS.

## **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 "How to Play" leaflet, which contains information about responsible play;
- 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 National Lottery Games;
- Directing the Participant to the responsible play page available at [www.responsibleplay.ie](http://www.responsibleplay.ie).
- Information about assisting vulnerable Participants is provided on the Retailer Agent Portal, in periodic Retailer publications and through our FSRs.

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

PLI shall monitor Retailers' compliance with each of their obligations under the 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 or an appropriate designee 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 (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**

Should a Retailer not follow its obligations or should a Retailer be found in breach of this Code of Practice, the Act, and/or the Licence, PLI shall follow the procedures, and where appropriate sanctions, including those defined in the Authorisation and the Retail Sales Agent Compliance Policy, up to and including termination where the Retailer has failed to rectify the breach, following 10 days' notice in writing from PLI.

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

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

#### **Contact Details**

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Date: December 2018

