

# PURCHASE LIMITS SCRATCH CARDS

**MAXIMUM OF 10 SCRATCH CARDS PER TRANSACTION**

## Purchase Limits for Scratch Cards to be Introduced in September 2020

In line with the National Lottery's commitment to the promotion of positive play in retail, PLI has decided to introduce limits to the number of Scratch Cards that can be purchased in any one transaction.

A new limit of 10 tickets per transaction will be introduced over the coming weeks. This will serve as an additional control to help address two key areas of concern that could contribute to problem play: **limiting the total spend in any one transaction & enabling a break in the 'session of play'.**

The new limits will be mandatory across all retail points of purchase and the Retail Agents obligations in this regard will be incorporated into the Retail Sales Agent Compliance Policy. This change has already been reflected in an amendment to the Retail Sales Agent Authorisation issued earlier this year.

## Merchandising In-Store

Commencing on Tuesday 4th August our merchandising partners Lites will visit every licensed Lottery Retail Agent to replace all existing compliance & age control material with a newly designed suite that calls out the new transaction limit on Scratch Card purchases. This campaign will take 6 weeks to complete after which the new limits will come into force. Please see overleaf for merchandising guide.

## What are my obligations as a Retail Agent?

From the 21st Sept 2020 retailers will not be able to sell more than 10 Scratch Cards in any one transaction. If a customer seeks to purchase more than 10 Scratch Cards, the Retail Agent is obliged to advise the player of the 10 ticket limit and not proceed with the sale unless the number of tickets requested is reduced to 10 or below. This new obligation has been introduced in the interest of players with the purchase limit applicable to a single or any series of contemporaneous transactions in a store by a single customer.

## Monitoring & Compliance

The new purchase limit restrictions will be added to the Retail Sales Agent Compliance Policy. Failure to comply with the new purchase limits will be considered a breach of the Policy and as such attract penalty points and sanction up to and including suspension/termination of the Retail Sales Agents Authorisation.

Non-compliance with Scratch Card purchase limits will be a Category 2 breach under the policy, a copy of which can be viewed in the Retailer Portal. Retail Agents are advised that compliance with Scratch Card purchase limits may be tested as part of the National Lottery ongoing Mystery Shopper programme. It is imperative that the new limit on Scratch Card purchases is brought to the attention of all staff dealing with the sales & promotion of Lottery products.



# PURCHASE LIMITS POINT OF SALE

## IN-STORE PLACEMENT GUIDE



LCU Topper



LCU Side



**Age Control Notice**  
Must be clearly visible from point of sale



LCU Base



Dispenser Short Base



Dispenser Long Base

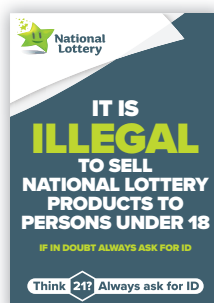
## THINK 21 REFRESH

As part of the Purchase Limit merchandising campaign the National Lottery will use the opportunity to refresh all retailer-facing Think 21 notices.

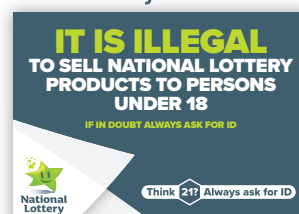
### Dispenser Cassette



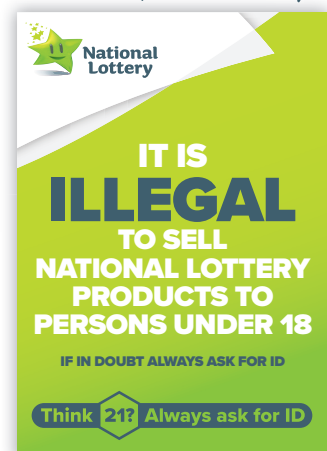
### Terminal Screen Strip



### Retail Staff Notice Counter Vinyl



### A3 Poster (for placement in staff rooms, canteens etc.)



**PLAY RESPONSIBLY, PURCHASE LIMITS APPLY – MAX 10 SCRATCH CARDS PER TRANSACTION**

# FREQUENTLY ASKED QUESTIONS

## GENERAL

**Q: Why is PLI introducing customer limits on Scratch Card purchases?**

**A:** The National Lottery is always committed to operating in a socially responsible way. We encourage many people to play our games, but to spend small amounts that are within their means and to play responsibly and for fun. We are always conscious of our responsibilities in relation to protecting players' interests and consider these paramount.

**Q: Do you intend to extend these limits to Draw Based Game purchases in the future?**

**A:** We are constantly looking at ways to enhance and improve our player protection policies but there are currently no plans to restrict our players in relation to Draw Based Game purchases in store.

**Q: If PLI is concerned with problem play why not introduce spend limits (10 x €1 All Cash is completely different to 10 x €20 All Cash Extravaganza)**

**A:** The National Lottery offers a number of levels of protections for our players, to assist them in making decisions, so they can play responsibly and for fun. The limits on the sale of Scratch Cards being introduced by the National Lottery will help educate the player on responsible play and provide the player with the appropriate tools in order to protect themselves.

**Q: Is this a transactional or daily customer limit?**

**A:** This is a transactional limit which will limit the number of Scratch Cards to be sold in one singular transaction or series of contemporaneous transactions to a maximum of ten. Implementing a daily limit on the number of Scratch Cards to be sold to a single person is impracticable from a Retail Agent perspective but the transactional limit does allow the player a break in play and gives them time to consider if they are playing responsibly.

**Q: Will Scratch Card purchase limits be mystery shopped?**

**A:** Yes. We have a comprehensive mystery shopper programme which will continue to ensure that all Retail Agents are compliant with the National Lottery's Sales Code of Practice. Our mystery shopper campaigns will continue to focus on Retail Agent compliance with obligations relating to underage play, ID verification, prize payment procedures and the newly introduced purchase limits on Scratch Cards.

**Q: Is there a sanction under the compliance policy for failing to adhere to Scratch Card purchase limits?**

**A:** Yes. Failure to comply with the new Scratch Card purchase limits will constitute a breach of the Retail Sales Agent Compliance Policy and as such attract a sanction. If a Retail Agent fails a Mystery Shopper campaign as a result of non-compliance with the new limits, this too will lead to sanction. Purchase limits are a Category 2 breach under the policy and as such carry a two-point penalty. Retail Agents are advised that four or more penalty points accumulated in any given monitoring period can result in suspension up to and including termination of their authorisation to sell Lottery products.

**Q: Where can I get further details on my obligations under Scratch Card purchase limits?**

**A:** Your obligations have been incorporated into your Retail Sales Agent Authorisation and the Sales code of Practice and will now be included as a short tutorial in the compliance training section of the Retailer Portal. The relevant sales & participants codes of practice can be viewed on both the National Lottery website and the Retailer Portal, which provides ongoing training on the sale and promotion of National Lottery products in accordance with our responsible play policy.

**Q: What can Retail Agents do if they feel a customer has a problem with Scratch Cards?**

**A:** Obviously this is a very sensitive matter; our Retail Agents are not counsellors and have to be careful to respect individual's choices and not to pass judgement or breach a person's privacy. However, part of being a responsible Retail Agent is ensuring, insofar as possible, that a customer is not playing in a way that could be harmful.

If you notice potentially harmful behaviours you are advised to listen to a player's concerns and respond to them by providing information to the player and steering them to where they might get help, including to the **National Gambling Helpline 1800 753 753** or **www.gambleaware.ie**. If the player takes offence, it is advised to tell the player that this is required of them as a Retail Agent under their responsible play obligations.

Remember if you have a particular concern about an individual and are unsure how to approach the situation you can contact your local Sale Representative or the National Lottery Retail Help Desk and one of our Responsible Play team will be happy to assist in any way possible.

**CONTINUED OVERLEAF**



# FREQUENTLY ASKED QUESTIONS

## TRAINING / AWARENESS

**Q: Is PLI providing training material for retail owners & staff on Scratch Card purchase limits?**

**A:** We take our statutory responsibilities for the management of our retail estate and agents very seriously; deploying a Sales Code of Practice, providing ongoing training on the sale and promotion of National Lottery products in accordance with our responsible play policy. All information relevant to the Retail Agents obligations is set out in this launch pack. Tutorials on all matters of compliance including purchase limits are available to view on the National Lottery's Retailer Portal. A full suite of point of sales material will be merchandised in every National Lottery Retail Agency ahead of launch in late September 2020. We will continue to communicate with our Retail Agents on a regular basis through our Field & Sales Support teams. If you require more information or further clarity, please don't hesitate to contact your local Field Sales Representative or the Retail Help Desk for guidance.

**Q: How will PLI make players aware of the new 10 Scratch Card limit?**

**A:** The National Lottery is planning a programme of awareness initiatives to support our retail partners on the sale and promotion of National Lottery products in accordance with our responsible play policy. This comprehensive programme will include retail and player facing Responsible Play campaigns to drive greater awareness across our player community of our collective responsibility to protect their interests particularly those most vulnerable in society.

This programme will be further supported by the National Lottery Sales Team who will continue to communicate on a regular basis with our Retail Agents, making them aware of the improvements to our player protection policies and their responsibilities under the Sales Code of Practice.

## SITUATIONAL

**Q: If a customer buys 10 tickets, is there any time lapse to the next purchase in that store?**

**A:** This is a transactional limit which will limit the number of Scratch Cards to be sold in one singular transaction or series of contemporaneous transactions to a maximum of ten. Implementing a daily limit on the number of Scratch Cards to be sold to a single person is impracticable from a Retail Agent perspective but the transactional limit does allow the player a break in play and gives them time to consider if they are playing responsibly. The limit on the sale of Scratch Cards educates the player on responsible play and provides the player with the appropriate tools in order to protect themselves.

**Q: Is there any exception to the 10 ticket purchase rule?**

**A:** There are no exceptions to the limit of 10 Scratch Cards per transaction. This initiative is a key component of the National Lottery's Responsible Gaming Awareness Programme which must be enforced without exception.

**Q: If a customer has winning tickets to redeem, does the limit still apply if they wish to use their winnings to purchase more than 10 Scratch Cards?**

**A:** Yes it does still apply.

**Q: What happens if a customer is buying tickets on behalf of a number of people e.g. staff member at a nursing home purchasing for a number of people.**

**A:** There are no exceptions to the limit of 10 Scratch Cards per transaction. This initiative is a key component of the National Lottery's Responsible Gaming Awareness Programme which must be enforced without exception.

**Q: We have customers that buy a book of Scratch Cards for promotions/weddings, is this subject to the maximum purchase limits?**

**A:** There are no exceptions to the limit of 10 Scratch Cards per transaction. This initiative is a key component of the National Lottery's Responsible Gaming Awareness Programme which must be enforced without exception.