

# PRODUCT COMPLIANCE

---

## Age Restricted Sales Policy - Customer

Version 1  
10/04/2024

Document Title: Age Restricted Sales Policy - Customer		Version Number: 1
Reason for Amendment:	Created By: Nadia Thomas	Amended/Reviewed By:
	Date Created: 10.04.2024	Date Amended/Reviewed:
	Page 1 of 4	<b>SELFRIDGES &amp; CO</b>

# AGE RESTRICTED SALES

Selfridges follows a "Challenge 25" policy for all age restricted products both for instore and online purchases. Challenge 25 is a national retailing strategy that encourages anyone who is over 18 but looks under 25 to carry acceptable identification if they wish to purchase age restricted products.

Selfridges Designated Premises Supervisors have the responsibility to ensure that the appropriate team members are trained on Challenge 25 and ensure compliance. Retail team members complete mandatory training on their roles and responsibilities. This training is reviewed on a regular basis by the product compliance team.

These guidelines are followed when selling age restricted products at Selfridges. Anyone who looks under the age of 25 when trying to purchase specific products are asked to verify that they are at least the minimum legal age by showing valid proof of age. A list of acceptable forms of identification is provided at the end of this policy.

## Table of age restricted products

Product	Age Restriction	Policy in Place
Alcohol from both restaurants*, bars and in the store	18 and over	Challenge 25
Fireworks	18 and over	Challenge 25
Knives/ axes/ blades (including shaving razors)	18 and over	Challenge 25
Lighter refills (NOT including lighters)	18 and over	Challenge 25
Nicotine inhaling products (vape)	18 and over	Challenge 25
Tobacco and tobacco products (including papers and grinders)	18 and over	Challenge 25
Cannabis related products (lighters, grinders, rolling papers, filter tips, ashtrays)	18 and over	Challenge 25
CBD related products (gummies, chocolates, peppermints, capsules, droppers, canned and bottles drinks, teas, coffees, creams, body oils, pillow mists, roll-ons, patches, bath bombs, etc)	18 and over	Challenge 25
Adult toys	16 and over	Challenge 25
Aerosol paints and acids (including bleach, cleaners etc)	16 and over	Challenge 25
Liqueur chocolates	16 and over	Challenge 25
Electric scooters	16 and over to ride	Challenge 25
High caffeine energy drinks	16 and over	Challenge 25
Christmas crackers	12 and over	Challenge 25
Age restricted DVDs and games	Aged 12, 15, 18	Challenge 25

\* Someone aged 16 or 17 and accompanied by an adult, can drink (but not buy) beer, wine, or cider with a meal in a restaurant.

Document Title: Age Restricted Sales Policy - Customer		Version Number: 1
Reason for Amendment:	Created By: Nadia Thomas	Amended/Reviewed By:
	Date Created: 10.04.2024	Date Amended/Reviewed:
	Page 2 of 4	<b>SELFRIDGES &amp; CO</b>

NB: Anyone found to be purchasing age restricted products for someone under the age limit ('proxy sales') may commit a criminal offence and face prosecution. Attempted proxy sales will be recorded on the refusal log.

### In Store Procedure:

- If a customer attempting to purchase an age restricted product looks under the age of 25, they must prove they are over the age of 18 with an acceptable form of identification.
- If the customer can't provide an acceptable form of identification, the team member will refuse the sale.
- If there is any doubt about the authenticity of the identification presented, the team member will refuse the sale.
- If the sale of an age restricted product is refused, the team member will record the refusal and required information in Selfridges' refusal log.

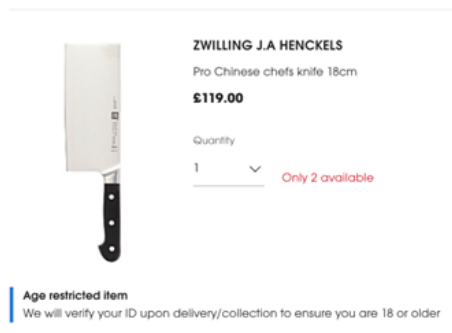
Customer-facing Challenge 25 prompts are provided at till points where age restricted products are displayed.

### Online and Click & Collect Procedure:

When making a purchase online, customers are provided prompts when placing an age restricted product in their shopping bag.

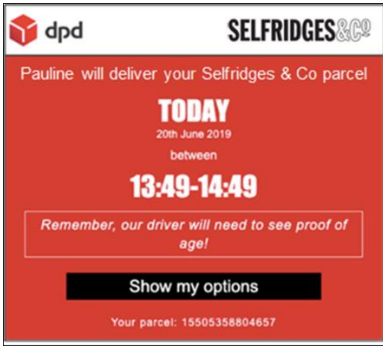
By placing an order for an age restricted product, you are declaring that you are 18 years of age or over. These items must be used responsibly and appropriately.

#### Shopping bag



We take our responsibility in relation to the sale of age restricted products seriously. To confirm the recipient is over 18 years, Selfridges' delivery partners will ask for proof of age via an acceptable form of identification at the time of delivery. A reminder will be included on delivery update messages.

Document Title: Age Restricted Sales Policy - Customer		Version Number: 1
Reason for Amendment:	Created By: Nadia Thomas	Amended/Reviewed By:
	Date Created: 10.04.2024	Date Amended/Reviewed:
	Page 3 of 4	<b>SELFRIDGES &amp; CO</b>



If proof of age cannot be established, the delivery partner will not be able to hand over the order. An attempt to redeliver the order will be made by the delivery partner if possible. If the order cannot be redelivered, it will be returned to our distribution centre and refunded.

For Click & Collect orders, team members in store will ask for proof of age via an acceptable form of identification at the time of collection. If proof of age cannot be established, Click & Collect will keep the order in store for 7 days for another attempt at collection. After this time the order will be cancelled, and the customer will be refunded.

If a proxy sale is suspected the delivery partner or team member will not be able to hand over the order and it will be refunded once received at our distribution centre.

**Acceptable forms of identification:**

- A passport
- A European Union or United Kingdom (photocard) driving licence
- Ministry of Defence Form 90 (a defence identity card issued to serving military)
- National Identity card issued by European Union Member State, and Norway, Iceland, Liechtenstein, or Switzerland
- A biometric immigration document (issued by The Home Office to individuals going through different stages of the immigration process as a residence permit)
- A photographic identity card bearing a national Proof of Age Standard Scheme (PASS) hologram, pictured below



**Test Purchases by Trading Standards:**

Local Trading Standards Officers may make test purchases from time to time, to check that we are not selling age restricted products to underage customers.

-END-

Document Title: Age Restricted Sales Policy - Customer		Version Number: 1
Reason for Amendment:	Created By: Nadia Thomas	Amended/Reviewed By:
	Date Created: 10.04.2024	Date Amended/Reviewed:
	Page 4 of 4	<b>SELFRIDGES &amp; CO</b>