

- Proxy sales is the term used to describe adults buying alcohol for children or young people who are under the age of 18 years old.
- The adult buying or attempting to buy alcohol on behalf of someone under the age of 18 commits an offence.
- All major retailers in the UK have dedicated training for employees about how to spot and prevent proxy sales of alcohol.
- The Retail Alcohol Standards Group has developed this best practice document to support the prevention of proxy sales in all retail stores.

## Retailer Best Practice for Preventing Proxy Sales

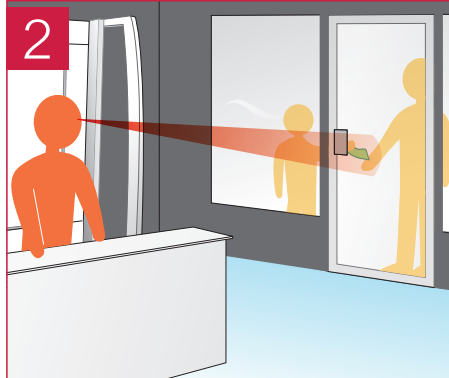
The diagrams below set out the most common scenarios where proxy sales occur and how colleagues in stores can respond.

Child / young person selecting alcohol for an adult / parent / guardian to purchase on their behalf.



**RESPONSE:** If you see the adult asking the child what alcohol they want, or if the child's behaviour suggests the alcohol is for them, **then you should refuse the sale.**

Child / young person approaching adults as they enter the store, asking to purchase alcohol on their behalf.



**RESPONSE:** Try, as far as possible, to monitor what is happening outside your store, especially young people hanging around. If you see what looks like an adult being asked to buy alcohol to buy a product by a person outside the store, **refuse the sale to that person.**

A group of young people approaching the till to purchase alcohol, but only one person presents identification.



**RESPONSE:** If it appears that one member of the group is purchasing alcohol for the whole group, you should ask the whole group for identification to prove their age. Unless they all have identification to prove their age **you should refuse to serve them.**

## Proxy Sales – Parent Accompanying Children



The Licensing Act requires that retailers prevent proxy sales under the Licensing objective for *'the protection of children from harm'*. However, it is difficult for retailers and their store colleagues to identify all proxy sale situations.

Just because a child accompanies an adult purchasing alcohol does not mean they are attempting to buy alcohol for the child.

**RESPONSE:** Store colleagues must exercise discretion by assessing the age of the children accompanying the customer, for example a parent with their two children aged eight and 10 years, is unlikely to be attempting a proxy sale.

## Reputational Risk for Retailers

For retailers and store colleagues there are reputational risks associated with challenging adults about proxy sales.

**Unless you know customers are buying an age restricted product for a minor, the sale should be honoured. If in doubt call a manager.**

Asda stops parents from buying alcohol if children are there: Supermarket bosses back staff saying it is better they are 'over cautious' than risk prosecution for selling to under-18s

TESCO BANS PARENTS FROM BUYING ALCOHOL IF THEY ARE WITH THEIR OWN CHILDREN