

# Lottery Line

JANUARY 2012

Alcohol and Gaming Commission of Ontario  
90 Sheppard Avenue East, Suite 200  
Toronto, Ontario  
M2N 0A4

## Inside...

- New Minister for AGCO
- Service suppliers prohibited from offering incentives
- Lottery retailer registration must be posted in accessible location
- Reminder – Lottery retailer managers must be registered
- Visit AGCO at Spring Trade Show in Toronto



JEAN MAJOR

## Message from the Registrar

As we conclude our fourth year of regulatory activity relating to lottery retail sales, I am pleased to extend to all of our retailers and their staff the very best wishes for a healthy, happy and successful New Year. Today, we have registered over 11,000 retailers in Ontario who work

selling lottery products that help fund many important health, social and educational programs for the people of our province. I look forward to continue working with all of you in the New Year.

*Again, best wishes for the New Year!*



Jean Major  
Registrar of Alcohol  
and Gaming

## LOTTERY RETAILER CODE OF CONDUCT integrity • respect • social responsibility

To guarantee public trust in the lottery system, lottery retailers and lottery retailer employees are required to adhere to a mandatory code of conduct which includes:

### Integrity

- Complying with all laws and regulations that apply to OLG products
- Follow all OLG operating procedures and contractual requirements

- Make game rules and game information such as prize details and game results available to customers
- Properly redeem prizes and honour all legitimate prize claims
- Self identification as a lottery retailer when claiming any prizes from a lottery game

### Respect

- Promote fair, honest and courteous treatment of all customers

- Answer all reasonable customer questions or direct customers to OLG as required

### Social Responsibility

- Only sell lottery products and redeem prizes to those who are 18 years of age or older

If you don't follow the lottery retailer Code of Conduct, this may result in the suspension or termination of your retailer agreement with the OLG.

## TOP TIPS for Lottery Retailers

Here are some helpful tips for all those involved in the sale of OLG lottery products.

### DO

- ✓ Make sure you rip through the bar code of a winning ticket
- ✓ For OLG Poker Lotto tickets — make sure you ask for the money up front
- ✓ Ensure lottery retailer managers are registered with the AGCO
- ✓ Advise the AGCO of any changes that occur in a registration
- ✓ Make sure that scratched or damaged tickets are immediately returned to OLG

### DON'T

- ✗ Don't buy lottery tickets for yourself or family members at your own store
- ✗ Don't sell lottery tickets to anyone under 18 years of age
- ✗ Don't sell tobacco products to underage persons
- ✗ Don't leave loose paper or other clutter on or around the lottery terminal
- ✗ Don't keep illegal gaming machines or video lottery terminals at the retail location

