

## Challenge 25 agenda

The ability to determine the age of young people has become increasingly difficult over the years. This has led to problems for both businesses and young people when trying to sell and purchase age related products.

The Challenge 25 agenda has been created by businesses to help them comply with the legal requirements for challenging age and prohibiting the sale of age related products to minors.

Only the production of 'proof of age' documents specified by law will satisfy the purpose of the age verification policy. Acceptable forms of ID include:

- (i) A passport
- (ii) A European Union photocard driving licence
- (iii) A Ministry of Defence Form 90 (Defence Identity Card)
- (iv) A photographic identity card bearing the national Proof of Age Standards Scheme (PASS) hologram
- (v) A national identity card issued by another European Union member state or Norway, Iceland, Liechtenstein or Switzerland
- (vi) A Biometric Immigration Document.

If a person is fortunate enough to look under the age of 25 staff should ask to see an acceptable form of ID.

**It is for each business to decide which of these approved forms of identification it will accept in terms of the age verification policy. They need not all be accepted.**

**PARENTAL CONSENT IS NOT ACCEPTABLE AND DOES NOT COMPLY WITH THE LAW**