

CANNABIS REPRESENTATIVE HANDBOOK

**CANNABIS REPRESENTATIVE
HANDBOOK**

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SUBJECT: INTRODUCTION

POLICIES

- 1.1.1 Alberta Gaming, Liquor and Cannabis (AGLC) is established under the *Gaming, Liquor and Cannabis Act* (GLCA) and is governed by the requirements of the *Criminal Code*, the GLCA and the Gaming, Liquor and Cannabis Regulation (GLCR).
- 1.1.2 AGLC is the province's cannabis authority, responsible for administering and regulating the cannabis industry in Alberta.
- 1.1.3 Board policies are approved by the Board of AGLC and signed by the Chair, on behalf of the Board.
- 1.1.4 Board policies respecting the activities authorized by a registration, as detailed in this handbook, are conditions of the registration, pursuant to Section 17 of the GLCR.
- 1.1.5 *(Deleted Mar 2022)*
- 1.1.6 Guidelines are best business practices designed to help licensees meet operating requirements.
- 1.1.7 *(Deleted Mar 2022)*
- 1.1.8 *(Deleted Mar 2022)*
- 1.1.9 Only those businesses and/or persons who are registered as a cannabis supplier with AGLC pursuant to Section 90.13 of the GLCA, and Section 107 of the GLCR, may conduct marketing, merchandising and promotional activities of cannabis in Alberta.
- 1.1.10 An activity not specifically permitted under these policies and guidelines is prohibited unless otherwise approved by AGLC.
- 1.1.11 *(Deleted Mar 2022)*
- 1.1.12 If a cannabis representative involved in the daily operation does not have a working knowledge of the English language sufficient to understand the legislation and/or these policies, AGLC will ask that the licensee have an interpreter present whenever:
- a) discussing details of the licence application;
 - b) an Inspector visits the registered cannabis representative to review their responsibilities;



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SUBJECT: INTRODUCTION

- c) the licensee acknowledges its responsibilities by signing the Operating Procedures form; and
- d) the licensee attends a Board hearing.

GUIDELINES

1.1.13 The GLCA, GLCR and Cannabis Representative Handbook may be accessed on AGLC's website at aglc.ca. *(Added Mar 2022)*

ATE ISSUED: March 22, 2022

AUTHORITY: Original signed by
Len Rhodes

SUBJECT: DEFINITIONS

POLICIES

1.2.1 In this handbook,

- a) "AGLC" means Alberta Gaming, Liquor and Cannabis.
- b) "Board" means the Board of AGLC.
- c) "Brand element" means a brand name, trademark, tradename, distinguishing guise, logo, graphic arrangement, design or slogan that is reasonably associated with, or that evokes:
 - i) cannabis, a cannabis accessory or a service related to cannabis; or
 - ii) a brand of cannabis, cannabis accessory or service related to cannabis.
(Added Nov 2019)
- d) "Cannabis" means any part of a cannabis plant, including the phytocannabinoids produced by, or found in, such a plant, regardless of whether that part has been processed or not and any substance or mixture of substances that contains or has any part of such a plant. (Amended Nov 2019)
- e) "Cannabis accessories" has the meaning given to them in Section 2 of the *Cannabis Act* (Canada). (Amended Sept 2019)
- f) "Cannabis edibles" means products containing cannabis that are intended to be consumed in the same manner as food or beverage. (Added Nov 2019)
- g) "Cannabis extracts" means products that are produced from cannabis using extraction processing methods or by synthesizing phytocannabinoids. (Added Nov 2019)
- h) "Cannabis licence" means a licence under the *Gaming, Liquor and Cannabis Act* that authorizes the purchase, sale, transport, possession, storage of cannabis.
- i) "Cannabis product" means a product that contains cannabis.
- j) "Cannabis representative" means a corporation or individual registered with AGLC who is in the business of representing a cannabis supplier in the sale of the supplier's cannabis.

SUBJECT: DEFINITIONS

- k) "Cannabis supplier" means a person who holds a federal licence that authorizes the person to produce cannabis for commercial purposes or to sell cannabis to AGLC.
- l) "Cannabis topicals" means products that include cannabis and that are intended to be used exclusively on external body surfaces (e.g. skin, hair and nails). (Added Nov 2019)
- m) "Connect Logistics Services Inc." (CLS) means the current authorized cannabis warehouse pursuant to Section 130 of the GLCR.
- n) "GLCA" means the *Gaming, Liquor and Cannabis Act*.
- o) "GLCR" means the Gaming, Liquor and Cannabis Regulation.
- p) "Handbook" means the Cannabis Representative Handbook.
- q) "Inspector" means an Inspector of AGLC, a police officer as defined in the *Police Act* or someone designated by AGLC as an Inspector under the GLCA.
- r) "Licensed premises" means all areas associated with the operations of the licensee, including, but not limited to:
 - i) areas cannabis may be sold; and
 - ii) any storage room, lobby, hallway or other service areas used by the licensee in support of the areas where cannabis may be sold.
- s) "Licensee" means the individual, partnership or corporation holding a retail cannabis store licence.
- t) "Minor" means a person under the age of 18 years.
- u) "Qualified Cannabis Worker" means any person who is over the age of 18 years, has successfully completed the SellSafe Cannabis Staff Training program, has passed a criminal records check and has been deemed qualified by AGLC.
- v) "Staff" means any person employed by the cannabis representative or contracted by the cannabis representative or a third party to perform assigned or delegated duties.



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SUBJECT: CONTACTING AGLC

GUIDELINES

- 1.3.1 Any inquiries regarding how to place a cannabis order, the status of an order, or any other purchase or return related questions may be directed as follows:

Website: retail.albertacannabis.org (Amended Mar 2022)

Email: albertacannabis@aglc.ca

Telephone: 1-855-436-5677

- 1.3.2 There are five (5) AGLC offices in the province. Normal office hours are 8:15 a.m. to 4:00 p.m. Monday to Friday, excluding statutory holidays. Outside normal office hours and when staff is unavailable, messages may be left on voice mail.

St. Albert (Head Office)

50 Corriveau Avenue Phone: 780-447-8600
St. Albert, Alberta Fax: 780-447-8911
T8N 3T5 Fax: 780-447-8912

Calgary

110 Deerfoot Atrium
6715 - 8 Street NE
Calgary, Alberta Phone: 403-292-7300
T2E 7H7 Fax: 403-292-7302

Red Deer

#3, 7965 – 49 Avenue
Red Deer, Alberta Phone: 403-314-2656
T4P 2V5 Fax: 403-314-2660

Grande Prairie

100-11039 – 78 Avenue
Grande Prairie, Alberta Phone: 780-832-3000
T8W 2J7 Fax: 780-832-3006

Lethbridge

655 WT Hill Blvd South
Lethbridge, Alberta Phone: 403-331-6500
T1J 1Y6 Fax: 403-331-6506

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Original Signed by
Len Rhodes



SECTION: GENERAL INFORMATION
NUMBER: 1.3

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SUBJECT: CONTACTING AGLC

1.3.3 AGLC's web site address is: aglc.ca.

DATE ISSUED: March 22, 2022 **AUTHORITY:** Original Signed by Len Rhodes

SUBJECT: LEGISLATION AND BOARD POLICIES

POLICIES

- 1.4.1 Cannabis representatives and their staff must comply with:
- a) the GLCA;
 - b) the GLCR;
 - c) Board policies; and
 - d) all federal, provincial and municipal legislation.
- 1.4.2 Non-compliance with the legislation or Board policies may result in disciplinary action by the Board pursuant to Part 4 of the GLCA.
- 1.4.3 A cannabis representative approved by AGLC must notify AGLC immediately if they, or any of their qualified cannabis workers, key employees and/or directors/shareholders are charged with or convicted of an offence under:
- a) the Criminal Code (Canada);
 - b) the *Excise Act* (Canada);
 - c) the *Food and Drugs Act* (Canada);
 - d) the *Controlled Drugs and Substances Act* (Canada);
 - e) the *Cannabis Act* (Canada);
 - f) the *Income Tax Act* (Canada);
 - g) a foreign Act or Regulation substantially similar to an offence under a), b), c); d) or e);
 - h) the GLCA; or
 - i) the GLCR.
- 1.4.4 If a cannabis representative is at any time charged or convicted of an offence set out in any of the legislation listed in Subsection 1.4.3, the Board may take disciplinary action including, but not limited to, suspension or cancellation of the cannabis registration.
- 1.4.5 If a cannabis representative misleads AGLC, fails to provide information or provides inaccurate information, the Board may take disciplinary action including, but not limited to, suspension or cancellation of the cannabis registration.



SECTION: APPLICATIONS

NUMBER: 2.1

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SUBJECT: GENERAL INFORMATION

POLICIES

2.1.1 Cannabis representatives must register with AGLC and includes the following:

- a) licenced producer/supplier; or
- b) product marketing entity; or
- c) brand owner.

(Amended Mar 2022)

2.1.2 *(Deleted Mar 2022)*

2.1.3 A cannabis representative registration has a two (2) year term.

2.1.4 If a cannabis representative's registration expires, the cannabis representative will be notified by letter requesting the submission of a signed application form and the \$200 registration fee.

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Len Rhodes

SUBJECT: APPLICATION FOR CANNABIS REPRESENTATIVE REGISTRATION

POLICIES

- 2.2.1 Cannabis representative registration packages are subject to review and approval by AGLC (see Subsection 2.2.6). *(Amended Mar 2022)*
- 2.2.2 The Board may refuse to register an applicant if the applicant, any of the applicant's employees or any of the applicant's associates fail to pass a records check.
- 2.2.3 A person will fail to pass a records check if the person has:
- a) at any time been charged with or convicted of:
 - i) an offence under the Criminal Code (Canada), the *Excise Act* (Canada), the *Food and Drugs Act* (Canada) or the *Income Tax Act* (Canada), or
 - ii) an offence under the *Controlled Drugs and Substances Act* (Canada), other than under Section 4(1) of that Act for possession of any substance included in Schedule II to that Act, or
 - iii) an offence under a foreign Act or regulation that, in the Board's opinion, is substantially similar to an offence described in Subsection 2.2.3a) i) or ii); and
 - iv) in the opinion of the Board, the offence is sufficiently serious that it may detract from the integrity of lawful cannabis, gaming, lottery and/or licensed liquor activities in Alberta, or a registration relating to cannabis or liquor.
 - b) within the five (5) years prior to the application date, been in prison serving a term of three (3) years or more.
- 2.2.4 AGLC may refuse to register an applicant if satisfied that the applicant, any of the applicant's employees or associates, or any person or entity connected to or associated with the applicant:
- a) has not acted, or may not act, in accordance with the law, with honesty and integrity or in the public interest, based on their past conduct;
 - b) would be a detriment to the integrity or lawful conduct of cannabis, gaming, liquor activities or provincial lotteries; or

SUBJECT: APPLICATION FOR CANNABIS REPRESENTATIVE REGISTRATION

- c) has a background, reputation and/or associations that may cause adverse publicity for the cannabis, gaming or liquor industry in Alberta.

2.2.5 AGLC may refuse to register an applicant if the applicant, any of the applicant's employees or associates or any other person with connections to the applicant has contravened:

- a) *the Gaming, Liquor and Cannabis Act (GLCA) or the Gaming, Liquor and Cannabis Regulation (GLCR);*
- b) a predecessor of the GLCA or the GLCR; or
- c) A condition imposed on a licence registration issued or made under the GLCA.

GUIDELINES

2.2.6 To register as a cannabis representative, applicants may download an application package at aglc.ca or contact AGLC in St. Albert by telephone, mail or e-mail (see Subsection 1.3). *(Added Mar 2022)*

2.2.7 On receipt of the required documents the application will be reviewed and the applicant will be notified in writing as to whether its application to become registered as a cannabis representative is approved.

2.2.8 *(Deleted Mar 2022)*

SUBJECT: BACKGROUND CHECKS

POLICIES

- 2.3.1 A thorough criminal and financial background check is conducted on an applicant, the applicant's associates and any key employees of the applicant. *(Amended Aug 2021)*
- 2.3.2 The background check is to:
- a) determine eligibility of an applicant to hold (or continue to hold) a registration and includes, but is not limited to, an investigation relating to the honesty and integrity, financial history and competence of the applicant, the applicant's associates and key employees; and *(Added Aug 2021)*
 - b) ensure criminal interests, or those who otherwise would be a detriment to the lawful conduct of cannabis in the province, are prevented from operating, having a financial interest in or having an association with a cannabis representative.
- 2.3.3 The applicant is responsible to pay for the actual costs of the background checks. *(Amended Aug 2021)*
- 2.3.4 The applicant, applicant's associates and key employees are required to submit all documents and information requested by AGLC to conduct criminal and financial background checks including corporate and personal disclosure forms. *(Amended Aug 2021)*
- 2.3.5 An applicant's key employees may include: *(Amended Aug 2021)*
- a) *(Deleted Aug 2021)*
 - b) *(Deleted Aug 2021)*
 - c) *(Deleted Aug 2021)*
 - d) individuals that exercise influence or control over day-to-day operations or decision-making; or
 - e) individuals who have the authority to hire or terminate employees; or *(Amended Aug 2021)*
 - f) any other person holding a key position as determined by AGLC.
- 2.3.6 *(Deleted Aug 2021)*
- 2.3.7 *(Deleted Aug 2021)*



SECTION: APPLICATIONS

NUMBER: 2.3

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SUBJECT: BACKGROUND CHECKS

2.3.8 *(Deleted Aug 2021)*

2.3.9 AGLC may refuse to allow an applicant to hold a registration if, in its opinion, the applicant has misled AGLC or provided inaccurate or incomplete information. *(Added Aug 2021)*

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SUBJECT: QUALIFIED CANNABIS WORKER

POLICIES

- 2.4.1 Managers, supervisors and all employees of a cannabis representative that are involved in the marketing, promotion and sales of cannabis products must be Qualified Cannabis Workers.
- 2.4.2 To become a Qualified Cannabis Worker, applicants must:
- a) complete and submit the Application for Qualified Cannabis Worker form;
 - b) provide a criminal records check from their local police service, dated within three months of the submission of the Application for Qualified Cannabis Worker form; and
 - c) successfully complete the SellSafe Cannabis Staff Training program (see Section 2.5).
- 2.4.3 *(Deleted Mar 2022)*
- 2.4.4 Qualification is valid for up to 5 years, at which time the worker must complete the procedures specified in 2.4.2 a) – c) above to requalify.
- 2.4.5 Being charged or convicted of a criminal offence may affect an individual's ability to qualify as a Qualified Cannabis Worker.
- 2.4.6 If at any time a Qualified Cannabis Worker is charged with a criminal offence they are required to report the details within 72 hours to AGLC.
- 2.4.7 The cannabis representative must supply Qualified Cannabis Workers with a laminated colour photo identification card as follows:
- a) company name or logo;
 - b) staff member's first name only - print size must be clearly visible with block style printing only;
 - c) position;
 - d) current colour photo of worker – similar in size to a driver's licence photo;
 - e) Qualified Cannabis Worker number – print size must be clearly visible with block style printing only; and
 - f) Qualified Cannabis Worker expiry date.

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Len Rhodes



SECTION: AGENCY REGISTRATION

NUMBER: 2.4

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SUBJECT: QUALIFIED CANNABIS WORKER

2.4.8 The Qualified Cannabis Worker identification card must be worn and visible at all times when the worker is in a retail cannabis store.

2.4.9 *(Deleted Mar 2022)*

GUIDELINES

2.4.10 AGLC will issue a letter to all successful Qualified Cannabis Worker applicants confirming they are qualified to work as a cannabis representative.

2.4.11 It is suggested Cannabis Representatives keep a log of all Qualified Cannabis Worker staff. The log should include the following information:

- a) AGLC confirmation that the worker is qualified;
- b) photograph of the worker; and
- c) qualification number and expiry date.

(Added Mar 2022)

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Len Rhodes

SUBJECT: SELLSAFE CANNABIS STAFF TRAINING PROGRAM (SELLSAFE)

POLICIES

2.5.1 Managers, supervisors and all employees of a cannabis representative involved in the marketing, promotion and sales of a cannabis supplier's products must meet SellSafe Cannabis Staff Training certification requirements.

2.5.2 *(Deleted Mar 2022)*

2.5.3 *(Deleted Mar 2022)*

2.5.4 *(Deleted Mar 2022)*

2.5.5 SellSafe certification must be maintained by successfully repeating the SellSafe program (including passing the exam) before the certification expiration date.

2.5.6 Cannabis representatives must provide proof of SellSafe certification at the request of an AGLC Inspector. Proof of SellSafe certification includes:

- a) paper printed certification card that has a QR code;
- b) *(Deleted Mar 2022)*
- c) clear image of the certification card (i.e. image, photograph or screen shot) saved on the staff member's mobile device/phone.

(Amended Mar 2022)

2.5.7 *(Deleted Mar 2022)*

2.5.8 *(Deleted Mar 2022)*

2.5.9 A cannabis representative's SellSafe certification will be immediately suspended if charged federally or provincially with the offence of giving, selling, or supplying cannabis to a minor.

2.5.10 Cannabis representatives whose SellSafe certification is suspended are not permitted to continue working as cannabis representatives.

- a) If found not guilty of the charges, the representative may reapply to AGLC for reinstatement of their SellSafe certification; or
- b) If found guilty of the charges, the representative's SellSafe certification will be cancelled and they will not be permitted to recertify for a minimum of 5 years.

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Len Rhodes

SUBJECT: SELLSAFE CANNABIS STAFF TRAINING PROGRAM (SELLSAFE)

GUIDELINES

2.5.11 To aid compliance with Sellsafe Cannabis Staff Training certification requirements, it is suggested licensees keep a log of employees that are Sellsafe certified. The log should include the following information:

- a) employee name as it appears on the certification card;
- b) SMART Training registration number; and
- c) expiry date.

(Added Mar 2022)

2.5.12 *(Deleted Mar 2022)*

2.5.13 The SellSafe certification program is found on the SMART Training website at sellsafe.aglc.ca. *(Amended Mar 2022)*



SECTION: APPLICATIONS

NUMBER: 2.6

CANNABIS REPRESENTATIVE HANDBOOK

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SUBJECT: COMPETITIVE AND PROHIBITIVE RELATIONSHIPS

POLICIES

2.6.1 The relationship between a cannabis supplier or cannabis representative and a cannabis licensee must be competitive in nature. This does not apply where the cannabis licensee is a subsidiary of the cannabis supplier under a separate company. Each company must be operated as a separate business in accordance with Schedule 2, Part 2 of the GLCR.

2.6.2 A cannabis licensee or employee or agent of the licensee is not permitted to own, operate, or manage a cannabis supplier or representative. Where the cannabis licensee is a subsidiary of a cannabis supplier, the cannabis supplier may be a cannabis representative.

2.6.3 An employee of a cannabis licensee is not permitted to be employed by a cannabis supplier or representative unless prior approval is obtained from AGLC. The employee cannot be an owner, supervisor or manager of the cannabis licensee.

2.6.4 A cannabis licensee or employee of the licensee is not permitted to act as an advisor or provide financial support to a cannabis supplier or representative.

2.6.5 A cannabis supplier or its representative cannot exclusively supply a

2.6.6 *(Deleted Mar 2022)*

GUIDELINES

2.6.7 *(Deleted Mar 2022)*

2.6.8 *(Deleted Mar 2022)*

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SUBJECT: SALE OR CHANGE OF STATUS OF CANNABIS REPRESENTATIVE

POLICIES

2.7.1 A cannabis representative registration is not transferable.

2.7.2 A proposed sale, assignment or transfer of a portion of a cannabis representative:

- a) that is a sole proprietorship, a partnership or a corporation, that is not a distributing corporation, as defined in the *Business Corporations Act*, and
- b) under which the activities authorized by a registration are carried out;

must be reported to AGLC and approved by AGLC prior to the effective date of the sale, assignment or transfer. AGLC may approve the sale, assignment or transfer of a portion of the business and may impose conditions on the registration.

2.7.3 A sale, assignment or transfer of 5% or more of a business:

- a) that is a distributing corporation as defined in the *Business Corporations Act*; and
- b) under which the activities authorized by a registration are carried out,

must be reported to AGLC by the licensee within 10 business days after the effective date of the sale, assignment or transfer and must be approved by AGLC.

2.7.4 AGLC may, in respect of a sale, assignment or transfer requiring its approval,

- a) approve it without conditions;
- b) approve it subject to conditions;
- c) approve it subject to the variation or rescission of existing conditions; or
- d) refuse to approve it.

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Gael MacLeod



SECTION: CANNABIS PRODUCTS
NUMBER: 3.1

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SUBJECT: PRODUCT REGISTRATION

POLICIES

- 3.1.1 Retail cannabis licensees must purchase all cannabis products from AGLC.
- 3.1.2 All cannabis products must be registered with AGLC before they are offered for sale by AGLC to licensees.
- 3.1.3 If a cannabis supplier uses a third party as its registered representative, the supplier will be required to submit a letter of authorization designating the appointed third party as the representative of the supplier's products.
- 3.1.4 *(Deleted Mar 2022)*
- 3.1.5 If a supplier and the cannabis representative the supplier has designated to represent its products in Alberta become involved in a dispute regarding representation of cannabis products AGLC will not become involved in resolving the dispute. AGLC will rely upon direction agreed to by the parties involved or by court order.
- 3.1.6 *(Deleted Mar 2022)*

GUIDELINES

- 3.1.7 For additional information on product registration and labelling, please refer to Sections 3 (Product Registration) and 4 (Packing, Labelling and Shipping) of the [Licensed Producer Operational Manual](#).

DATE ISSUED: March 22, 2022 AUTHORITY: Original signed by Len Rhodes

SUBJECT: PRODUCT SALES AND PRICING

POLICIES

- 3.2.1 The cannabis supplier warrants that all goods supplied to AGLC:
- a) are of merchantable quality, fit and intended for human consumption and free from defects or corruption of any kind; and
 - b) are manufactured, packaged and labelled in safe containers and packages and in compliance with the *Cannabis Act* (Canada), the Cannabis Regulations (Canada) and any regulations passed under this legislation as may be amended from time to time;
- 3.2.2 The cannabis supplier must indemnify and hold harmless AGLC, its employees and agents from any claims, demands, actions, liability, loss, expense or damage that may arise directly or indirectly out of the production, sale or consumption of goods produced by the cannabis supplier or out of any act or omission of the cannabis supplier, its employees or agents, including without limiting the generality of the foregoing:
- a) infringement of copyrights, patents or trademark rights arising out of the sale by AGLC of goods supplied by the cannabis supplier;
 - b) any defect, flaw, fault or corruption alleged or proven in any goods supplied by the cannabis supplier;
 - c) any failure by the cannabis supplier to manufacture, package or label goods supplied by the cannabis supplier as warranted above;
 - d) non-compliance with the *Controlled Drugs and Substances Act* (Canada) and Regulations; and
 - e) non-compliance with the *Food and Drugs Act* (Canada) and Regulations;
- 3.2.3 AGLC retains the right to request cannabis product samples for analysis, if required.
- 3.2.4 All warranties and indemnifications shall survive this agreement and any purchase made by AGLC pursuant to this agreement.



SECTION: CANNABIS PRODUCTS

NUMBER: 3.2

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SUBJECT: PRODUCT SALES AND PRICING

GUIDELINES

3.2.5 For additional information on product sales and pricing, please refer to Section 2 (Selling to AGLC) of the [Licensed Producer Operational Manual](#).

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Gael MacLeod



SECTION: CANNABIS PRODUCTS
NUMBER: 3.3

SUBJECT: REFUNDS FOR DAMAGED/DEFECTIVE PRODUCTS

POLICIES

- 3.3.1 AGLC will return to the cannabis supplier any product that:
 - a) arrives rotten, stale, or otherwise spoiled;
 - b) is improperly labelled or packaged; and
 - c) is not as described in the sales contract.
- 3.3.2 The cannabis supplier will be responsible for paying for return shipping as well as any additional cost incurred inspecting, unpacking, or repacking the product.
- 3.3.3 AGLC will receive a full refund for all returned cannabis products.
- 3.3.4 *(Deleted Mar 2022)*

GUIDELINES

- 3.3.5 For additional information on refunds for damaged or defective cannabis product returns, please refer to Section 5.1 (Product Returns) of the [Licensed Producer Operational Manual](#).

SUBJECT: PRODUCT RECALLS

POLICIES

3.4.1 Cannabis product recalls may be initiated by:

- a) Health Canada;
- b) Cannabis suppliers; and
- c) AGLC.

3.4.2 *(Deleted Mar 2022)*

3.4.3 Cannabis suppliers will be responsible for all commercially reasonable costs associated with cannabis product recalls initiated by Health Canada or cannabis suppliers.

3.4.4 Cannabis suppliers must, as soon as practicable, notify AGLC of cannabis product recalls and provide the following information:

- a) the reason for the product recall;
- b) product brand name;
- c) product SKU number(s);
- d) product lot numbers(s); and
- e) volume of product sold to AGLC.

3.4.5 *(Deleted Mar 2022)*

3.4.6 AGLC will provide instructions to retailers on AGLC initiated recalls.

GUIDELINES

3.4.7 For additional information on product recalls, please refer to Section 5.2 (Product Recalls) of the [Licensed Producer Operational Manual](#).

SUBJECT: GENERAL INFORMATION - ADVERTISING

POLICIES

4.1.1 For all of Section 4, "advertising" means the use of media to communicate a message to an audience through words, audio and/or visuals. It is communicated through various mass media, including but not limited to:

- a) traditional media such as television, radio, newspapers, magazines, outdoor advertising, flyers, billboards, transit shelters, inflatables, commercial and corporate vehicles or direct mail; and
- b) new media, including but not limited to digital and social media advertising, organic social media posts on newsfeeds and/or profiles, email, search results, blogs, websites or short message service (SMS).

(Amended Nov 2019)

4.1.2 (Deleted Mar 2022)

4.1.3 Cannabis suppliers, cannabis representatives and retail cannabis store licensees are permitted to advertise cannabis and cannabis accessories to persons 18 years of age or older with the following conditions:

- a) advertisements are only permitted in places where persons under the age of 18 are prohibited from entering;
- b) advertisements must not be audible or visible from outside a place where persons under the age of 18 years are prohibited from entering; (Added Nov 2019)
- c) advertisements outside of places where persons under the age of 18 are prohibited from entering must:
 - i) be directly communicated (i.e. mail-outs, e-mail, etc.) to an individual, by name, who is 18 years of age or older; or
 - ii) include reasonable steps to ensure that persons under the age of 18 years cannot access the advertisement (i.e. age verification).

4.1.4 (Deleted Mar 2022)

4.1.5 The following is prohibited in the advertising of cannabis and cannabis accessories:

- a) prices;
- b) advertising that may appeal to minors;
- c) use of testimonials or endorsements;

SUBJECT: GENERAL INFORMATION - ADVERTISING

- d) associating cannabis, a cannabis accessory or service with an alcoholic beverage or tobacco product; (Added Nov 2019)
- e) create the impression health and cosmetic benefits may be derived from the service or the use of cannabis or cannabis accessory; (Added Nov 2019)
- f) energy value and amount of nutrients beyond the nutrition facts table that is required to be included on the label of any container in which edible cannabis or accessory is packaged in; (Added Nov 2019)
- g) create the impression that cannabis edibles or accessories are intended to meet the particular dietary requirements of an individual; (Added Nov 2019)
- h) depiction of a person, character or animal, whether real or fictional;
- i) claims of positive or negative impact as a result of usage (i.e. glamorous, vitality, recreation, etc.);
- j) showing the consumption of cannabis;
- k) encouraging non-cannabis users to consume cannabis; and
- l) promoting irresponsible cannabis consumption or service.

4.1.6 Subject to Subsection 4.1.5a) licensees are permitted to advertise the price of cannabis products accessories inside a licensed Retail Cannabis Store.

4.1.7 Co-operative advertising (advertising by licensees that includes the specific mention of cannabis supplier/representative), is permitted under the following conditions:

- a) The licensee must pay all costs pertaining to the advertising; and
- b) All records for advertising must be kept by the licensee for a period of 2 years and provided to AGLC upon request.

4.1.8 Cannabis suppliers and cannabis representatives are not allowed to pay any advertising costs for a retail cannabis licensee, either directly or indirectly.

4.1.9 Cannabis supplier and cannabis representative advertising must not be directed to a particular licensee/chain of licensees.



SECTION: ADVERTISING AND PRODUCT PROMOTIONS
NUMBER: 4.1

SUBJECT: GENERAL INFORMATION - ADVERTISING

- 4.1.10 It is prohibited to use a brand of cannabis or cannabis accessories, or the name of an entity that is authorized to produce, sell or distribute cannabis in the sponsorship of a person, entity, event, activity or facility.
- 4.1.11 Advertising not specifically addressed in this section requires the prior approval of AGLC.

GUIDELINES

- 4.1.12 Advertising which promotes the responsible consumption of cannabis (i.e. legal, moderate and safe) is recommended and supported by AGLC.
- 4.1.13 Cannabis suppliers, cannabis representatives and licensees are responsible to ensure their advertising, including any advertising conducted by a third party, complies with these policies and all legislation.
- 4.1.14 A licensee and a manufacturer of non-cannabis products and accessories may advertise jointly, as long as the advertising complies with these policies and all legislation.



SECTION: ADVERTISING AND PRODUCT PROMOTIONS
NUMBER: 4.2

SUBJECT: GENERAL INFORMATION – PRODUCT PROMOTIONS

POLICIES

- 4.2.1 “Product Promotion” means activities within a licensed premises designed to encourage the sale of specific brands of cannabis.
- 4.2.2 Cannabis representatives and retail cannabis store licensees are permitted to promote cannabis products and accessories in places where persons under the age of 18 are prohibited.
- 4.2.3 The following is prohibited in the product promotion of cannabis products and accessories:
 - a) use of testimonials or endorsements;
 - b) depiction of a person, character or animal, whether real or fictional; or
 - c) claims of positive or negative impact as a result of usage (i.e. glamorous, vitality, recreation, etc.).
- 4.2.4 (Deleted Mar 2022)
- 4.2.5 Product promotions must not encourage the irresponsible use, consumption or sale of cannabis.
- 4.2.6 It is prohibited to use a brand of cannabis or cannabis accessories, or the name of an entity that is authorized to produce, sell or distribute cannabis in the sponsorship of a person, entity, event, activity or facility.
- 4.2.7 Product promotions not specifically addressed in this section requires the prior approval of AGLC.

SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS

POLICY

- 4.3.1 A cannabis supplier or representative is prohibited from directing any services, items or activities to a licensee that could directly benefit the licensee or their staff, and a licensee may not request or accept any such inducements.
- 4.3.2 Licensees are prohibited from asking for or receiving items of value from a cannabis supplier or representative as an inducement to stock a product in return for improved display case positioning or for any other consideration.
- 4.3.3 A cannabis supplier or representative is prohibited from participating in any way in a licensee's customer loyalty program, and a licensee may not request that a cannabis supplier or representative participate in such a program.
- 4.3.4 A cannabis supplier or representative is prohibited from providing a licensee with travel costs and a reduced rate for accommodation at any place they own, represent or have an interest in.
- 4.3.5 A cannabis supplier or representative may not offer, provide or pay for the following on behalf of a licensee:
- a) cash, rebates, coupons or credits of any monetary value;
 - b) a deposit into any account held by the licensee, directly or indirectly;
 - c) free cannabis products or accessories; or
 - d) compensation for expenses related to but not limited to:
 - i) construction, interior decorating (e.g. painting, window coverings, flooring, décor etc.), renovations or maintenance to a licensed premises, or any other property owned, rented or leased by a licensee or anyone directly or indirectly involved with the licensee;
 - ii) furniture, equipment, sensory display containers or fixtures (except display cases and refrigerators noted in Subsection 4.3.11); (Amended Dec 2021)
 - iii) physical security equipment, construction, installation or services.

SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS

- iv) product price displays, electronic devices (e.g. television screens, computer monitors, tablets, etc.);
- v) point of sale systems; or
- vi) other items considered essential to operating a licensed premises.

4.3.6 A cannabis supplier or representative may not offer, provide or pay for the following on behalf of the licensee:

- a) a licensee's registration fees, conference fees, tuition or similar costs, except for a seminar or training event which is:
 - i) organized by the cannabis supplier or representative, and;
 - ii) held within Alberta; and
 - iii) open to all licensees or specified class(es) of licensees.
- b) any portion of a licensee's travel expenses (costs associated with air or ground transportation and accommodations while away from home), either directly or indirectly, whether for business, vacation or a combination of both; except for local transportation costs (e.g. taxi) to and from a production facility.

4.3.7 A cannabis supplier or representative is not permitted to provide exterior signs that display a licensee's business name or signs necessary for the operation of the business (e.g. entry/exit signs, bathroom signs etc.). See Subsection 4.3.11 for allowances regarding interior signage. *(Amended Dec 2021)*

4.3.8 A licensee may not accept any offer from a cannabis supplier, representative or country's representative (political or non-political) to pay travel expenses specified in Subsection 5.2.4 or any other costs for the licensee or their staff to attend a seminar, convention, meeting or exhibition outside Alberta.

4.3.9 The above policies do not apply where the cannabis supplier has a financial interest in the cannabis licensee as its subsidiary and the loan of money or other things is given or offered in the normal course of financing the subsidiary. Each corporation must be operated as a separate business in accordance with Schedule 2, Part 2 of the GLCR.

4.3.10 *(Deleted Mar 2022)*

SUBJECT: PROHIBITED INDUCEMENTS AND BENEFITS

4.3.11 Cannabis suppliers or representatives may provide a licensee with branded promotional display cases, branded refrigeration or interior signage that is portable and standalone. The following specifications regarding the equipment must be met:

a) Display cases:

- i) a maximum size of 72 cubic feet;
- ii) must be free standing and not essential to the operation of the business
- iii) a maximum of two display cases from one particular supplier/representative; and
- iv) ownership of the display cases must remain with the supplier/representative.

b) Refrigerators:

- i) a maximum size of 12 cubic feet;
- ii) a maximum of two refrigerators from one particular supplier/representative;
- iii) a maximum of four, supplier/representative-provided refrigerators in a licensed premises;
- iv) ownership of the refrigerators must remain with the supplier/representative; and
- v) services associated with the installation or maintenance of the refrigerators (i.e. electrical and power) must be the sole responsibility of the licensee.

c) Interior signs:

- i) ownership of the signs must remain with the supplier/representative; and
- ii) services associated with the installation or maintenance of the signs (i.e. electrical and power) must be the sole responsibility of the licensee.

(Added Dec 2021)



SECTION: ENFORCEMENT OF LEGISLATION
NUMBER: 5.1

CANNABIS REPRESENTATIVE HANDBOOK

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SUBJECT: INCIDENT REPORTS

POLICIES

- 5.1.1 An AGLC Inspector who is aware of an alleged violation may prepare an Incident Report detailing the circumstances. (Amended Mar 2022)
- 5.1.2 The President & Chief Executive Officer or delegate may propose an administrative sanction or refer the Incident Report to the Board for review and decision where circumstances warrant.
- 5.1.3 On reviewing an Incident Report, the Board may decide to impose an administrative sanction with or without a hearing.

DATE ISSUED: March 22, 2022 **AUTHORITY:** Original signed by Len Rhodes



SECTION: ENFORCEMENT OF LEGISLATION

NUMBER: 5.2

CANNABIS REPRESENTATIVE HANDBOOK

PAGE 1 OF 1

SUBJECT: NOTICE OF ADMINISTRATIVE SANCTIONS

(DELETED NOV 2019)

PLEASE SEE THE BOARD HEARING PANEL RULES AND PROCEDURES DOCUMENT AT AGLC.CA FOR INFORMATION ON NOTICE OF ADMINISTRATIVE SANCTIONS.

DATE ISSUED: November 28, 2019

**AUTHORITY: Original signed by
Len Rhodes**



SECTION: ENFORCEMENT OF LEGISLATION
NUMBER: 5.3

CANNABIS REPRESENTATIVE HANDBOOK

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SUBJECT: BOARD HEARINGS

(DELETED NOV 2019)

PLEASE SEE THE BOARD HEARING PANEL RULES AND PROCEDURES DOCUMENT AT AGLC.CA FOR INFORMATION ON BOARD HEARINGS.

DATE ISSUED: November 28, 2019 AUTHORITY: Original signed by Len Rhodes