

Valid Identification Requirements

CANNABIS RETAILER Bulletin

This bulletin is to advise all licensees of an **IMPORTANT AMENDMENT** to the Retail Cannabis Store Handbook (RCSH).

Effective November 4, 2019, a signature line is no longer required for valid identification. The amended policy is located in Section 4.4.6 of the RCSH.

Please familiarize yourself with the amended policy and ensure all affected staff are notified of the amendment.

The amended handbook may be accessed on the AGLC website at aglc.ca.

If you have any questions please contact AGLC's Compliance Branch at inspections.mailbox@aglc.ca.

Public Advertisement and Promotions

Promotions

For the purpose of this bulletin, “*promotion*” means “*activities directed to the public which are designed to provide information on a product or service.*”

Promotion of cannabis products, cannabis accessories or a service related to cannabis by a cannabis licensee or registrant is permitted under the following conditions:

- Promotion may only occur in a place where minors are prohibited by law.
- AGLC provides the following licensed places where promotion may occur:
 - Retail cannabis stores;
 - Convention centres with a proper licence endorsement for specified events; and
 - Hotel banquet rooms with a proper licence endorsement for specified events.
 - Promotion is not permitted in any other licensed premises or area.
- A municipality may establish a place where minors are prohibited by law.
- Promotions may not:
 - Be conducted in a manner or place that reasonably may appeal or Be visible to minors;
 - Evoke a positive or negative emotion or a way of life that represents glamour, recreation, excitement, vitality, risk or daring; or
 - Include testimonials, endorsements or the depiction of a person, character or animal whether real or fictional.
- All on-line promotion must include reasonable steps to ensure minors cannot access the information. Self-attestation of age is not considered reasonable steps, Health Canada has recognized third party verified age-gate as proper reasonable steps to ensure minors cannot access prohibited information

For additional information please contact your local AGLC Inspections office.

For information regarding advertisement refer to page 1 of this bulletin.