



PASS Card Recognition Guide

What is PASS?

PASS stands for the Proof of Age Standards Scheme and is the UK's national guarantee scheme for Proof of Age Cards. PASS does not issue cards but regulates those card schemes that are accredited to use the PASS logo.

What does a PASS card look like?

The hallmark of a PASS card is the unique hologram which only PASS accredited schemes are licensed to use. All cards also carry full name, date of birth, and high quality colour photograph.



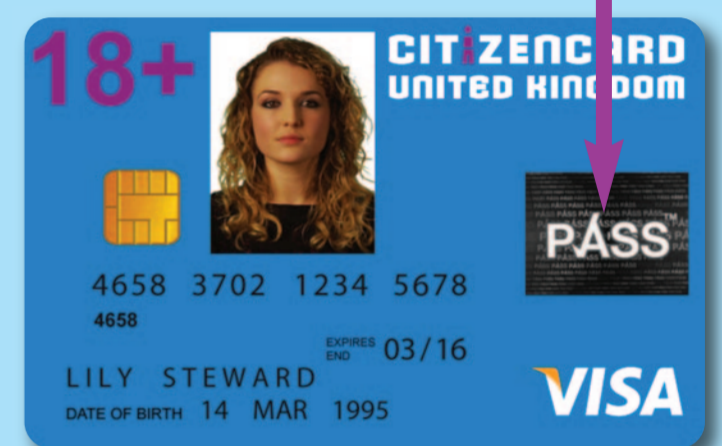
5 step checking process

Asking for and accepting a card bearing a PASS hologram is due diligence, provided you follow the 5 step checking process:

Step 1

Check the PASS hologram

- The PASS hologram is the hallmark of a genuine card
- Look for the characteristic tick on the "A" of the PASS lettering
- The PASS hologram is a registered trade mark and forgery is a criminal offence – to date there is no evidence that the hologram has been forged or faked
- Normally, the hologram will appear on the centre right of the card



Step 2

Check the photograph

- Ensure that the photograph is of the person presenting the card
- Normally the photograph will be on the left hand side of the card



Step 3

Check the date of birth

- Calculate the age of the person from the date of birth
- For alcohol sales, look for the 18+ symbol



Step 4

Check the card

- Ensure the card has not been tampered with or altered
- Feel the card – it should be completely smooth with no ridges or anything stuck to the card



Step 5

Check the person

- If you are still unsure about the person's age, your responsibility is to **REFUSE TO SELL**



List of PASS accredited Card Issuers

There are currently 5 national PASS card issuers (pictured in this poster). These are:

- CitizenCard • Young Scot • ValidateUK • Age Entitlement Card • OneID4U

There are also ten local PASS accredited card providers who issue cards in the following areas:

- Blackpool • Bracknell • Derbyshire • Durham/North • Yorkshire • Essex • Milton Keynes • Oldham • Sandwell • Southwark • Telford and Wrekin

A full list of cards, with visuals, can be found at www.pass-scheme.org.uk

