KINGI

Social Responsibility Policy

WE PLAN TO EXCLUSIVELY SELL ALCOHOL ONLINE AND HAVE DRAFTED THIS SOCIAL RESPONSIBILITY POLICY IN LIEU OF A HOST RESPONSIBILITY POLICY. WE ADVISE THE DISTRICT LICENSING COMMITTEE THAT THE FOLLOWING STEPS WILL BE TAKEN TO MINIMISE THE HARM FROM ALCOHOL AND PROMOTE A SAFE ENVIRONMENT:

Two Age Gate Check

Anyone entering our online store must tick an on-screen box declaring that they are 18 years of age or over, when they first enter. Anyone wishing to purchase alcohol must ALSO tick an on-screen box declaring they are over 18 years of age immediately before the sale of alcohol is completed.

Website

Our online store will clearly indicate that by browsing, users are agreeing to our Terms of Service. These Terms of Service will be available via a clearly defined link on our website. They will state unequivocally that users of the website must be 18 years of age or older. Our Terms of Service will also clearly state that any alcohol purchases must be received and signed for by someone 18 years of age or older.

Every page on our website will have a clearly defined link to a legible PDF copy of our alcohol off-license as well as our our name, licence number, licence expiry date.

Alcohol Orders and Deliveries

Before product can be released to our customers, the person delivering the goods must check the photo ID of the person receiving them to ensure they are 18 years of age or older. Product will be sent using a courier signature service, meaning deliveries will not be left when they cannot be signed for. No deliveries will be made to persons that appear to be intoxicated. Deliveries cannot occur between 11pm and 6am or at any time on Good Friday, Easter Sunday, or Christmas Day, or before 1pm on Anzac Day.

Our name, licence number, and licence expiry date will be clearly visible on all receipts.

Alcohol Promotions

We will NOT promote or advertise discounts on alcohol in a way that leads people, or is likely to lead people, to believe that the price is 25% or more below the price at which alcohol is ordinarily sold otherwise than in the catalogue or similar price list. Similarly, we will NOT do anything that encourages the rapid consumption of alcohol or an excessive volume of alcohol.

Staff Training

We will ensure that all staff are conversant with the requirements of the Sale and Supply of Alcohol Act 2012 (the Act), which prohibits any sale of alcohol to minors (under 18's). We will also ensure that they are well versed with the marketing guidelines outlined in the Remote Sellers Guide (1060AL). This will include instructing them that:

- Anyone entering our online store must tick an on-screen box declaring that they are 18 years of age or over when they first enter our website.

- Anyone wishing to purchase alcohol must ALSO tick an on-screen box declaring they are over 18 years of age immediately before the sale of alcohol is completed.

- Anyone not adhering to these steps or attempting to subvert them will not be permitted to purchase alcohol via our website.

- Identification of the prescribed type (New Zealand photo drivers licence, a passport, NZ Access Card, HNZ 18+ card) will be requested if any doubt as to age exists.

- We are not to promote or advertise discounts on alcohol in a way that leads people, or is likely to lead people, to believe that the price is 25% or more below the price at which alcohol is ordinarily sold otherwise than in the catalogue or similar price list