

# DIGITAL TICKET REDEMPTION AT RETAIL

LAUNCHING NOVEMBER 2024

## Lotto tickets purchased on [olg.ca](http://olg.ca) will be redeemable at retail on the lottery terminal beginning in November 2024.

- Customers who purchase tickets online at [olg.ca](http://olg.ca) through a new condensed registration process will have the option to redeem their tickets at retail.
- If this option is chosen, a digital ticket image will be produced that can be scanned and redeemed at retail.

Products that can be purchased online and redeemed at retail include those pictured below:



## Earn Redemption Commission

Retailers earn a 2% redemption commission on all digital Lotto tickets redeemed.

## Upsell on the Repurchase Option

When validating tickets with no draws remaining, the repurchase screen will prompt retailers to ask customers if they want to play their selections again. This is a great way to upsell and earn a sales commission along with the redemption!



## Digital Ticket Redemption Is Easy

1. Activate the customer facing barcode reader.
2. Once activated, ask the customer to scan the ticket barcode.

## ID25 RETAILER POLICY REMINDER

Before processing any lottery ticket/product purchase, validation, or redemption, retailers and their staff must comply with OLG's "Age Control – It's the Law" training module and, specifically, must check acceptable forms of photo ID for individuals who appear to be under the age of 25. Lottery Gift Cards do not have an age restriction for sales. ID25 is not a requirement for the purchase of Lottery Gift Cards; however, it is a requirement for redemption. Retailers should contact OLG to obtain the training module if they do not have a copy.

**The ID25 Policy applies to the redemption of digital tickets. Retailers and their staff must ask individuals who appear to be under the age of 25 for ID before processing any digital ticket validations and redemptions.**

## QUESTIONS & ANSWERS

### Does the digital ticket have a signature?

Yes, the digital ticket will include an e-signature.

### Why do I have to check ID?

Like today, when validating a ticket, if the customer appears to be under the age of 25 you must ask for ID. This is to confirm the customer's eligibility to participate in lottery and win prizes.

### I can't see the barcode that has to be scanned.

Ticket lengths vary. The customer may have to scroll up or down until the barcode appears.

### Can the barcode be scanned using the terminal's optical reader vs. the customer barcode reader?

No, the ticket cannot be scanned using the optical reader. The customer must scan the ticket using the customer facing reader. **A digital ticket cannot be checked using the ticket checker.**

### What if the ticket doesn't scan?

The customer must contact OLG Customer Care at 1-800-387-0098.

