

# WHAT MAKES A LEGITIMATE ID? WHO SHOULD I BE 'ID'ING?

Employees must be well-versed in identifying legitimate forms of identification to comply with age verification requirements. Below is a comprehensive overview:

## Accepted Forms of ID:

**Valid Passport**

**Driving Licence**

**PASS Card:** A nationally recognised proof of age card with a photo and hologram.

## Key Features to Verify:

**Photo Quality:** Ensure the photo is clear and resembles the person presenting the ID.

**Date of Birth:** Check this to confirm the customer's age.

**Expiry Date:** Verify that the ID hasn't expired.

## Security Features:

**Holograms:** Genuine IDs often include holographic features.

**Watermarks:** Legitimate IDs may have watermarks visible under light.

**Raised Lettering:** Some IDs have raised lettering for added security.

## Who Should You be IDing?

**Challenge 25 Policy:** Anyone who appears to be under 25 should be asked for ID. Even if the individual claims to be of legal age, verification is essential.

## Serve Legal Age Verification Test Purchasing Audits

Serve Legal conducts age verification test purchasing audits to help businesses ensure compliance and responsible selling practices. These audits involve sending individuals aged 18 or 19 to attempt to purchase age-restricted items. The audits assess staff performance in verifying IDs and upholding age-related policies.