

Code of Conduct

Sales of Alcoholic Beverages Through Electronic Methods

1. Introduction

The Code of Conduct For Sales of Alcoholic Beverages Through Electronic Methods (the "Code") is prepared voluntarily and through cooperation of business operators engaging in the business of selling and/or distributing alcoholic beverages, including but not limited to beer, wine, and spirits, for establishing a set of self-regulating guidelines which governs the sales of alcoholic beverages through electronic methods and deliveries.

2. Objectives

The Code is established in order to provide guidelines for sales of alcoholic beverages, including but not limited to beer, wine, and spirits through electronic methods including deliveries, which are appropriated, practical, and conforming to provisions of Thai laws. The Code also promotes ethical business practices and responsibility of business operators towards society, to ensure that such sales are only made to the persons of legal purchase age and do not encourage any kind of harmful consumption of alcohol.

3. Scope and Coverage

Requirements which are prescribed in the Code apply to all Signatories engaging in sales of alcoholic beverages through electronic methods, deliveries and any other person or entity who subsequently becomes a Code Signatory. Delivery Companies are eligible to become Code Signatories. However, the Code does not apply to sales of alcoholic beverages for Businesses-to-Business (B2B) purposes.

4. Principles

The requirements of the Code are intended to support and promote business operations of Retailers engaging in sales of alcoholic beverages (Retailers) through electronic methods and deliveries whilst conducting their business responsibly and ensuring voluntarily collaboration between Retailers and Delivery Companies. As such, in order to ensure the Code's objectives are achieved, some principles apply only to Retailers, and some principles apply only to Delivery Companies.

5. Operating Guidelines

In order to ensure that adequate procedures are in place and sufficiently mitigate against the risks associated with the non-compliance sales of alcoholic beverages through electronic methods and delivery principles, the Code requires that all Signatories shall adhere to the following requirements.

5.1. Qualifications of an alcoholic beverage retailer

Retailers engaging in sales of alcoholic beverages (Retailers) through electronic methods shall assure that they are registered and granted a license as prescribed by relevant laws.

5.2. Qualifications of an alcoholic beverage purchaser

A purchaser of alcoholic beverages shall be 20 years of age and above and not be in a state of losing consciousness due to being drunk.

5.3. Sales and delivery of alcoholic beverages

Same-day and non-same day services of sales and deliveries are permitted and should be made by a delivery agent aged 18 years or above and possesses a driving license as specified by relevant laws. However, unattended deliveries are not permitted under any circumstances. Any sales and deliveries shall only be made on the date and time permitted by law and shall not be made on the following dates and time. This requirement does not apply for deliveries with an order quantity of 10 liters or more.

- 1) Any time apart from 11.00 – 14.00hrs. and 17.00 – 24.00hrs.
- 2) Makha Bucha Day, Visakha Bucha Day, Asarnha Bucha Day, Buddhist Lent Day and End of Buddhist Lent Day
- 3) At the time and places prescribed by laws in relation to an election.

5.4. Qualification of an alcoholic beverage' s recipient

While delivering the product, the Delivery Agent should verify qualifications of the purchasers or the assigned recipient prior to handing over the product in order to ensure that the qualifications of the purchaser or the assigned recipient have met the requirements of the law.

- 1) The recipient should be the purchaser or the assigned recipient who shall be 20 years of age or above and not be in a state of losing consciousness due to being drunk;
- 2) The purchaser or the assigned recipient shall present an identification document issued by a government agency such as an identification card, a driving license, a passport, etc. to the Delivery Agent while the Delivery Agent shall refuse handing over the product(s) if qualifications of the purchaser or the assigned recipient fail to meet with the requirements of the law.

5.5. Place of delivery

Retailers should not make deliveries and refuse the purchase order in the event that the specified place of delivery is prohibited by law. Places such as:

- 1) A temple or any place of worship;
- 2) A state public health service unit, infirmary under the law on infirmary and pharmacy under the law on drug
- 3) A public office, except the area designated for the establishment of a shop
- 4) A dormitory under the law on dormitory;
- 5) An education institution under the law on national education;
- 6) A petrol station under the law on fuel oil control or a shop within a petrol station;
- 7) A public park provided by the government for public recreation;
- 8) An area of a factory under the law on factory;
- 9) An office an area of the state enterprise or pubic agency;
- 10) Other places or areas prohibited of sales by laws.

5.6. Data verification and traceability

Retailers should adopt adequate procedures and verification methods in order to ensure that the purchaser or the assigned recipient is 20 years of age or above and not be in a state of losing consciousness due to being drunk.

- 1) Retailers should adopt procedures to verify date, month, year of birth and age of the purchasers prior to confirming the purchase order.
- 2) Retailers and Delivery Companies should adopt procedures to verify the identification document of the purchaser(s) or the assigned recipient(s) in order to verify their age. In the event that a person is assigned to receive the delivery, verification should be made to ensure that qualifications of the assigned recipient are complied with the law requirement prior to deliveries' completion.
- 3) Retailers should adopt procedures to maintain record of purchasers, purchase orders, deliveries and complaints for improvement and traceability purpose. The record data storage should be made in accordance with the relevant laws.

5.7. Training

Retailers should provide training for Delivery Agents to ensure that deliveries of alcoholic beverages sales through electronic methods are made accurately and in accordance with the Code.