

January 2012

**Re: New Ontario Photo Identification Card**

Ontario recently introduced a new photo identification card that will provide government-issued identification to more than 1.5 million Ontarians who do not have a drivers licence.

The Smoke-Free Ontario Act requires that tobacco vendors only accept identification that is government-issued, which has a photo and a date of birth. Since the new Ontario Photo Identification Card fits all three of these requirements, it may be accepted as proof of age for tobacco purchases.

The photo card is purple and looks very similar to a driver's licence. It includes the card holder's name, photo, signature, address, gender and date of birth. The card has a clipped top-right corner that helps differentiate it from other cards in a holder's wallet, as well as raised lettering on the ON Canada, card number and date of birth. This new photo card has the same security features as the Ontario Driver's Licence (attached).

For fraud prevention reasons, a person is not allowed to hold both a driver's licence and a photo card simultaneously. Current holders of a driver's licence **will have their driver's licence cancelled** upon application for a photo card.

Employees responsible for selling tobacco products must be thoroughly trained on what types of identification to accept for tobacco purchases. Ensure all staff are familiar with security features of identification, how to calculate a person's age based on their identification and how to refuse a sale when necessary.



## What to look for in the new Ontario Driver's Licence:

The image shows an Ontario Driver's Licence card for John Doe. The card includes a photo of a man, a signature in raised lettering, and a hologram in the bottom right corner. The card's details are as follows:

1,2 NAME/ NOM	DOE, JOHN
3 123 ANY STREET TORONTO, ON, M0M 0M0	
4d NUMBER/ NUMERO	D6101 - 40703 - 60905
4i ISS/ DEL	2007/11/26
4b EXP/ EXP.	2012/11/26
5 DD/ FEF	M20085079
16 HGT/ HAUT.	178 cm
15 SEX/ SEXE	M
9 CLASS/ CATEG.	A
12 REST/ COND.	Z
3 DATE OF BIRTH/ DATE DE NAIS.	1936/09/05
	*4990342*

Callout boxes provide the following information:

- First letter of the person's last name is the first character of the licence number (raised lettering).** (Points to the 'D' in the licence number)
- Should match the month of birth.** (Points to the '0' in the licence number)
- Should match the day of birth.** (Points to the '05' in the licence number)
- Photo should match the person purchasing the tobacco product.** (Points to the photo)
- Signature in raised lettering appears under the photo.** (Points to the signature)
- Date of birth (year/month/day) must indicate that the person is at least 19 years of age (raised lettering).** (Points to the date of birth)
- Hologram of picture, licence number, date of birth and signature in lower right corner. Other security features appear when you angle the card.** (Points to the hologram)

**For more information about identification, contact Tobacco Enforcement at 519-663-5317 x2673.**