

STEPS TO CHECK AN ID

Knowing how to check an ID is the first step to prevent illegal sales of alcohol and tobacco to minors. Technology has changed, and so have fake IDs. It has become very common for young people who aren't 21 to purchase a counterfeit ID online using their own photo and address. Counterfeit IDs often will scan as 21+. It is important for employees to know and use the steps below to identify counterfeit IDs without relying on an ID scanner.

1

HOLD THE ID IN YOUR HAND

- Rough surfaces, raised photos, or lamination that is not properly sealed may indicate the ID has been altered
- Visually examine the front and back of the ID for printing errors



2

COMPARE THE PHOTO WITH THE PERSON IN FRONT OF YOU

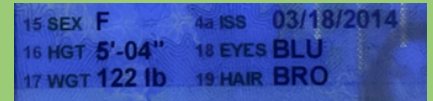
- Features like hair color can change over time, so focus on their eyes and nose, as they are usually consistent features
- Counterfeit IDs may have a real photo so be sure to complete all steps in this guide



3

COMPARE THE DESCRIPTION ON THE ID WITH THE PERSON

- Eye color, hair color, height
- Counterfeit IDs may have accurate descriptions, so be sure to complete all steps in this guide



4

CHECK EXPIRATION DATE

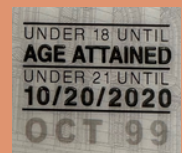
- Expired IDs are not valid IDs
- Deny the sale or ask for another form of ID

EXP 04/25/2023

5

CHECK DATE OF BIRTH

- Check for an "Under 21 Until" date OR
- Add 21 to the year they were born to get their 21st birthday
 - If date is after today, they are not 21

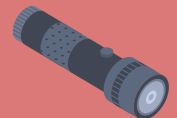


6

USE A 365 NM UV LIGHT TO LOOK FOR ERRORS COMMON ON COUNTERFEIT IDS

- UV ink bleed through
- Poor photo quality
- Glowing edges
- Smearing ink or the wrong color ink

*See other side for additional information



7

IF UNSURE, ASK QUESTIONS OR FOR ANOTHER FORM OF ID

- Ask questions like street addresses, zip codes, date of birth, etc.
- Ask the person to sign their name and compare to the signature on the card



8

KEEP THE ID IF YOU SUSPECT IT IS FAKE

- You are protected by state statute to confiscate the ID if you suspect it is fake
- Tell the person you suspect the ID is counterfeit or does not belong to them
- If they push back, direct them to call law enforcement to verify the ID



COUNTERFEIT IDS UNDER UV LIGHTS

A 365 nanometer UV light helps identify counterfeit IDs by showing errors in UV reactive ink. State Issued IDs do not have errors or defects.

UV ink bleed through

Images on one side of the card printed in UV reactive ink should not be visible on the other



Counterfeit ID Front

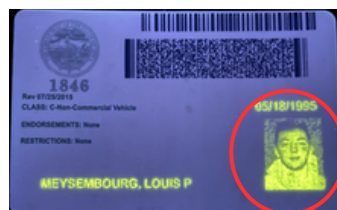


Counterfeit ID Back

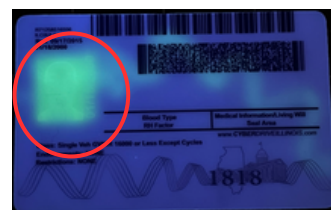
Poor photo quality

UV images of the ID photo should be clear and recognizable

Ex. grainy, blurry, unclear, lines in photo in counterfeit ID



Counterfeit ID: Grainy Picture



Counterfeit ID: Unclear Picture

Glowing edges

Many counterfeit IDs will have distinct and significant glowing edges when a flashlight (UV or Regular) is placed on the surface



Counterfeit ID



Counterfeit ID

Wrong blacklight ink colors

Each state uses the same color(s) for all IDs

For example, Wisconsin ID cards have green and blue UV ink. Most fakes have only blue



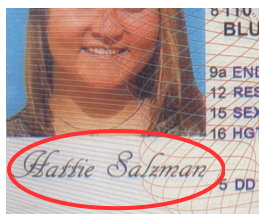
State issued ID



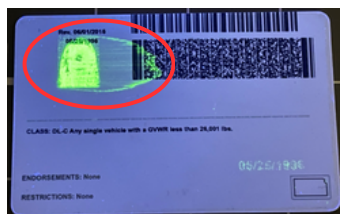
Counterfeit ID

Manufacturer Defects

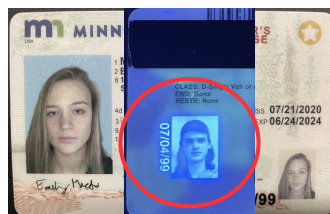
Real IDs do not have any manufacturer defects
See examples below of manufacturer defects in counterfeit IDs



Electronic signatures



Smearred ink



Different photos on front & back of card



Printed upside down

VALID WISCONSIN IDS

Current format beginning Spring 2023

What to look for



- Distinct 'flipping effect:' looking at the embossed feature just above the ribbon when angling the card one way, you see the secondary photo. At another angle, you see the month and year of birth.
- Transparent windows visible on the card's right edge and back bottom edge. Wisconsin is the first state to have this unique security feature.
- The orange DONOR dot is now nestled in the larger sugar maple leaf, which you can feel.

Issued Fall of 2015 to Spring 2023

What to look for



- Laser engraved tactile data
- Laser engraved micro lettering
- Overlapping data (signature and micro lettering)
- Laser engraved signature
- "Under 21" feature
- Laser engraved variable data tactile "wave" feature

Other Information

REAL ID: Wisconsin DMV issues REAL ID compliant products (marked with a ⭐) in accordance with the federal Real ID Act of 2005. Whether or not they are REAL IDs, they can be used as age-identification.



- A star in the upper right corner of the card indicates that the card is **compliant** with the Federal REAL ID Act.
- "Not for Federal Purposes" indicates that the card is **not compliant** with the Federal REAL ID Act requirements, however it is still a valid ID.

REFUSING AN ILLEGAL SALE

It can be hard to refuse a sale when you suspect that an ID is invalid (or that a customer is underage).

Common reasons for refusing alcohol or tobacco sales are:

- Customer does not have valid ID
- Customer has an ID that appears to be counterfeit or belong to someone else
- Customer appears to be intoxicated
- Customer appears to be buying alcohol or tobacco for someone under 21

Refusing a sale can be intimidating. Below there are some tips that can make refusing an illegal sale easier.

General Guidelines

- Remain calm
- Remove the product from the counter
- Be polite, but firm
- Don't accuse or become confrontational
- Stick to the facts
- Don't offer your opinion - the law is non-negotiable
- Remind the customer about the law and that you could be fined
- Try using humor to lighten the situation
- Remember that refusing a sale is not your choice; it's the law

If the customer continues to refuse to show valid ID, call law enforcement.

Suggested Statements

- "Sorry, we don't sell alcohol or tobacco to people under 21."
- "I'm sorry, it's against the law."
- "I can be fined and even lose my job."
- "Don't take it personally. I get carded too."
- "Is there anything else I can get you?"
- "I'd be happy to hold this for you while you go get your ID."

Every situation is different. Use your best judgement to determine what refusal strategy will be most effective with your customer.

Remember: take the ID if you suspect it is fake.

You or the customer can call law enforcement to verify if it is a valid ID.

All retained IDs should be turned over to the police department.

Civil liability exemption for retaining proofs of age.

No person who holds a license or permit and no employee of such a person is civilly liable for retaining a document presented as proof of age for a reasonable length of time in a good faith effort to determine whether the person who presented the document is an underage person or to notify a law enforcement authority of a suspected violation.

WI Statute 125.039

ORDINANCES & FINES

Familiarize yourself with local ordinances to avoid citations and fines.

Mandatory Inspections

It shall be a condition of any license issued hereunder that the licensed premises may be entered & inspected at any reasonable hour by a police officer of the city without any warrant. Application for a license shall be deemed consent to this provision. Failure to consent shall automatically operate as a revocation of the license.

Licenses or permits issued under this section shall be posted and displayed. Failure to post license or permit therein required shall be presumed to be operating without a license.

Failure to Post Premise License

No person shall sell, barter, exchange, offer for sale, or have in possession with intent to sell, deal or traffic in fermented malt beverages or other licensed beverages defined in section 125.04(1), without first procuring a license so to do. Such license shall be posted in a conspicuous place in the room or place where the licensed beverages are drawn or removed for sale, delivery or service.

Wisconsin State Statute 125.04(1)
Eau Claire City Ordinance 5.28.070

Fine: \$452.50

Failure to Post Operator License

Said license shall expire on the second June 30th following the date of issuance. The license fee under this section shall be paid to the city treasurer.

Each operator's license shall be posted in a conspicuous place in the room or place where alcohol beverages are poured, served, consumed or removed for service or sale.

Eau Claire City Ordinance 5.28.090(b)

Fine: \$213.10

Tavern Open After Hours

No premises shall be permitted to remain open for sale or consumption of liquor.

- "Class B" and "Class C": between 2:00a.m. to 6:00a.m. Monday - Friday and 2:30a.m. to 6:00a.m. on Saturday and Sunday, except that on January 1 the premises may remain open.
- "Class B": Between 9:00p.m. to 8:00a.m. no person may sell intoxicating liquor in an original unopened package, container, bottle, or for consumption off premises.
- "Class A" retail establishment shall not sell between the hours of 9:00p.m. to 6:00a.m. everyday. On Sundays you are limited to <1 Gallon before Noon.

Wisconsin State Statute 125.32(3)
Eau Claire City Ordinance 5.28.030

Fine: \$295

Underage Person on Premise

A licensee or permittee who directly or indirectly permits an underage person to enter or be on a licensed premise. Exceptions:

- Persons under the age of 21 may enter and consume alcoholic beverages when accompanied by a Parent, Guardian or Spouse.
- Ski Chalets, Golf Courses, Curling club, Bowling alleys, Private Soccer and Tennis clubs.
- Any persons employed or temporarily employed by the licensed agent and having reached the age of 18 may be on a licensed premise during their work hours.

Wisconsin State Statute 125.07(3)

Fine: \$389.50

ORDINANCES & FINES

Familiarize yourself with local ordinances to avoid citations and fines.

No Beverage Operator License

Any person 18 or older who is serving, selling or dispensing alcoholic beverages must obtain an operator's license, unless under the immediate supervision of a person with an operator's license or agent of the establishment.

A bartender license is a "Beverage Operator" license issued from the City of Eau Claire. A "Learn 2 Serve" certificate is not a bartender license, but Learn 2 Serve training is required to obtain a beverage operator license from the city of Eau Claire.

Wisconsin State Statute 125.32(2)
Eau Claire City Ordinance 5.28.090(b)

Fine: \$295

No Licensed Bartender on Premise

Beverage Operator Requirements

"Immediate Supervision" means the operator or agent must be able to see at all times the activities of those persons serving alcoholic beverages.

- License holder in basement taking inventory, is NOT acceptable.
- License holder running to the bank for nightly deposit is NOT acceptable.
- License holder steps away to use the restroom IS reasonable

Wisconsin State Statute 125.32(2)

Fine: \$295

Alcohol Sale to Underage Person

No licensee or permittee may sell, vend, deal or traffic in alcohol beverages to or with any underage person not accompanied by his or her parent, guardian or spouse who has attained the legal drinking age.

Wisconsin State Statute 125.07(1)a(2)

Fine: \$452.50

Serving or Selling to an Intoxicated Person

Serving alcohol to a "Visibly Intoxicated Person" (VIP) is against the law. Visible intoxication is intoxication that other people can see. If you can tell on sight that a person has been drinking or using other drugs, the person is visibly intoxicated.

No licensee or permittee may sell, vend, deal or traffic in alcohol beverages to or with a person who is intoxicated.

Wisconsin State Statute 125.07(2)(a)1.

Fine: \$389.50 or criminal charge

Civil liability exemption for retaining proofs of age

No person who holds a license or permit and no employee of such a person is civilly liable for retaining a document presented as proof of age for a reasonable length of time in a good faith effort to determine whether the person who presented the document is an underage person or to notify a law enforcement authority of a suspected violation.

WI Statute 125.039

If you have any additional questions about City of Eau Claire ordinances and fines, please contact the Eau Claire Police Department at 715-839-4972.

