

GO COMPLIANCE

TOBACCO COMPLIANCE MYSTERY SHOP

INSTRUCTIONS

QUESTIONNAIRE

You will visit the assigned store and purchase a tobacco item. You will locate the section of the store that sells tobacco. There should be an attendant checking for IDs to ensure that everyone who enters that section is of legal age. The goal of this shop is ID compliance. You must be 21+ and have a valid driver's license.

Before You Begin

- Review your shop confirmation
- Know your scenario
- Review purchase requirements
- Make sure you have a valid driver's license
- Review photo/receipt requirements

Don't Forget!

- Arrive in assigned timeframe, at least 1 hour prior to closing
- Purchase a tobacco item
- Be prepared to show your valid ID if asked
- Get a receipt and take a storefront selfie photo



General Requirements

- **Submission Deadline: 12:00 PM EST the day following your scheduled shop date.** The deadline is noted in eastern standard time. If your completed survey is not submitted to shopperhub.cxgroup.com by the deadline, it will be automatically cancelled.
- Read all instructions and the entire questionnaire before you complete the shop.
- Answer all questions and provide detailed supporting narrative where requested.
- Get an itemized receipt to upload with your report (may be a digital receipt/screenshot).
- Take a selfie photo for shop validation (this is part of your "receipt").
- Do not reveal your identity as a mystery shopper to anyone at any time.
- Do not say or do anything to limit the opportunity for the associate(s) to perform the behaviors the survey is designed to evaluate.
- If a Quality Assurance Editor contacts you for additional information or clarification about your experience, respond promptly.
- Retain all documentation for six months following your shop.
- You or your immediate family members cannot currently nor have ever worked for Amazon.
- Children are not allowed to accompany you on this shop. If you bring anyone with you, they must be 21+ and have valid ID.
- Failure to follow the specifications for this project as outlined in this document may result in shop cancellation and non-payment.



Shop Instructions

Step #1: Arrive at the store and locate the section that sells tobacco.

- Arrive during your assigned timeframe and at least 1 hour prior to closing. Check store hours online ahead of time.
- Walk the store to locate the section that sells tobacco.
- An attendant should request to see your ID prior to you entering the tobacco section. You must provide your ID if asked.
- Note if the attendant makes a visible attempt to check that the person on the ID is you (checks picture, date of birth, etc.).
- Evaluate if the attendant allows you entry into the tobacco section (with or without checking your ID).

Step #2: Select a tobacco item for purchase.

- You must purchase at least one (1) tobacco item for your shop to be valid.
- Your purchase will not be reimbursed, but you will receive a cash payment for successfully completing the shop.
- Get a receipt. A digital receipt is OK if that is all that is offered.



Purchase Requirements

- At least one (1) tobacco item.



Photo & Receipt Requirements

LOCATION EXTERIOR SELFIE:

- Discreetly take one (1) selfie-style photo in front of the location exterior.
- This photo MUST show YOU in the picture (selfie-style).
- The location/building with identifying exterior signage must be visible in the background.
- This is part of your “receipt” for the shop.
- Take this photo AFTER your visit.

RECEIPT:

- Upload a clear image of your purchase receipt.
- Your receipt/screenshot must show the date of purchase, location, and what was purchased.

Shops that do not include the required photos/documentation as outlined above will be rejected without payment.



QUESTIONNAIRE

Shop date:

Start time:

End time:

Amazon Go Compliance

1. Associate asks for your ID:

Yes

No

2. Associate electronically scans your ID:

Yes

No

3. Associate made a visible attempt to check that you were the person on the ID:

Yes, the associate looked at the ID and looked back at you

The associate looked at the ID but not back at you

No, the associate clearly didn't look at the ID

4. Did you gain access to the section/area?

Refers to alcohol OR tobacco section, as assigned.

Yes

No

5. What is your age (in years)?

Format response as a whole number (e.g., "21" not "21 years old").

6. Amazon Go Compliance Supporting Narrative:

Explain the responses you selected for the Amazon Go Compliance questions. Be sure to explain ALL responses of less than full point value. Specifically address if the associate asked for ID and if they looked at the ID. You must enter between 75 and 1000 characters.

7. Overall Pass/Fail

Select Pass if the associate asked for your ID and looked at it. Select Fail if the associate asked for your ID but clearly did not look at it. Select Fail if the associate did not ask for your ID.

Pass (1 points)

Fail (0 points)

8. Indicate the name of the Associate:

9. Indicate the approximate age of the Associate:

20 or less

21 - 25

26 - 30

31 - 35

36 - 40

41 - 45

46 - 50

51 - 55

56 or older

10. Indicate the gender of the Associate:

- Male
 Female
 Prefer not to answer

11. Was the Associate wearing glasses?

- Yes
 No

12. Indicate the hair color of the Associate:

- | | |
|--|--------------------------------------|
| <input type="checkbox"/> Auburn/Red | <input type="checkbox"/> Brown |
| <input type="checkbox"/> Green/Blue/Purple | <input type="checkbox"/> Dark Brown |
| <input type="checkbox"/> Black | <input type="checkbox"/> Gray/White |
| <input type="checkbox"/> Blonde | <input type="checkbox"/> Shaved/Bald |
| <input type="checkbox"/> Light brown | |

13. Indicate the hair length of the Associate:

- Short
 Ear Length
 Shoulder/Collar
 Mid-Back
 Long
 Pulled Back/Up
 Shaved/Bald

14. Indicate the approximate height of the Associate:

- | | |
|--------------------------------------|--------------------------------------|
| <input type="checkbox"/> 5' or less | <input type="checkbox"/> 5'10" |
| <input type="checkbox"/> 5'1" | <input type="checkbox"/> 5'11" |
| <input type="checkbox"/> 5'2" - 5'3" | <input type="checkbox"/> 6' - 6'1" |
| <input type="checkbox"/> 5'4" - 5'5" | <input type="checkbox"/> 6'2" - 6'3" |
| <input type="checkbox"/> 5'6" - 5'7" | <input type="checkbox"/> 6'4" plus |
| <input type="checkbox"/> 5'8" - 5'9" | |

15. Indicate the apparent race of the Associate:

- | | |
|---|---|
| <input type="checkbox"/> African-American | <input type="checkbox"/> Middle Eastern or Arab |
| <input type="checkbox"/> Caucasian | <input type="checkbox"/> Native-American |
| <input type="checkbox"/> East Asian | <input type="checkbox"/> Other |
| <input type="checkbox"/> South Asian | <input type="checkbox"/> Prefer not to answer |
| <input type="checkbox"/> Hispanic | |

16. Do you have a receipt?

Select Yes then upload your receipt. Make sure the image is clear and not blurry.

- Yes
 No

Shop Validation**17. If you do not have a receipt, explain why:**

Enter N/A if you uploaded your receipt. If you have any comments about your receipt, include them here.

18. Did you take a location exterior selfie photo?

Select Yes then upload your location exterior selfie.

Yes

No

19. If you do not have a location exterior selfie photo, explain why:

Enter N/A if you uploaded your selfie.

END OF QUESTIONNAIRE