

Notification under Article 8 of the Competition Act 1998 (Groceries) (Coronavirus) (Public Policy Exclusion) Order 2020, Statutory Instrument 2020 No. 369 (the "Order")

Information required by the Order	Comments
Names of the undertakings involved (the "Parties")	Asda, Sainsbury's, Tesco, Iceland
Qualifying activity as described in Article 3(2) of the Order	3(2)(f): Coordination on assistance for particular groups of consumers, including critical workers, the most clinically vulnerable and socially isolated groups of consumers, such as prioritising deliveries or opening stores at specific times to these groups or otherwise providing assistance to them.
Groceries to which the Agreement relates	All groceries offered by the Parties.
Description of the Agreement	<p>In addition to UK-wide activities to support vulnerable customers and key worker groups referenced in the previous notification dated 10 April 2020 (including increased click and collect capacity, "silver hours", "NHS hours", and "vulnerable customer shopping packs"), the Parties have agreed with the Northern Ireland Department for Communities (the "NIDfC") to coordinate activities to assist vulnerable consumers in Northern Ireland. This includes ensuring that all consumers identified by the NIDfC as clinically and socially isolated have access to groceries during the coronavirus crisis, including through prioritised grocery home shopping delivery slots.</p> <p>In an attempt to identify all vulnerable customers, the Parties agreed to match the data provided by the NIDfC with their own grocery home shopping and/or loyalty scheme membership lists, and contacted those vulnerable customers that appeared on their own membership lists (the "matched customers"). The parties have subsequently been in discussions with the NIDfC about contacting "unmatched" customers who are not presently members of one of the Parties' grocery home shopping or loyalty card schemes.</p> <p>The Parties have had several calls and email exchanges with NIDfC representatives to prepare for, facilitate, implement and monitor the steps taken to support vulnerable consumers during the crisis.</p>
Date of the Agreement	The Parties have been in discussions with the NIDfC since 6 April 2020 to discuss providing prioritised grocery home shopping delivery slots to vulnerable customers in Northern Ireland. The agreement was implemented from 13 May onwards when some of the Parties started receiving data from NIDfC, and began work to match customers and email them to inform them that they could access the prioritised grocery home shopping delivery slots. More matched customers will be contacted in due course as further data is provided by the NIDfC and matched against the Parties' membership lists.



Date of this notification	26 May 2020
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