

Gamesys Affiliate Guidance

Introduction

As a service provider to UK-licensed operators, we require all our Affiliates to be aware of and to act consistently with our licensing objectives to:

1. prevent gambling from being associated with; being a source of; or supporting, crime or disorder;
2. ensure that gambling is conducted in a fair and open way; and
3. protect children and other vulnerable persons from being harmed and/or exploited by gambling.

This document provides guidance on acceptable marketing procedures, what we expect from you once you sign up with the Gamesys Affiliate Programme and how we deal with any issues.

If you have any questions about the contents of this document or our requirements in general, please contact the Affiliates Team via email at contactus@gamesysgrouppartners.com.

Please note that this document is not intended as legal advice and you should take your own advice if you think this will help.

1. Onboarding Process

1.1 To join the Gamesys Affiliate Programme, you must register on our official website (<https://www.gamesysgrouppartners.com/>), agree to the Programme's Terms and Conditions (<https://www.gamesysgrouppartners.com/gamesys-affiliates-terms-and-conditions/>) and agree to adhere to this Policy.

1.2 Before your Affiliate account is activated, we will need to make some enquiries and to help us do that, we will ask some questions about your company (if applicable) and verify your identity (please note you must be over 18 yourself to open an Affiliate account).

We will also ask you questions, amongst others, about your marketing techniques regarding targeting potential audiences of your marketing and additional questions about the way in which you operate, such as:

1. How long have you been in operation?
2. Have you been or are currently a subject of any regulatory or legal action?
3. Does your website have terms and conditions, and can you confirm they are compliant with the relevant laws, e.g. GDPR?

4. Does your website and advertising promote responsible gambling and contain “18+” and responsible gambling warning pages?
5. Do your current social media pages comply with requirements not to market to under 18s and do the pages have appropriate filters for ensuring appropriate targeting?

1.3 Once we have verified your account and you have registered successfully, you will be expected to comply with our ongoing requirements as set out in this document.

2. Ongoing Requirements

2.1 The overriding aim of our requirements is to ensure that you are aware of, and act consistently at all times with, our licensing objectives.

To achieve this, we ask that you comply with the relevant and applicable legislation, regulatory and industry requirements.

You should be aware of your responsibilities as a marketer under:

- Data protection legislation. For example, this includes obtaining valid consent from consumers to receive marketing and contact only those who have consented, suppressing consumers’ details from any mailing list(s) you hold when asked (as well as and scrubbing any mailing list you may have against the relevant services (e.g. the Gamstop register));
- Consumer protection legislation. For example, this includes ensuring that your marketing material is not materially misleading or does not mislead by omission or by exaggeration;
- The Advertising Code of Practice as issued by the Committee of Advertising Practice; and
- The Gambling Industry Code for Socially Responsible Advertising.

More information can be found about legislative and regulatory requirements in the Annex to this policy.

2.2 You must not:

- Market any of our brands, whether directly or indirectly, to consumers at all via email and SMS. If you are using email and SMS to market other brands, you must let us know and only do so if you are able to scrub your mailing lists against Gamstop.
- Amend any marketing material that we provide to you.
- Use advertorial marketing to refer to our brands or use any advertorials that we have not edited and approved.
- Promote our brands on social media without the relevant contracts in place e.g. a signed Facebook Addendum, if advertising us on Facebook.

- Advertise any of our brands on websites in categories that we deem inappropriate, including but not limited to those that: display obscene or defamatory material; display pornography; promote violence, promote discrimination based on race, sex, religion, nationality, disability, sexual orientation, or age, promote illegal activities; promote the use of firearms; promote, endorse or support terrorism of any kind; display illegal content such as pirated music websites or illegal content streaming; or violate intellectual property rights;
- Not engage in, allow, assist, promote, encourage or benefit from, directly or indirectly, any act or traffic that involves fraud, whether of players or commercial entities.
- Market to under 18s, in any medium, including Facebook, Instagram, Twitter or on any other social media account.
- Use marketing that is materially misleading or be likely to mislead by omission or exaggeration. For example, ensuring there is sufficient information in the ad to allow consumers to make an informed decision.
- Use marketing material that is likely to cause serious or widespread offence, nor should it be likely to cause harm.
- Feature anyone who is, or seems to be, under the age of 25.

2.3 You must:

- Only use marketing material or media that we have approved.
- Include significant conditions which apply to promotions in the initial ad and the full promotional terms and conditions must be one click away. Those full promotional terms must be available throughout the duration of the promotion. We will provide the significant conditions and full terms of any such promotion.
- Ensure your marketing material is obviously identifiable as advertising. This means where it is not clear from the content or the context that it is an ad, you should use a label that is clear, placed upfront and is prominent. For example, in social media posts, you should use the label #ad and make sure that it is the first word of the post.
- State significant limitations and qualifications for material that is not related to a promotion. Any qualifications may clarify (e.g., provide more information about a main claim) but they may not contradict, and they must be presented clearly.
- Incorporate any negative keyword list provided (and as updated) by us to you into all relevant campaigns.
- Share safer gambling related content regularly, at a frequency agreed with us.
- Include '18+' and 'begambleaware.org' in the bio of your social media pages/feeds, as well as on your website (if applicable).
- Include '18+' within any paid for search advertising.
- Ensure that begambleaware.org is at least 100px across in your digital advertising.
- Please review both our 'Affiliates' Consent Checklist' and 'CAP questionnaire' and send us your completed copy.



Please note the lists above are non-exhaustive and you should focus on the principles in this guidance and the links in the Annex below, as well as any specific requirements.

3. Dealing with Non-Compliance

3.1 Affiliate marketing requires compliance with three key areas of risk:

- A. marketing our brands to end users in compliance with advertising laws and our guidelines;
- B. obtaining valid consent from end users that are eventually directed to our ventures; and
- C. ensuring Excluded Customers are not targeted with marketing of any kind for/about our brands.

3.2 Examples of Marketing Non-Compliance

1. you send emails or SMS messages marketing our brands or linking to a page featuring our brands;
2. you tweet an outdated welcome offer;
3. you tweet a new welcome offer non-compliantly, e.g. you do not state “#ad” in the tweet, etc;
4. you send an offer or display banners that do not include significant conditions; or
5. you use creative assets not approved by us.

3.3 Please note the above lists are non-exhaustive. Although we consider that Affiliates are able to continue promoting our brands in a compliant manner, we stress that, as a responsible operator, we take a zero-tolerance approach to any breaches or failings by Affiliates with this policy.

3.4 In all cases of non-compliance, we reserve the right to suspend or terminate an Affiliate’s account indefinitely or permanently for any reason immediately on written/email notice to the Affiliate at any time. Any non-compliance may require reporting to the relevant regulator, so please tell us as soon as possible if you are having issues, so we can help where possible.

Annex

Legislation

- The General Data Protection Regulation
<https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/>
- Data Protection Act 2018
<https://ico.org.uk/for-organisations/data-protection-act-2018/>
- The ePrivacy Directive and the Privacy and Electronic Communications Regulations 2003
<https://ico.org.uk/for-organisations/guide-to-pecr/what-are-pecr/>
- Consumer Protection from Unfair Trading Regulations 2008
<https://www.businesscompanion.info/en/quick-guides/good-practice/consumer-protection-from-unfair-trading>

Regulatory

- UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code)
<https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html>.

Advice on how to interpret the CAP Code can be found here:

<https://www.asa.org.uk/advice-and-resources.html>

- The Gambling Industry Code for Socially Responsible Advertising
<https://bettingandgamingcouncil.com/wp-content/uploads/2020/08/IGRG-6th-Edt-Draft-FINAL.pdf>

More information about the IGRG and the Code can be found here:

<https://bettingandgamingcouncil.com/igrig/>