

## **BETFAIR - ADVERTISING & MARKETING RULES**

### **Advertising Rules**

- All advertising must be honest and truthful; all claims made must be capable of substantiation, decent and not cause serious or widespread offence.
- Advertising should not portray, condone or encourage gambling behaviour that:
  - is socially irresponsible or could lead to financial, social or emotional harm;
  - exploit the susceptibilities, aspirations, inexperience, lack of knowledge of children, young persons or other vulnerable persons; or
  - directly targets children or those under 18 years of age, or include images of persons who are (or appear to be) under the age of 25, or is directed at those under 18 through the selection of media or chosen context

### **Advertisements should also not:**

- be likely to be of strong appeal to children or young persons. Strong appeal is a subjective barometer; however we should avoid any imagery, themes or characters which have strong appeal to children i.e. childish cartoon styles, fairy tale figures etc. as well as aspirational individuals such as known sportspeople, reality stars and influencers.
  - portray gambling as indispensable or as taking priority in life, for example over family and friends or professional/educational commitments or suggest that that gambling can be a solution to financial concerns, an alternative to employment or a method to achieve financial security.
  - suggest that gambling can enhance/improve personal self-esteem or self-image.
  - suggest a link between gambling and seduction, sexual success, enhanced attractiveness, resilience, recklessness or show it in a context of toughness.
  - suggest that gambling can provide escape from personal, professional, educational problems, loneliness or depression or suggest peer pressure to gamble nor disparage abstinence.
  - exploit cultural beliefs or traditions about gambling or luck or suggest gambling as a rite of passage.
  - suggest that solitary gambling is preferable to social gambling, or encourage criminal or anti-social behaviour.
- All advertising must include a responsible gambling message (e.g. "Please gamble responsibly"), a link to an RG site (e.g. [www.begambleaware.org](http://www.begambleaware.org)) and the 18+ sign.
  - No sign-up incentives can be advertised on TV in the UK before 9.00pm.

### **Promotion T&Cs Rules**

- Marketing communications must not mislead the consumer by hiding/omitting material information.
- All significant information (key terms) must be included in the advert itself. Where we are limited for space, we must fit as much of the key terms in as possible, with the remainder being no more than 1 click away from the advert. The full terms must always be no more than 1 click away from the advert.

### **All promotions must comply with the following:**

- The offer, or value of the resulting benefit, must not be dependent on the customer gambling for a particular length of time or with a particular frequency.
- The promotion (or its value) must not depend on the amount a customer spends on gambling within a particular length of time which is shorter than the period during which the offer is available.
- If the value of any benefit increases with the amount the customer spends, it must do so at the same rate as the increase in spend (e.g. "Bet £5, Get £10" is the same rate as "Bet £50, Get £100")
- Free Bets - Marketing communications must make clear any financial commitment the consumer must make to take advantage of a "free bet".

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