

## Responsible Gambling Charter

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### Introduction

This document sets out the core principles in the provision of Safer and Responsible Gambling products and services to consumers that all Gambling Business Group (GBG) Members agree to have embedded in their organisational culture.

Responsible Gambling is such a fundamental value for consumers that GBG Members not only practice, but regard very highly. Those who do not maintain and demonstrate these required characteristics and the Principles set out below will not be Members of the organisation.

For the vast majority of consumers, gambling is an enjoyable and sociable leisure activity that for most is a regular and perfectly acceptable part of their lives. The Gambling Business Group's Members are very alert to the fact that there is always the possibility (however remote) that any of their customers could lose control of their gambling activity and it is at those times where our social responsibilities and the contents in this Charter are needed the most.

This document will be reviewed and updated as a minimum every anniversary, but also as and when unforeseen changes necessitate interim reviews, including when gambling legislation is reviewed or new requirements introduced.

This document does not supersede or replace any of the responsible gambling legal requirements set out in the Gambling Act and the [Licensing Conditions and Codes of Practice](#). The Charter builds on those requirements and demonstrates GBG Members' commitment to even higher standards of responsible gambling.

### The Gambling Business Group and its Members

Given the complexity of human nature, GBG Members understand that safer gambling is constantly evolving to ensure the highest level of protection is offered,



The GBG facilitates dialogue, forums and the identification of best practices through regular dedicated quarterly meetings and workshops as required to ensure that there is collective and collaborative learning by its Members.

No Gambling Business Group Member will regard Responsible Gambling as a value to be used as a competitive advantage over their peers. In fact the reverse is true, in that the purpose of this Charter is to demonstrate that public and consumer trust in gambling in the UK can be improved along with the reputations of licenced operators if there is confidence that gambling can be a safe thing to participate in.

It is therefore important that ALL Gambling Commission licensed Gambling Business Group Members sign up to and commit to this Charter as minimum. GBG Members who are not licensed by the Gambling Commission are expected to commit to the Charter's Principles as appropriate to their organisation.

## Gambling Business Group Ethics and the Protection of the Vulnerable

Responsible Gambling must sit at the heart of the provision of gambling products, gambling services and gambling operations, not least because protecting the vulnerable is one of the three licensing objectives in gambling legislation.

If consumers are to trust operators they need to be confident that operators have robust procedures and practices to prevent customers from being subjected to gambling harm. In the unlikely event that a customer is subjected to gambling harm, customers must trust that operators can quickly respond to and address the issue.

## Responsible Gambling Principles

1. **Responsible Gambling Corporate Policy.** Each member of the Gambling Business Group commits to having a stated Responsible Gambling policy that:
  - a. is publicly available and accessible, and
  - b. describes the organisation's approach to Responsible Gambling for any current or potential stakeholders and

- c. explains the organisation's compliance with the Licensing Objectives and LCCP and
  - d. ensures that marketing and advertising strategies support informed choices by customers in line with responsible and safer gambling and
  - e. describes the organisation's approach to preventing money laundering and terrorist financing and
  - f. sets out the organisation's complaints and escalation processes and
  - g. conforms with the contents of this Responsible Gambling Charter and
  - h. conforms with any relevant Safer Gambling and Responsible Gambling industry standards and guidelines introduced and ratified by the GBG Members including (but not limited to);
    - i. The appropriate operation of automated cash dispensers and the respective merchant codes (Industry Code of Conduct for the Use of ATMs and ATRs in licensed gambling premises).
    - ii. Prevention of under 18-year-olds from playing (complex) Category D gaming machines with an all cash pay-out, regardless of the premise type.
2. **Nominated Responsible Gambling Officer.** Members who provide consumer facing services (B2C) commit to nominating a senior manager(s) or a board member(s) as their Responsible Gambling Governance Officer(s). This role will not mitigate the accountability of the Board of Directors for Responsible Gambling and Social Responsibility.
3. **Responsible Gambling Staff Training.** The requirements for training in all of the respective responsible gambling elements of the Licence Conditions and Codes of Practice (LCCP) are the minimum that GBG Members use in their businesses. All Members are committed to ensuring that all B2C employees are trained in the identification of gambling related harm and associated behaviours. To conduct and carry out effective interactions and identify when further intervention is required.

Members adhere to maintaining legislative systems and to comply with ensuring all B2C employees are trained to accurately record interactions and process self-exclusions.

Members commit to regular review and enhancement of training. B2B Members to undertake training as appropriate.

4. **Consumer support.** GBG Members commit to continuously reviewing and improving their available player/customer information and education services. It is already a legal requirement for operators to display the odds of winning and information about game mechanics or specifications, but GBG Members commit to going further including the following:
  - a. To aid informed decision making:
    - i. Ensure no misleading information
    - ii. All financial transactions will be displayed in a real currency (£)
  - b. Availability of player protection tools, including:
    - i. Age verification and age verification testing
    - ii. Time and financial limits
    - iii. Time outs and reality checks
    - iv. self-exclusion and participation in multi operator self-exclusion schemes
    - v. Account history, where technically feasible
  - c. Complaints and disputes:
    - i. Transparent complaints and disputes process
    - ii. Alternative Dispute Resolution (ADR)
  
5. **Employees & Gambling Harm.** GBG Members all commit to having a clear corporate policy on how to deal with an employee should they develop or portray harmful gambling behaviours. Measures should also be in place that:
  - a. are designed to protect employees from gambling related harm and
  - b. facilitates appropriate and necessary support and actions from colleagues and line management.
  
6. **Stakeholder engagement.** GBG Members commit to having processes in place to enable all stakeholders to be consulted with, in relation to the identification of improvements to best practices for Responsible Gambling. These stakeholder groups should include:
  - a. Employees
  - b. Consumers/customers



- c. The Research, Education and Treatment sectors
- d. Similar product/service providers
- e. Government
- f. Regulators

**7. Innovation and development.** GBG Members commit to adopting a Responsible Gambling ethos from the ground up when innovating, designing and creating new products and services. The characteristic of this ethos is identified in part below.

- a. Consumer protection measures. GBG Members will help and support with the pursuit of better consumer/player protections through innovation and the development of new products.
- b. Problematic consumption identification. GBG Members want their customers to stay in control and continue to enjoy their gambling activity. Through innovation, evaluation and collaboration with industry colleagues, there will be focus on finding effective ways to identify behaviours that indicate gambling related harm and enable early intervention.
- c. New products and service will undergo a controlled test/trial in a safe environment to facilitate a full evaluation of the players experience.
- d. Game design. When designing new games, a balance will be struck between the creation of an attractive and popular game that consumers can enjoy, without unnecessary compulsive behavioural triggers. This includes the development of features, bonuses and jackpots. Gambling products will not be designed in anyway to be attractive to under 18s.
- e. Games risk assessment. Processes will be in place to ensure that all new products and games are subjected to a risk analysis to reveal potential harming effects and any other unintended consequences.



### Responsible Gambling Charter Version Control

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September 2022	V2
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