



GamCare Player Protection

Code of Practice

Responsible Gambling; Remote

Introduction

This document replaces GamCare Player Protection Code of Practice for remote gambling platforms Version 4.0 and outlines the requirements for the issuing of GamCare Certification to operators of remote gambling services. GamCare Certification acknowledges and awards those companies who have demonstrated, through the completion of a formal site and organisational Assessment, a high level of player protection policy and practice in line with GamCare requirements.

GamCare Certification is renewable on an annual basis.

A full list of those companies awarded GamCare Certification can be found at http://www.gamcaretradeservices.com/pages/certified_remote_companies.html

About GamCare



Since 1997 GamCare, a UK registered charity, has been a global leader in the provision of treatment, support and information services to people affected by a gambling problem.

GamCare operates the only UK telephone HelpLine and manages a network of counselling partners. In 2007 GamCare increased its service provision to include internet-based treatment services.

GamCare, based in London, is a leading authority on the subject of problem gambling and regularly contributes to debate within the international community on the regulation of gambling as well as treatment provision and harm minimisation policy and strategy.

For further information about GamCare please visit www.gamcare.org.uk

About GamCare Trade Services Ltd (GTS)



Launched in 2007, GTS is wholly owned by GamCare for the purpose of supplying compliance, training and Certification services to the gaming industry.

Being directly informed by GamCare's provision of treatment and information services the GTS team is uniquely placed to support and assist those companies wishing to develop and implement best practice in responsible gaming.

Any profit generated by GTS is paid in full to the charity to support the advancement of treatment and information services to the public.

For further information about GTS please visit www.gamcaretradeservices.com

How to use the GamCare Player Protection Code of Practice

Each section of the Code of Practice will begin by identifying those items that are a requirement of GamCare Certification for all operators. These will be followed by additional, product specific, requirements (if any) which must also be complied with. This is particularly important to note for those companies operating multiple products e.g. sportsbetting and casino games

Companies will be assessed by GTS for compliance with all applicable conditions. Typically an initial assessment will be implemented to identify existing compliance and those areas that require development before Certification may be issued. A Social Responsibility Report will be produced following the initial assessment to assist in development where required.

1. Age Verification

1.1 An over 18s only sign must be displayed on the Home page

1.2 A message regarding underage play and Operator steps taken to verify age must be clearly displayed within the Registration page

1.3 An Age Verification system must be in place. Where possible, companies must employ the use of a reliable electronic checking system to verify age and identity. In the absence of reliable data against which to verify the customer a suitable secondary verification system must be implemented.

1.4 Should a player be identified as underage, the Operator must have in place a system for refunding the value of all deposits and closing the account

1.5 Links to recognised content filtering software must be displayed

2. Advertising and Promotion *includes Affiliates /white label partners*

2.1 Advertising and promotions must be compliant with the relevant regulatory and advisory codes of practice.

2.2 Advertising content and placement of advertising must not target those under the age of 18 years

2.3 Advertising must give a balanced message with regards to winning and losing.

2.4 Players must not be encouraged to chase their losses or re-invest their winnings.

2.5 Gambling cannot be suggested as a means of solving financial difficulties.

3. Deposit Limits

3.2 The Player must be enabled to set either a daily, weekly or monthly deposit limit.

3.3 The Operator must offer the opportunity to set a deposit limit at first deposit.

3.4 The Operator must enable the Player to set and review their deposit limit through the site and/or through contact with customer services. If there is a delay when a customer sets a deposit limit the Operator must confirm to the customer when the limit will take effect. All requests to set a deposit limit must be responded to promptly.

3.5 The Operator must ensure a robust system is in place to ensure that deposit limits are enforced. On reaching the set limit the customer must not be able to make further deposits during the specified time period.

3.6 Player request to have a previously set deposit limit increased the Player must be required to wait for a minimum of 24 hours.

Requests to lower the limit must have immediate effect

4. Reality checks and customer-led session limits

4.1 A clock displaying the current time, local to the Player, must be clearly visible at all times. (Windows clock is acceptable, games screen must not hide the clock)

4.2 The currency unit of the amount wagered must be clearly displayed on the games screen as well as the denomination of each credit wagered.

4.3 Account balance must be displayed.

Reality checks and customer-led session limits: Applies fast and interactive Casino games

4.5 After each hour of continuous play a message must be displayed advising the Player of the length of time they have been playing.

4.6 The Player must be enabled to set a limit on the amount of time spent in any 24 hour period.

4.7 On completion of the last wager within the previously set time limit the Player must be presented with a message clearly informing time spent. The Player must be required to acknowledge the message and agree to continue playing or stop.

5. Self Exclusion

5.1 The Player must be able to self exclude from gambling at any time

5.2 The period of self exclusion must be for a minimum of six months

5.3 Once a Player has requested to be excluded, the account must be closed and any outstanding balance returned. The customer must also be provided with contact information for accessible help services (GamCare) and encouraged to seek support

5.4 Information regarding the self exclusion process must be available within the Responsible Gaming page

5.5 A cooling off period may be made available for 24 hours and/or up to one month.

5.6 Once a Player has self excluded they must be removed from marketing lists, company Affiliates must be instructed to remove player details from lists, no promotional material.

5.7 Advice must be communicated to the player to self exclude from all other betting and gaming activities

5.8 Request to re activate account at the end of the self exclusion period must be made through contact with Customer Services - not automatic activation

6 Responsible Gaming information:

6.1 The Home page must contain a link to GamCare

6.2 The Homepage must contain a link to a Responsible Gaming page containing the following content:

- A brief statement of the operator’s commitment to responsible gambling.
- A message that gambling could be harmful if not controlled and kept in moderation.
- Advice on responsible gambling and links to GamCare and other relevant sources of help for problem gambling, including helpline number(s) and website addresses.
- An accepted and simple ‘self assessment’ process to enable a Player to consider their gaming behaviour. This may be a link through to the social responsibility partner, if this site contains such an assessment.
- Information relating to the player protection measures available on the site, such as deposit limits and self exclusion, and information as to how these tools may be accessed.
- Links to recognised filtering programmes to enable customers to prevent minors from accessing gambling sites through the computer

6.3 A link to the Responsible Gaming page must be visible from the betting and gaming

6.4 There must be a clear link from the deposit page to the facility to set deposit limits and to the Responsible Gaming page.

6.5 Messages of support for the provision of Problem Gambling Treatment, Research and Education initiatives must not be misleading.

7. Customer Account

7.1 The Operator must take reasonable steps to ensure the Player is only permitted to have open one ‘live’ account at a time. Multiple accounts (products) must link

7.2 The Player must have access to recent account history to include all deposits, wagers and withdrawals. My Account

8. Free Play

8.1 There must be clear messaging that play for free is intended for over 18s only.

8.2 Free play game screens must contain the same links as play for real, must include link to the Responsible Gaming page

8.3 All products must be offered as for real equivalents ;payout percentages

8.4 Any free play customer winning a cash/cash equivalent must be age verified prior to withdrawal of winnings.

9. Social Responsibility Training

9.1 Staff who have contact with the customer and those responsible for social responsibility policy and procedures must be trained to ensure an awareness and understanding of problem gambling issues and how to respond when receiving contact relating to problem gambling. (includes marketing, fraud team)

9.2 Training must be refreshed on an annual basis and completion of training must be evidenced.
10. Assessment
10.1 To maintain GamCare Certification accreditation, the operator must commit to undertaking an annual GamCare Social Responsibility Assessment to confirm ongoing compliance with GamCare Player Protection Code of Practice.
10.2 The operator, having achieved GamCare Certification, must commit to advising GamCare Trade Services of the implementation of any new product, policy, process amendment, relevant to Responsible Gambling and Player Protection.
11. Gaming License : All Jurisdictions
11.1 There must be clear information on the Home Page to verify where the Operator Gaming Licence is held.
12. Dispute /Complaint
12.1 A dispute resolution system must be available to the player
12.2 Advice must be clear and available to the player within Terms & Conditions and the Responsible Gambling page
12.3 Customer Service Contact details must be displayed
13. Game Fairness
13.1 The rules of the games must be available to the player at all times.
13.2 A game should follow a constant set of rules.
13.3 Any changes to game rules must be clearly communicated to the player.

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