

Marketing Requirements and Guidelines:

Jurisdiction	Last document update
Germany	28/05/2025
Great Britain	29/05/2025
Ireland	29/05/2025
Italy	28/05/2025
Malta	28/05/2025
Mexico	28/05/2025
Ontario	29/05/2025
Spain	28/05/2025

Regulations and guidelines:

Country	Document	Date
Germany	State Treaty on Gaming 2021	01/07/2021
Great Britain	UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code)	01/09/2010
	UK Code of Broadcast Advertising (BCAP Code)	01/09/2010
	UK CAP CODE Advertising Guidance	10/2022
Ireland	Code of Standards for Advertising and Marketing Communications in Ireland	01/03/2016
	Irish Bookmakers Association - Safer Gambling Code	01/03/2021
	Guidance on influencer advertising and marketing	2023
Italy	N/A	
Malta	Gaming Commercial Communications Regulations	20/07/2018
	Commercial Communications Committee Guidelines	01/03/2019
	CAP. 350 - Broadcasting Act	01/06/1991
	SL. 350.25 Requirements as to Advertisements, Methods of Advertising and Directions Applicable to Gambling Advertisements	22/03/2007
Mexico	N/A	

Ontario	Marketing and Advertising Conditions Policy	01/05/2025
	Brand Guide Policy	25/02/2022
	The Registrar Standards for Internet Gaming	26/06/2024
Spain	Code of Conduct on gambling commercial communications	2025
	<p>Please note: Betway is adhering to this code of conduct. However, after RD 958/2020 has been enforced, this code of conduct hasn't been updated. Only the provisions that don't contradict the RD 958/2020 are still applicable.</p> <p>DGOJ FAQs page on ROYAL DECREE ON GAMBLING ADVERTISING</p>	2021

1. Requirements applicable to all channels of marketing

1.1. Germany

- Advertising on telecommunication systems is prohibited.
 - Mailers: The intended recipient must have given prior consent to the receipt of advertising and to the OASIS file being requested by Betway / Affiliate. Betway / Affiliate must ensure that the recipient is not a barred player before sending email advertising.
 - Advertising on telecommunication systems (e.g. by telephone, SMS and similar text messaging services) is only permitted within an existing contractual relationship and with the permission of the customer. Above restriction re OASIS file check applies.
- Casino advertising is prohibited. Usage of the word "Casino" is prohibited
- Advertising must be clear and transparent as promoting a sports betting product
- Conditions need to be easily accessible, easy to understand and transparent as to who can benefit, time duration and possible prize
- Must not advertise with active athletes and sports officials, provided it is explicitly advertising for sports betting; this does not include advertising with images or scenes from sports competitions selected according to competition-related aspects (e.g. game scene with several players or a goal shot)
- Must not be excessive, misleading, or biased towards the benefits of gambling
- Must not make gambling appear as a commodity of everyday life
- Advertising must not give the appearance of being editorial content in order to avoid the impression that it is independent, factual reporting content
- Must not encourage the winning back of losses or re-investment of winnings

- Must not convey that gambling can counteract personal financial, social or psychosocial problems
- Must not target minors or groups with similar vulnerabilities, nor contain characters from programs aimed at minors or youths.
- Minors are to be excluded as recipients of advertising as far as possible
- Engage only actors/influencers, who are, or optically appear to be, over the age of 18
- Advertising must not convey time pressure on when to place the bet, for example “Bet Now” or “Don’t lose time”
- Trigger words and sounds are not allowed, for example, the sound of coins falling, or the sound of a getting a Jackpot on a slot machine
- Announcing the start of a match in connection a betting promotion on the day of the sporting event is not allowed
- It is not allowable to advertise free-to-play games, such as demo games
- A record must be held by the Marketing team of all deployed advertisements and promotions
- The affiliate page may only advertise for whitelisted operators for German market

1.2. Great Britain

- All marketing must include “gambleaware.org” - For digital advertising it should be a minimum of 100px across
- All marketing must not:
 - feature people that are under or appear under the age of 25
 - include prohibited CTA's (e.g. Bet Now/Play Now)
 - present complex bets or other gambling products in a way that emphasises the skill, knowledge or intelligence involved and could therefore lead to erroneous perceptions of risk or control.
 - present gambling as a way to be part of a community based on skill.
 - state or imply that offers (such as those involving money back, ‘free’ bets or bonuses, or enhanced odds) are a way to reduce risk.
 - use images of top-flight footballers and footballers with a considerable following among under 18s on social media (e.g. Premier league players, globally known players such as Messi)
 - use images of sportspeople well known to under 18s
 - reference to or contain video game content and gameplay popular with under 18s (e.g. FIFA, Counter Strike)
 - use stars from reality shows popular with under 18s (e.g. Love Island)
 - condone or encourage criminal or anti-social behaviour

- condone or feature gambling in a working environment

1.3. Ireland

- All marketing must not
 - Suggest that gambling can provide an escape from personal, professional or educational problems such as loneliness or depression.
 - Suggest that gambling may be a way to solve financial or personal issues or represent it as a source of income.
 - Portray gambling as taking priority in life; for example, over family, friends or professional or educational commitments.
 - Suggest that gambling can enhance personal qualities, for example, that it might improve self-image or self-esteem.
 - Suggest peer pressure to gamble or disparage abstention from gambling.
 - Link gambling to seduction, sexual success or enhanced attractiveness.
 - Suggest gambling is a rite of passage.
 - Subject vulnerable people/minority groups to ridicule/offensive stereotypes/hurtful images.
 - Exaggerate/Bluff on the benefits/value from playing or statistics of success or likelihood of winning.
 - Should not state or imply that a player's skill can influence the outcome of a game unless the skill can actually be demonstrated to affect the outcome of the game.
 - Attract, condone, or encourage criminal or anti-social behaviour.
 - Be of appeal to children.
 - Feature anyone who is, or seems to be, under 25 (18-24) years old, unless those individuals feature only to illustrate specific betting selections or options where that individual is: (i) the subject of the bet offered, (ii) is in a team that is the subject of the bet offered, or (iii) is part of an event which is the subject of a bet offered.
- All marketing should:
 - Make clear payment will be required to play.
 - Contain a message to encourage responsible gambling.
 - Direct people to a source of information about gambling and gambling responsibly.
 - Substantiate any opinion/claim with evidence, and must not be presented as true fact.
 - Have prior written consent of Live persons featured in ads before going live.

1.4. Italy

- As of 16th of July 2019, standard promotional & commercial comms are prohibited across all channels.

- Only informative and comparative comms will be allowed.
- Clearly warn consumers of the risk of gambling addiction
- Invite players to check winning statistics on both ADM site and the operator site

1.5. Malta

- Marketing must not:
 - Encourage excessive gambling or irresponsible behaviour
 - Cause harm and offence
 - Appeal to under 18s
 - Feature sports people, celebrities or influencers under the age of 18
 - Suggest that gaming can be a resolution to social, educational, professional or personal problems
 - Suggest that gaming can be an alternative to employment
 - Portray gaming as socially attractive
 - Portray gaming as indispensable or as taking priority in life
 - Suggest that solitary gaming is preferable to social gaming
 - Suggest peer pressure to game, or disparage abstention from gaming
 - Suggest that skill can influence the outcome of a game that is purely a game of chance
 - Provide false or untruthful information about the chances of winning or expected return
 - Exploit cultural beliefs or traditions about gaming or luck
 - Make reference to consumer credit services, or providing credit to players
 - Tarnish the goodwill or reputation of another operator.
- Promotional offers must be expressly opted-into by players after given the opportunity to read and accept the T&Cs, which must always be available throughout the promotional period

1.6. Mexico

- See Global requirements and Malta.

1.7. Ontario

- Must display an iGO Logo on all brand websites as well as on social media platforms and in any paid visual media advertising materials produced for the Ontario market, including, but not limited to Television, Digital and Social, Print, Out-of-Home and social media accounts
- All social media accounts and/or advertisements in French within the Ontario market must follow the same brand guidelines herein by utilizing a French iGO Logo
- Marketing must not:

- Be based on themes, or use language, intended to appeal primarily to minors.
- Contain cartoon figures, symbols, role models, and/or celebrity/entertainer endorsers whose primary appeal is to minors
- Use individuals who are, or appear to be, minors (under 19s) to promote gaming.
- Use active or retired athletes (including amateur), who have an agreement or arrangement made directly or indirectly between an athlete in advertising and marketing except for the exclusive purpose of advocating for responsible gambling practices.
- Communicate gambling inducements, such as bonuses, free bets and giveaways.

1.8. Spain

The main regulation that an affiliate should obey is the [Royal Decree 958/2020, of 4th November, on Commercial Communications](#). (“RDCC”).

This document is not an exhaustive list of all regulatory requirements applicable to advertisements and covers only the main requirements applicable to gambling commercial communications as per the Royal Decree 958/2020, of 4th November, on Commercial Communications, being the sole responsibility of the affiliate to be aware of any other Spanish laws and regulations applicable to advertisements.

All marketing shall follow the following principles:

1.8.1. Social Responsibility

Commercial communications must be socially responsible, respecting all principles of morality, good customs, and human dignity, without undermining or trivialising the complexity of gambling and/or the potential harmful effects it might cause.

Commercial communications must not:

- Encourage excessive betting or undermine healthy lifestyles.
- Incite or condone any form of discrimination, including that based on grounds of birth, racial or ethnic origin, gender, religion, opinion or conviction, age, disability, sexual orientation, gender identity, illness, or any other personal or social condition or circumstance.
- Incite humiliating, denigrating, or degrading attitudes or behaviours.
- Contain claims or representations that suggest individuals can attain social or professional success or status as a result of betting/gambling.
- Suggest, indicate or claim that gambling is risk-free, or that there are products that cannot lead to problem gambling.
- Be associated with violent, aggressive, hazardous, illegal or anti-social behaviour. Furthermore, they can't be associated with any illegal activity of any kind, depict betting or gambling in a manner associated with the attainment of adulthood or the “rite of passage” to adulthood.
- Positively or attractively associate, link, represent or relate gambling activities to illicit activities or behaviours or harmful to public health, as well as to those giving rise to economic, social, or emotional damage.

- Use graphic representations of money or luxury items.
- Discredit the individuals who do not play and grant some kind of social superiority to those who do not gamble.
- Include messages that devalue effort in comparison with gambling or suggest that gambling can improve personal skills or social recognition.
- Make express appeals to the recipients of the commercial communication to share the message provided in the commercial communication with others.
- Convey tolerance with regard to gambling in educational or work environments.
- Suggest that gambling can improve personal skills or social recognition.
- Include sexual content in commercial communications, connect gambling to seduction, sexual success, or increased appeal.
- Present gambling as essential, a priority or important in life.
- Present family or social relationships as secondary to gambling.

1.8.2. Responsible Gambling

The design and dissemination of commercial communications of gaming operators must pursue a balance between the promotion of gambling and the necessary protection of consumers against the risks involved in this activity.

For this purpose, commercial communications must not:

- Incite to a reckless or compulsive practice of gambling or present the previous gaming patterns as stimulating or attractive practices.
- Make loan offers to gaming participants or offer any other form of credit or refer to links or other sites where loans or credits are offered quickly and instantly.
- Suggest that gambling can be a solution or an alternative to personal, professional, or financial problems.
- Associate, link or relate gambling activities to ideas or behaviours which express personal, family, social or professional success.
- Make misleading, ambiguous, or false statements about the possibility of obtaining a prize, the winnings or prizes at stake or suggest that playing again increases the chances of winning.
- Suggest that the player's skill or experience will eliminate the randomness on which the prize or the gains depend, or appeal to players' knowledge, perseverance, competitiveness, or instinct, or to their mastery of the Operator's betting platform, as elements determining success in the gaming activity.
- Present or compare the gambling activity as an economic or financial investment activity, or an alternative to employment, or a way to recover economic losses of any kind.

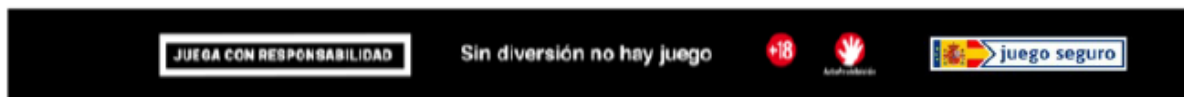
1.8.3. Minor Protection

Commercial communications cannot be directly or indirectly aimed at minors (*this being those aged under 18 years old*), and neither can they be meant to persuade or incite this age group to participate in gambling activities.

Advertisements cannot be placed in channels, sites and/or programmes addressed primarily to minors (*i.e.: an advertisement on a Youtube video of Lady Bug can't be placed not even during the slot of 1-5 am*).

1.8.4. Mandatory logos and messages for all commercial communications

- The Operator's name or logo shall always be visible in all commercial communications.
- All commercial communications will be clearly identified with the terms "publi" or "publicidad".
- In compliance with articles 10 and 11 of the RDCC and the provisions of the code of conduct of commercial communications of gambling activities that Operator is adhered to, all commercial communications must include the following messages:
 - When the commercial communication is transmitted graphically (e.g.: videos, images, banners, etc), it must contain the following band which will be visible all the time in the commercial communication:



The size of the band will be proportional to the commercial communication, ensuring a high resolution and adequate size, making sure that the logos are visible and readable at all times.

- When due to technical limitations or the format of the commercial communication it is not possible to add the above band, the commercial communication must include in written the following: "Publicidad. +18. Juega con responsabilidad".
- When the commercial communication is also transmitted orally, the speaker will say the following at the end of the commercial communication for at least 2 seconds: "Solo para mayores de 18 años y recuerda jugar siempre con responsabilidad".

1.8.5. Other applicable provisions

- Persons of public reference (including influencers, youtubers, tiktokers, sports people and celebrities) should be, and appear to be, 25 years old.
- Commercial communications will not name, mention or make comparisons or references to other gambling operators in any sense.
- Commercial communications will never include false or ambiguous information and will never omit substantial information.
- Commercial communications will comply with any other applicable requirement of the Spanish legislative framework applicable to advertisements, consumer protection and unfair competition.
- The affiliate can't promote and/or advertise illegal and/or unlicensed operators in Spain nor infringe IP rights.

Summary of the Main Principles:

- All material containing the Operator name/logo/link is considered a commercial communication. The concept of editorial content doesn't exist.
- All marketing must be honest, truthful and easily recognizable as ads (inserting word "*publi*" or "*publicidad*").
- Prominent warning message that should encourage people to gamble responsibly. The warning message should also inform the audiences that gambling under the age of 18 is prohibited in Spain. Specific rules on how to display RG and +18 warning depending on the format of the commercial communication. Please see above.
- Marketing communications can't encourage/appeal the customer to share the content of the commercial communication (*e.g.: refer a friend promotions are forbidden, request to share the post, etc*)
- Graphic representations of money, luxury elements or those related to unhealthy practices (*e.g.: alcoholic drinks*) can't be displayed on marketing communications.
- Marketing communications should not use elements related to work/school environments or present gambling as a way of success.
- Marketing communications can't feature individuals that are under 25 years old (or, look like they are) nor will not include the presence of active athletes performing activities of play or prescribing them.
- Marketing can't be unfair, aggressive, false or use misleading statements (*e.g.: advertise a giveaway as "get 1 million euros in bonuses" or similar*).

2. Promotional banners requirements

Must always contain

- Significant/Key Terms – with full terms 1 click away
- RG message
- 18+ logo (or 19+ for Ontario)

2.1. Germany

- Live scores of sports events may not be linked to the advertising of sports betting on the respective sports event; this does not affect the display of live interim scores for betting offers on a betting provider's own website.
- Affiliate marketing including the Betway brand must not be listed on the same page including unauthorised operators.
- Must include clearly visible and legibly, the size of which should constitute a minimum of 10%* of the advert / banner size, if black font on white background, any other combina:
 - "Glücksspiel kann süchtig machen. Weitere Info und Hilfe unter www.buwei.de."

- 18+ Logo and/or "Teilnahme ab 18 Jahren."
- The term Deutsche Lizenz (Whitelist)
- If a possible maximum prize is advertised, information must be provided on the probabilities of winning and losing (this excludes free games where no monetary payments or wagers are required to participate).
- A reference to the T&Cs must be made.
- RG elements need to be visible throughout the sequence of an advertising banner.

2.2. Great Britain

- Must include 'gambleaware.org and this must be clearly legible
- Responsible gambling message
- 18+
- Significant Conditions; for very small banners: Include 'terms and conditions apply'
- Full terms one click away

2.3. Ireland

- Must include:
 - Full operator's name + business address + URL
 - Closing date of promotion
 - Any geographical/personal restrictions.
 - Any limit on number of individual customer/household may claim/win.
 - MGA Logo & licence number (where space allows)
- "Free" products can only be described as such if customers pay no more than the minimum unavoidable cost of responding to the promotion (for example, cost of using digital communication).
- Follow the [Code of Standards for Advertising and Marketing Communications in Ireland](#), the affiliate relationship will be terminated with affiliates who cannot or do not comply with this or any other relevant code of conduct

2.4. Italy

- As of the **16th of July 2019**, standard promotional & commercial comms are prohibited across all channels.
- Banners must contain ADM logos
- PP text ("Gambling can cause addiction", "Minors are not allowed to gamble")
- Licence number
- Winning odds text on ADM site text

2.5. Malta

- The name of the operator
- MGA Logo
- MGA licence number
- Educational Responsible Message is to amount to a minimum of 10% of the ad.
- Web-address of entity devoted to gaming (usually - www.gamblingtherapy.org/en; change suffix according to language)
- Size of 18+ logo needs to be relative to the aforementioned minimum 10% RG message requirement
- Salient terms – (short description of the T&Cs listed on the banner) need to include the following elements:
 1. Who can make use of this promotion (for example 1 player per household/new registrations only/welcome offer etc).
 2. Deposit/Wagering requirements ***including examples displaying such requirements in an intelligible and easily comprehensible manner (for example deposit €10 and we will match you up to €50 or we will double your wager up to €10)
 3. Playthrough requirements (for example: needs to be wagered 10x before one can withdraw)
 4. What type of prize one can receive (cash prize/free spins/free bet)
 5. When this promotion will run until
 6. Specific markets/games that can make use of the prize (for example, can only be used on football bets/pots of gold)
 7. A link to the main Terms and Conditions of the promotion and these must refer to all material information relating to the scheme.

***The examples of deposit/wagering requirements etc can be included in the promotion's main T&C's and do not have to be within the body of the salient terms.

2.6. Mexico

- Must show the licence details i.e. SEGOB DGJS/045/2017
- Contain information gambling is only for +18
- Include a text encouraging to play responsibly

2.7. Ontario

Must contain:

- Significant Terms
- Responsible Gambling message
- 19+ logo

- Full terms 1 click away

Must not appear on:

- Pornographic websites
- Copyright infringing websites

2.8. Spain

Banners and/or advertisements of any kind promoting the Operator on the affiliate website:

- Must include all items indicated in section 1.8.4. Mandatory logos
- Must comply with all provisions outlined in section 1.8.
- Banners can't overlap the main content, lock navigation and users must be able to close them anytime.
- IP rights can't be infringed.

3. Social Media and video-sharing platforms requirements

- Promotional posts on social media must always contain
 - Significant/Key Terms – with full terms 1 click away
 - RG message
 - 18+ logo (or 19+ for Ontario)
 - Full terms 1 click away

3.1. Germany

- Age-gating facilities must always be used for advertising, provided that age-gating facilities are available.
- Editorial content must not primarily target minors (channel demographic, at least >50% of followers must be over 18 years old)
 - Must include clearly visible and legibly, the size of which should constitute a minimum of 10%* of the advert / banner size, if black font on white background, any other combination 20%:
 - "Glücksspiel kann süchtig machen. Weitere Info und Hilfe unter www.buwei.de."
 - 18+ Logo and/or "Teilnahme ab 18 Jahren."
 - The term Deutsche Lizenz (Whitelist)
 - If a possible maximum prize is advertised, information must be provided on the probabilities of winning and losing (this excludes free games where no monetary payments or wagers are required to participate).
 - A reference to the T&Cs must be made.
 - RG elements need to be visible throughout the sequence of an advertising banner.

3.2. Great Britain

- To include same info as 'promotional banners' section
- Account profile pages must include gambleaware.org URL
- Sponsored/paid-for social media advertisements must be targeted at consumers aged 25+
- Sponsored/paid-for social media advertisements must use interest-based targeting alongside age based targeting.
- 'About' section should include 18+ and responsible gambling message
- Where applicable, must be labelled 'ad'
- No promotional marketing on social media sites that do not offer age-gating

3.4. Ireland

Operators should follow each of the following and ensure that these guidelines are followed by third parties involved or promoting their social media marketing, such as Brand ambassadors, Influencers, Bloggers, Podcasts, Streamers, etc.

- Posts must contain GamblingCare.ie or another similar service provider and a reminder to users not to forward the content to anyone under the age of 18.
- Age-gating facilities should be used on all social media platforms.
- Sponsored posts must be targeted to 18+ audiences only.
- Use social media channels to regularly publish safer gambling messages, proportionate to activity on channel.
- Should include easily accessible and sufficiently prominent information on how to limit exposure to gambling advertisement.
- Affiliate marketing on social media content, websites or blogs should be clearly labelled as #Ad or (or equivalent). It is not enough to only include a link to the product or service.

3.3. Italy

- As of the **16th of July 2019**, standard promotional & commercial comms are prohibited across all channels.
- Posts must contain ADM logos
- Posts must contain PP text ("Gambling can cause addiction" "Minors are not allowed to gamble")
- Posts must include operator licence number
- Winning odds on ADM site text

3.5. Malta

- To contain same info as 'Promotional Banners' section

- If a social media platform provides for age-gated advertisements, then these need to be made use of as otherwise a breach occurs

3.6. Mexico

- To contain same info as 'Promotional Banners' section.
- If a social media platform provides for age-gated advertisements, then these need to be made use of as otherwise a breach occurs

3.7. Ontario

- Must contain:
 - Significant Terms
 - “Responsible Gambling message
 - 19+ logo
 - Indicate association with iGO on all owned social media accounts in the masthead of the landing pages on the social media platform- either with the iGO logo, if there is not enough space for logo, the minimum acceptable indication shall be the copy line “(Operator Group Member name) operates pursuant to an Operating Agreement with iGaming Ontario.”
 - iGO logo must appear such that it is clearly integrated into a minimum of 5% of the creative execution.
- Must not offer inducements such as bonuses, free bets and giveaways.

3.8. Spain

The profile/account on a social media (i.e.: *facebook, instagram*) or video-sharing platform (i.e.: *Youtube, Twitch*) of the affiliate must comply with the following requirements:

- It must be solely dedicated to providing information or content of gambling activities.
- It must be age-gated using the tools offered by the platform provider – this is the audience of the account must be for over 18.
- In the description of the account the following elements must be present:
 - Description of the purpose/main activity of the account.
 - Warning that it contains sponsored content (i.e.: *Contenido publicitario, publicidad*)
 - +18 warning.
 - Responsible gambling warning.
- The profile must display responsible gambling messages regularly (i.e.: *one responsible gambling awareness post every 10 posts; responsible gambling warning messages every 30 minutes on live streamings*)
- The audience (followers) of the profile must be adults (+18)
- The content promoting the Operator brand published by the affiliate must include all items indicated in section 1.8.

- In case the post is written, it still must contain the word “publi” and +18 and “juega con responsabilidad (*despite the imagery/video containing the legal band with logos*).
- In case paid advertising is done:
 - Promoted posts on social media: ensure targeted audience is always +18.
 - Promoted advertising on social media appearing in reels, stories, or among audiovisual content (*i.e.: any type of video content*): limited from 1-5 am.
 - Pre-roll videos on Twitch and Youtube: limited from 1-5 am.
 - Advertisements that are part of the content (*i.e.: mentioned/posted by the content creator on their videos/images posted on their profiles*): limited to videos/imagery posted on accounts which main activity is to promote gambling activities, are age-gated and disseminate responsible gambling messages.
- **Publication of commercial communications promoting the Operator is strictly limited to accounts that are fully dedicated to informing about gambling activities** and meet the rest of the requirements indicated hereinabove. Any content on any social media or video sharing platform account not complying with the above is not permitted.
- In case you as the affiliate are cooperating with tipsters or similar, the profile accounts of these collaborators must also meet the requirements indicated within this section.

4. Bonus Schemes Requirements & Restrictions

4.1. Germany

- Bonus restriction of 100€ per promotion instance.
- Terms must be clear, unambiguous and easily accessible.
- If a possible maximum prize is advertised, information must be provided on the probabilities of winning and losing (this excludes free games where no monetary payments or wagers are required to participate).

4.2. Great Britain

- Promotions must not be socially undesirable to the audience addressed by encouraging excessive consumption or irresponsible use.
- Promoters must award the prizes as described in their marketing communications or reasonable equivalents, normally within 30 days.
- Closing date (if applicable) must be prominently displayed and must not be changed unless unavoidable circumstances beyond the control of the promoter make it necessary and either not to change the date would be unfair to those who sought to participate within the original terms, or those who sought to participate within the original terms will not be disadvantaged by the change.
- Promoters must be able to demonstrate that the absence of a closing date will not disadvantage consumers.

- Promoters must not exaggerate consumers' chances of winning prizes. They must not include a consumer who has been awarded a gift in a list of prize winners.
- Promoters must avoid rules that are too complex to be understood and they must only exceptionally supplement or amend conditions of entry with extra rules. In such circumstances, promoters must tell participants how to obtain the supplemental or amended rules and they must contain nothing that could reasonably have influenced consumers against buying or participating.
- Promoters of prize draws must ensure that prizes are awarded in accordance with the laws of chance and, unless winners are selected by a computer process that produces verifiably random results, by an independent person, or under the supervision of an independent person.
- Participants must be able to retain conditions or easily access them throughout the promotion.
- T&Cs must include whether there are any substitutions of cash for any prize and how and when winners will be notified.
- If the promotion involves a trip/holiday the T&Cs must include age restrictions and inform winners that they are responsible for all travel documents and insurance etc.
- Where applicable, T&Cs must state winners must not have an account with us that is restricted or self-excluded.
- All T&Cs relating to a promotion must be included no more than one click away, any terms not included one click away will not apply.

4.3. Ireland

- Bonus offers must always contain information about any restrictions and wagering and/or deposit limits.

4.4. Italy

- Prohibition of crediting cash
- Bonus to be wagered at least 1x before being converted into cash for withdrawal.
- New Bonus Decree on fixed odds betting entered into force on 1st of June 2024.

4.5. Malta

- Bonus offers must always contain information about any restrictions and wagering and/or deposit limits.
- Bonus terms must be clear and not hide any material information. Terms must also be expressly agreed to by the player and remain available throughout the promotional period.

4.6. Mexico

- Bonus offers must always contain information about any restrictions and wagering and/or deposit limits

4.7. Ontario

- Bonus offers must always contain information about any restrictions and wagering and/or deposit limits

4.8. Spain

- Advertisements/commercial communications of promotions must obey the principles stated in section 1.8.
- These promotional advertisements must contain the mandatory logos indicated in section 1.8.4.
- Advertisements of promotions:
 - Can't be advertised as "gratis" or be understood as non-onerous.
 - May not convey the false or erroneous perception of gratuity or induce confusion as to the nature of the game.
 - Will not include testimonies of previous beneficiaries.
 - Will not be based on the player's ability.
- The advertisement must indicate that "*Terms and Conditions Apply*" and have a direct link to them.
- The main advertisement can't be contradicted and/or limited by the Terms and Conditions.

5. Key Terms Ranking Guidance

Ranking	Required in all promos (in order of importance)	Example wordings Casino promos	Example wordings Sports promos
1	Deposit/Bonus information	100% Match Bonus up to £250 on 1st deposit of £20+. Additional bonuses of up to £250 on 2nd deposit of £20+ and up to £500 on 3rd deposit of £20+. Credit Card, Debit Card & PayPal deposits only.	Min Deposit: £/€10 Credit Card, Debit Card & PayPal deposits only
2	Target Group Information	New Customers Only	
3	Opt-In Information	Opt-in required No Opt-in required	
4	Promotion dates	Bonus offer is valid from 01 January 2025 00:00 until 31 January 2025 23:59.	Bets must be placed and settled between Monday 14th January, 2025 and 23:59 GMT, Sunday 27th January, 2025.

5	Wagering requirements & any game contributions	50x bonus wagering applies as do weighting requirements	3.1 x wagering at odds of 1.75+ to unlock Free Bet.
6	Withdrawal restrictions	The maximum that can be withdrawn from a no deposit free bonus/free games/free spins is £/\$/€50.	
7	Irregular betting	Irregular gameplay may invalidate your bonus.	Irregular betting may invalidate the offer
8	Any other restrictions	Only available to residents of UK & Ireland	Real money bets only

6. Responsibility

The partner acknowledges their responsibility to be fully aware of and comply with the applicable regulations governing their activities and the content they create.

The partner is expected to stay informed about any changes to these regulations and adhere to them in all aspects of their content creation and distribution. This includes accurately representing products or services, avoiding false or misleading information, and respecting the rights and privacy of others.

Failure to comply may result in disciplinary actions, including termination of the partnership agreement. The partner also commits to promptly reporting any violations of this document and cooperating with authorities if necessary.