

THE BETTING LAW OF 2012 106(I)/2012

CODE OF ADVERTISING

The National Betting Authority, exercising the powers which derive from article 11(l) of the Betting Law 2012, L. 106(I)/2012, as amended or replaced from time to time, issues the following Code of Practice on Betting Advertising.

1. The present Code of Practice on Betting Advertising will be hereinafter referred to as the Code of Advertising.

PART I – INTRODUCTORY PROVISIONS

2. - In the present Code, unless otherwise stated -

«Minor» means a person under the age of eighteen (18);

«Law» means the Betting Law of 2012, as amended or replaced from time to time;

«Advertisement» means the announcement or unilateral transmission of information with the objective of promoting betting services;

any other term, the meaning of which is not expressly defined within the present directive, has, unless otherwise stated by the current text, the meaning given to it by the Law.

3. The present Code of Advertising is implemented by all those concerned, in relation to the advertising of betting services.

PART II – ADVERTISING

4. General Provisions

Advertising of betting services is prohibited, through any means, if

- 4.1 it is false or misleading, particularly with regard to customer winnings or the odds of winning,
- 4.2 it encourages criminal or anti-social behaviour,
- 4.3 it presents betting as a prerequisite or means for successful social or friendly relationships,
- 4.4 it takes advantage of the sensitivities, aspirations, gullibility, inexperience and lack of knowledge of under-18s or other vulnerable groups,
- 4.5 it suggests that gambling can provide an escape from personal, professional or educational problems, such as loneliness or depression,

- 4.6 it suggests that gambling is a form of financial investment,
- 4.7 it portrays betting in a context of recklessness or links it to resilience or toughness,
- 4.8 it portrays betting as a necessity or as a priority in relation to social and family relations and engagements, such as friendly, professional or academic commitments,
- 4.9 it suggests that betting can enhance personal qualities; for example, that it can improve self-image or self-esteem, or is a way to gain control, superiority, recognition or admiration,
- 4.10 it presents or displays as acceptable, or encourages betting in a working environment,
- 4.11 it exploits cultural beliefs or traditions about betting or luck,
- 4.12 it promotes smoking and/or the abuse of consumption of alcohol while betting.

5. Protection of Minors

- 5.1 Digital advertising, where age targeting is possible, must exclude persons who are under 18 years old.
- 5.2 Sponsorship of any championship or team in which the majority of the participating players are under-18 is forbidden.
- 5.3 Advertising of betting services is prohibited, through any means, if
 - 5.3.1 it features anyone who is, or may reasonably be considered to be, under 18 years old, betting,
 - 5.3.2 it encourages under-18s and/or other vulnerable groups to bet,
 - 5.3.3 the services that include a cash bet or games of chance, must not be presented by a minor, unless this person is being presented in a secondary role in a physical state and where there is no suggestion that (the minor) is involved in gambling services or that gambling services promote family peace or progress,
 - 5.3.4 it takes advantage of the sensitivities, aspirations, gullibility, inexperience or lack of knowledge of under-18s or other vulnerable groups.

6. Broadcasting

- 6.1 Advertising betting services is prohibited:
 - 6.1.1 through television broadcasting between the hours of 6:00 and 19:00,
 - 6.1.2 through television broadcasting between 19:00 and 6:00, immediately prior, after and during children's programmes or programmes that target children or those that are particularly attractive to children,
 - 6.1.3 through radio broadcasting between the hours of 6:00 and 9:00, 14:00 and 19:00.
 - 6.1.4 through radio broadcasting between the hours of 9:00 and 14:00, 19:00 and 6:00, immediately prior, after and during children's programmes or programmes that target children or those that are particularly attractive to children,
 - 6.1.5 through any means, if there is no clear and short reference (in a positive manner), for the existence of self-protection measures and for the dangers of betting.

6.2 Throughout the above time-schedules, sponsorships may be cited during broadcasts.

6.3 Notwithstanding the above time-schedules, advertising is permitted for the duration of one hour, immediately prior and after, as well as during the sporting event, but only through the broadcaster of the particular event.

7. Direct Marketing

Sending of promotional material is prohibited:

- 7.1 by any medium, if the customer is not given the option to easily opt-out or unsubscribe,
- 7.2 if it does not contain links to websites which promote player protection and responsible betting,
- 7.3 if the client has self-excluded, regardless of the period of exclusion,
- 7.4 if it contains promotional content which contradicts with the selected mode of self-protection of the customer.

8. Bonus

8.1 Excluding the operator's website, a promotion is prohibited if, by any means, requires from the player to bet:

- 8.1.1 a number of bets within a specified time,
- 8.1.2 a minimum amount,

in order to qualify for a bonus or reward scheme.

8.2 The above provisions do not apply to reward schemes that are related to registration or deposit rewards.

9. Copyright

Licensees must:

- 9.1 ensure that they do not place digital advertisements on websites providing unauthorised access to copyrighted content,
- 9.2 take all reasonable steps to ensure that third parties with whom they contract for the provision of any aspect of their business related to their licensed activities, are aware and committed to enforce the present Code,
- 9.3 take all reasonable steps to ensure that third parties with whom they contract for the provision of any aspect of their business related to their licensed activities, do not place digital advertisements on websites providing unauthorised access to copyrighted content, and
- 9.4 ensures that the terms upon which they contract with such third parties enable them, if the licence holder becomes aware of a behaviour which contravenes the present Code and/or the Regulations and/or Directives and/or the Law, to either take reasonable steps to ensure that the third parties cease such behaviour or terminate their contract.

PART III – RESPONSIBLE GAMING

10. The licensee must include in their advertising plans and actions a message encouraging responsible gaming and the prevention of addiction, as well as referring to the website www.responsiblegaming.gov.cy, which is operated by the National Betting Authority's for the purpose of promoting responsible gaming. Provided that all the relevant messages will be pre-approved by the National Betting Authority.

PART IV – GENERAL PROVISIONS

11. Advertising of betting services is prohibited, through any means, if
 - 11.1 it encourages excessive or/and senseless betting activity,
 - 11.2 it portrays the choice to refrain from betting or/and any betting activity as unappealing and in a negative way.

PART III – FINAL PROVISIONS

12. The present Code of Advertising was approved by the Board on 16/10/2017, Board Meeting No. A.A. 150/2017 and enters into force on 23/10/2017.