



Marketing guidelines

Great Britain

As a licensed operator in Great Britain, Ellmount is responsible for all of the marketing activities conducted by of our 3rd party partners. All affiliate partners engaging in advertising for Casino Room are therefore bound by same regulations and licence conditions.

The rules governing the advertising of gambling in Great Britain are extensive. This guide does not cover all the rules but instead concentrates on some of the key principles that you need to be aware of and adhere to.

Regulations.

The regulations are designed to ensure that marketing communications for gambling are socially responsible with particular regard to the need to protect children, young persons and other vulnerable persons from being harmed or exploited.

These regulations can be found in:

- [The Licence Conditions and Codes of Practice](#) (the conditions attached to Ellmounts' GB Licence)
- The Gambling Act 2005
- [The CAP Code - Gambling](#) (The UK Code of Non-Broadcast Advertising)
- [The BCAP Code](#) (The UK Code of Broadcast Advertising)
- [Gambling Industry Code for Socially Responsible Advertising](#)

General Advertising Rules

Great Britain

Socially Responsible Advertising.

Do not engage in advertising that:

- implies that gaming promotes or is required for social acceptance, personal or financial success or the resolution of any economic, social or personal problems
- contains endorsements by well-known personalities that suggest gambling contributed to their success
- is targeted towards those aged below 18 years
- includes a reference or image of a child or young person who 'seem' to be under 25 years
- is appealing to youth or youth culture

Advertising must not Mislead.

Marketing communications must not mislead by:

- Omitting material information
- Presenting the offer in an unclear, unintelligible, ambiguous or untimely manner

Significant Conditions of the promotion/ bonus offer must appear prominently in the ad – these are conditions that are likely to influence a player's decision to participate in a promotion

- If due to time or space restrictions the terms and conditions cannot be included within the ad itself (eg. banner ad) as a minimum a link to the terms must be provided within the ad.
- If using a link, the T&C's of the promotion must be no more than '1 click away'.
- The T&C's must be easily accessed throughout the promotion
- Consider linking significant conditions to claims in ad by using an *asterisk in the ad and at the start of the significant conditions.

Examples of Significant Conditions:

- Deposit requirements
- New players only
- Wagering requirements
- Maximum/Minimum bets
- Caps on winnings
- Time limits in which bonus must be cleared
- Up to €X amount – where the offer is dependent on the deposit amount in regards to percentage or actual amounts

General Advertising Rules

Great Britain

Signup today and get

200 free spins

on popular Starburst

200

STARBURST

Plus right now we offer

100% up to £500

with your 1st deposit

Play now!

Terms & conditions apply
Min. deposit £10

CASINO ROOM

Advertising must not Mislead

Take care when using the word **'Free'** in your advertising. The extent of the commitment that is needed to take advantage of the 'free offer' must be clear.

Example: deposit £20, get £100 free bonus

Use of the word free in this context is only acceptable if the significant conditions such as wagering requirements, time restrictions to clear the bonus, withdrawal restrictions are prominently included in the ad

General Advertising Rules

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Placement of Digital Adverts.

The placement of digital advertisements for Casino Room must not appear on or be associated with any websites that infringe copyright eg. illegal streaming, file sharing sites

Which ads do these rules apply to?

All ads on all mediums on all devices must adhere to the advertising rules eg. advertorials, banners, social media.

Note that even if your advertising is not targeted to players from Great Britain, if your ad can be accessed from within Great Britain, it must comply with the regulations. You should therefore apply the same rules for all of your advertising in all markets to ensure compliance.

Are you compliant?

It is condition of your agreement with Ellmount that your marketing and advertising is conducted in a socially responsible manner and complies with the relevant regulations with risk of termination if found to be in breach (see 8.1.11 of the T&C's)

If you have any concerns that your current or planned marketing activities do not meet the rules for gambling advertising contact your affiliate manager at 'affiliates@ellmountgaming.com'.

Alternatively, a free and confidential service is available from the 'Copy Advice Team' at CAP. Contact details can be found here:

<https://www.cap.org.uk/Advice-Training-on-the-rules/Copy-Advice-Team.aspx>