

bet365 Partners UK Marketing Compliance Policy

For its UK services, bet365 is licensed by the British Gambling Commission, which has at the core of its framework three licensing objectives: that crime should be kept out of gambling, it should be conducted in a fair and open way; and children and other vulnerable persons should be protected from harm or exploitation from gambling.

This bet365 Partners Marketing Compliance Policy for the UK is based on these objectives and must be strictly adhered to regardless of your jurisdiction. Partners must have due regard for and act at all times in a manner consistent with the licensing objectives and licence conditions and codes of practise as though they are a licensee of the Gambling Commission.

The Gambling Commission holds operators responsible for actions of its partners. Both the partner and the operator will be named and would be in breach of advertising standards if any marketing communication is ruled to break any advertising codes. Therefore, bet365 takes a zero tolerance approach to any breaches or failings in advertising standards by its partners.

In conjunction with bet365's Partners Programme Terms and Conditions, the requirement for you to comply with all of the points set out in this document is absolute. bet365 shall take any action that it deems appropriate, including the removal of commissions and/or the termination of your partner agreement should you fail to do so.

All marketing of gambling products and services must be undertaken in a socially responsible manner.

In particular, Licensees and their partners must comply with the advertising codes of practice issued by the Committee of Advertising Practice (CAP) as applicable. For media not explicitly covered, licensees should have regard to the principles included in these codes of practice as if they were explicitly covered.

As part of your compliant promotion of bet365, you must comply with the standards set out below.

1. Responsible Gambling

Partners must always promote responsible gambling. Any advert or page that advertises bet365 must always include the appropriate age restriction warning and responsible gambling message (which should be a minimum of 100px across), e.g. 18+ and BeGambleAware.org.

Partners must ensure that they share safer gambling content on a regular basis and/or have a prominent dedicated responsible gambling section within their site.

In addition, marketing must not:

- Portray, condone or encourage gambling behaviour that is socially irresponsible or could lead to financial, social or emotional harm. Avoid using inappropriate language such as phrases like "easy money", "free cash", "change your life" etc.
- Exploit the susceptibilities, aspirations, credulity, inexperience or lack of knowledge of children, young persons or other vulnerable persons.

- Portray gambling as indispensable or as taking priority in life; for example, over family, friends or professional or educational commitments or suggest that gambling 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
- Suggest peer pressure to gamble nor disparage abstention, link gambling to seduction, sexual success or enhanced attractiveness, portray gambling in a context of toughness or link it to resilience or recklessness, suggest gambling is a rite of passage, suggest that solitary gambling is preferable to social gambling.
- Exploit cultural beliefs or traditions about gambling or luck, condone or encourage criminal or anti-social behaviour, condone or feature gambling in a working environment.
- Present complex bets or other gambling products in a way that emphasises the skill, knowledge or intelligence 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.

When providing any form of bet selections and/or tips you must do so in a responsible, fair and transparent manner. When promoting bet365, partners must not encourage users to participate in challenges or rolling accumulators or encourage any irresponsible reinvestment of winnings. It is prohibited to provide inaccurate or misleading information about tips and the success of them and partners must not imply that success is guaranteed, easy or without risk.

2. Protecting Under 18s and Vulnerable Persons

Partners must not target bet365 services to those under the age of 18 in any marketing communications appearing in any form of media.

Marketing must not be likely to be of strong appeal to children or young persons, for example by reflecting or being associated with youth culture or through the use of celebrities, influencers or sportspeople well known to or popular with under 18s. Partners must not use unacceptable content with the promotion of bet365 such as:

- Images of current and recently retired Premiership footballers and club managers or other top European footballers in association.
- Sportspeople that have a strong appeal to or are well known by under 18s including sportspeople with a considerable volume of under-18 followers on social media.
- Well-known eSports players, imagery, characters and content related to eSports popular with under-18s or themes/features like loot boxes or skins.
- Colourful and exaggerated cartoon-style characters, cultural characters or those featured in fairy tales, licensed characters from film, TV, literature, video games (or similar) that have strong appeal to under-18s.
- Images of anyone, including sportspeople or celebrities who are, or who appear to be, or who play roles of people under the age of 25 or older individuals who have a significant profile among under-18s, such as TV, film, sports, YouTube, music, reality TV stars or influencers.
- Themes or content associated with youth culture, including music, video games, fashion, language and other cultural references including slapstick or juvenile styles of humour.

When promoting bet365 you must not feature under-25s playing a significant role or direct any marketing communications at under-18s by placing marketing media for that group or any sub-age category (e.g. younger children or teenagers).

Marketing must not suggest that gambling can provide an escape from personal, professional or educational problems such as loneliness or depression or that gambling can be a solution to financial concerns, an alternative to employment or a way to achieve financial security.

Partners must fully and carefully assess and be able to evidence how they satisfactorily determined that any piece of marketing that they use to promote bet365 does not of strong appeal to under 18s, regardless of how it would be viewed by over 18s, prior to proceeding with that piece of marketing.

3. Copyright Infringing Content

The use of copyright infringing content (or linking to such content) is not permitted on any website/channel promoting bet365 under any circumstances. Infringing content could include, but is not limited to, replays of goals, match highlights, player/club imagery etc. (unless you are the rights holder to said content or you are referring your traffic to official/licensed content), streamed content or downloadable content, irrespective of whether the content is hosted by you or a third party.

4. Free-to-play Games

bet365 does not provide free-to-play versions of real money games and as a bet365 partner you must ensure that these types of games on your site cannot be accessed by children and young people. If you do have free-to-play games on your site, you must ensure that you have fully verified the age of any visitor to your site before they can access these games via a comprehensive age-verification process.

5. Promotional Material

Advertorial marketing promoting bet365 is strictly prohibited, including 'fake news' stories, articles depicting 'real life' events and scenarios and content promoting gambling as a means by which to get rich or to earn money or a second income.

You must only use approved advertising creative available on the bet365 Partners site (www.bet365partners.com) or other content specifically approved or provided by bet365 for your use.

Significant Terms and Conditions must be visible without the requirement of secondary action such as clicking or hovering over links. bet365's advertising creative and content link to relevant terms and conditions or information to ensure legal and regulatory compliance and therefore this creative and all links must not be altered in any way. If you wish to use text, self-created or self-hosted banners or any other materials not within the bet365 Partners site to promote bet365, you must obtain bet365's prior written approval before any publication.

You must not use the word 'free' in relation to promotional content about any bet365's offers, concessions, products or services (including Live Streaming), unless included in bet365's own creative and marketing materials.

If you are referencing bet365 odds which are not pulled directly from bet365's XML feed, then you must do so accurately and it must be made clear that odds are correct at time of publishing (with a clear date and timestamp showing when such odds were published) and are subject to change.

6. Current Information

Any screenshots must be pre-approved by bet365, be current, clearly marked with a time and date stamp and must not feature any promotional offers. Any factual information in review content must only be used with bet365's express approval and information must be current and up to date.

Review content must cover only your personal experience and opinions of bet365 products and services (and make it apparent these are indeed solely your opinions). Review content must also be clearly labelled as an advert (e.g. by the inclusion of #ad or "Advertisement").

7. Advertising Declaration

You must not falsely claim or imply that you are acting as a consumer. Your commercial intent and the fact that it is paid advertising must be made clear, if it is not obvious from the content. Partners must ensure that all marketing communications promoting bet365 are obviously identifiable as such and all relevant partner ads should be clearly and prominently marked as such e.g. by the inclusion of #ad or "Advertisement".

8. Social Media

To advertise bet365 on any form of Social Media you must obtain bet365's prior written permission. You must take appropriate steps to fully understand the likely audience and exclude under-age groups where tools to do so are available. For Facebook specifically, you must obtain an Addendum signed by bet365. Any sponsored/paid-for social media advertisements must be authorised by bet365 and correctly aged for the territory you are targeting, e.g. 25+ for the UK, except for Facebook which is currently 18+ due to their age-gating capabilities. When promoting bet365 on Social Media partners must post frequent safer gambling information.

9. Marketing Channels

bet365 shall continually review partner advertising content using compliance monitoring tools. Accordingly, you can only advertise bet365 on websites and through media accounts and channels that have been disclosed to and approved in advance by bet365. These must be and remain accessible to bet365 at all times, including any member only areas (access to which must be provided to bet365 free of charge) to enable such reviews to be conducted.

10. Direct Marketing

Any form of unsolicited direct marketing (including, without limitation, by email, telephone call, SMS, WhatsApp, Telegram or other messaging) is strictly prohibited. Any direct marketing that includes reference to bet365 must only be sent to individuals whose data was collected and is stored in full compliance with the GDPR regulation where applicable, who are over the age of 18 and who have clearly and expressly opted in to receive such marketing from you (and have not subsequently opted out of receiving it). Any such marketing is only permitted with express pre-approval from bet365 prior to being distributed.

11. Media Buying

Media Buying to promote bet365 is strictly prohibited without bet365's express prior written consent. Any form of marketing that force a cookie onto a site visitor are not allowed without prior consent, including on your own website.

12. Paid Search

When utilising Paid Search you must incorporate the most up to date industry shared block list of negative keywords across ad campaigns. This block list will be updated on a regular basis and partners are required to action this without delay.

13. Other Media

You must be diligent in forecasting and monitoring the audience for your marketing communication and be confident of, fully understand and be able to evidence the audience composition of media around where your marketing appears before placing any bet365 adverts on or through that media. Where this is not the case you must not continue with that piece of marketing. You must use the data available to include or exclude individuals on the basis of their age or other relevant criteria, behaviours and interests. No under-18s or individuals who, due to their online behaviour, are likely to be under-18 can be targeted directly with bet365 gambling advertising.