

# Marketing and Advertising for UK-Facing Affiliates

## A JPJ Group Affiliates Guide

Version 1 – May 2019

### PURPOSE OF THIS DOCUMENT

The JPJ Group is a socially-responsible business that aims to meet and exceed its regulatory responsibilities, and we have the same expectation of all partners whom we work with. This includes our affiliate partners.

As per the conditions of holding a UK gambling licence ('Dumarca', licence number 039408-R-319364-024), the JPJ Group is obliged to ensure that all third parties and affiliates advertise our brands in a socially responsible manner. This document will provide guidance to our UK affiliate partners and should help you to ensure that your marketing efforts are in line with the latest official requirements for the UK market.

Please note that JPJ Group will not work with affiliates in the UK that are not conducting their business in a compliant manner, and we reserve the right to terminate any existing relationships on this basis according to the [JPJ Group Affiliates marketing agreement](#) ("Affiliate T&Cs").

### THE OVERRIDING MESSAGE: BE RESPONSIBLE WITH MESSAGING, PROMOTIONS AND BONUSES

#### *How Can Affiliates Be Responsible Advertisers?*

It is crucial that any form of affiliate marketing communication that promotes JPJ Group brands should adhere to the following responsible standards:

- Avoid giving false expectations of the level of risk involved;
- Avoid giving false expectations over extent to which a gambler has control over a bet, or gambling in general;
- Do not unduly pressure the audience to gamble, especially when gambling opportunities offered are subject to a significant time limitation;
  - For example, urgent calls to action (for instance, "Play now!") or creative approaches, such as those that place emphasis on time running out, are very likely to be regarded by the ASA as a breach of these rules because they could pressure consumers into participating in the act of gambling when they otherwise would not do so
- Avoid approaches that trivialise gambling and avoid the impression that the decision to gamble should be taken lightly. This includes:
  - not encouraging repetitive or frequent participation,
  - not encouraging people to gamble more than they otherwise would,

- exercising caution when encouraging people to take advantage of promotions or opening accounts,
- not encouraging people to spend more than they can afford

Under no circumstances must affiliate marketing advertisements that promote JPJ Group brands:

- 1) Portray, condone or encourage gambling behaviour that is socially irresponsible or could lead to financial, social or emotional harm;
- 2) Suggest that gambling can provide an escape from personal, professional or educational problems such as loneliness or depression;
- 3) Suggest that gambling can be a solution to financial concerns, an alternative to employment or a way to achieve financial security;
- 4) Portray gambling as indispensable or as taking priority in life; for example, over family, friends or professional or educational commitments;
- 5) Suggest peer pressure to gamble or disparage abstention;
- 6) 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;
- 7) Link gambling to seduction, sexual success or enhanced attractiveness;
- 8) Portray gambling in a context of toughness or link it to resilience or recklessness;
- 9) Suggest gambling is a rite of passage;
- 10) Suggest that solitary gambling is preferable to social gambling;
- 11) Exploit cultural beliefs or traditions about gambling or luck;
- 12) Condone or encourage criminal or anti-social behaviour;
- 13) Condone or feature gambling in a working environment (an exception exists for licensed gambling premises);
- 14) Exploit the susceptibilities, aspirations, credulity, inexperience or lack of knowledge of under-18s or other vulnerable persons;
- 15) Be likely to be of particular appeal to under-18s, especially by reflecting or being associated with youth culture;
- 16) Feature anyone who is, or seems to be, under 25 years old gambling or playing a significant role;
- 17) No-one may promote adolescent, juvenile or loutish behaviour.

## ADVERTISING JPJ AFFILIATE OFFERS

### Bonus and Promotions Policy: The Do's and Do Nots

#### *Bonuses:*

Bonus amounts cannot under any circumstances appear as a standalone number and currency, as it may be perceived as real money. This is misleading and can cause confusion.

- We must mention that the amount is received as a bonus (£100 freeplay, £100 to play with, £100 bonus, etc.). For example:
  - Get £100 – **not compliant**
  - Get £100 BONUS / Get £100 FREEPLAY – **compliant**
  - Get £100 to play with – **compliant**
- When advertising a deposit bonus, always include in the main copy of the ad information regarding what the maximum bonus is. For example:
  - Get a 100% bonus on your first deposit! – **not compliant**
  - Get a 100% bonus (up to £50) on your first deposit! – **compliant**
- Make sure that promotions labelled as *money back* or *cashback* are paid out in real funds, not bonus funds.
  - If the win is paid out as bonus, it must be labelled as such, e.g. *bonus-back*.

#### Promotions

##### *“Free” claims in promotions – be careful!*

- If claiming that something is *free*, *gratis*, *without charge*, this must be objectively substantiated;
- Affiliate marketing communications must not describe something as *free* or similar, if the consumer must pay (i.e. by depositing, wager, or spending their own money in some other way) in order to redeem the offer;
- Affiliate marketing communications must make clear the extent of the commitment the player must make to redeem the offer;
- When an offer is genuinely free, it is fine to use the word *free*. HOWEVER: it must be made clear what exactly is free. For example:

- Free bonus
  - Free tickets
  - Free cash
- The term **free spins** is permitted, even when the free spins are granted upon making a deposit;
  - **Bonus spins** is also acceptable, and is the preferred expression to be used in affiliate marketing communications;
  - Take great care when claiming something is **risk free** – do not play down risk, even when it is light hearted. Do not under any circumstances claim that gambling is risk free!

## TRANSPARENCY OF TERMS & CONDITIONS

### What does this mean?

As part of the UKGC Licence conditions and codes of practice (“LCCPs”) we are responsible for ensuring our customer terms and conditions are **fair, transparent and open**. This means we must ensure the terms and conditions of our promotions are prominent and easily accessible.

### How Should Affiliates Display Terms and Conditions?

For terms and conditions to be deemed prominent and easily accessible, they must always appear:

- above the fold, and
- as close to the offer headline as possible and
- in a **clear, timely, intelligible, unambiguous, transparent and non-misleading manner**.

If time and space in the advert is genuinely limited and it is impossible\* to display full promotional terms and conditions, or significant terms and conditions (e.g. in a paid search marketing), a prominent and clear direct link (**one click away**) to the full terms and conditions **must be included**.

*\*Please note: The threshold for “impossible” is very high and relates solely to constraints imposed by technology, **not to appearance**. Where there are text limits, other options include using multiple numbered texts/tweets or using a graphic image of the full significant terms and conditions. Space is considered to be limited on banners, but never in emails.*

### Full Terms & Conditions

The full terms and conditions of any promotional offer for a JPJ Group brand will be available on the relevant brand promotion page. Failing that, please contact your account manager who will be able to assist.

It is preferred that the full terms and conditions for any offers / promotions advertised by an affiliate are **one-click away** from a JPJ Group brand website.

### What Are Significant Terms & Conditions?

As a minimum, all affiliates must display Significant Terms and Conditions next to any advertising of offers available on JPJ Group brands.

Significant Terms are a summary of **key restrictions** which apply to a promotion and **are likely to affect a consumer's understanding of a promotion**.

### Where Should Significant Terms & Conditions Be Displayed?

Significant terms should appear wherever affiliates promote an offer. This means they can appear across multiple forms of media including:

- Websites (e.g. banners on the homepage, promotion pages)
- Emails
- SMS
- Push notifications
- Social media posts
- Postal mail
- YouTube videos
- Affiliate marketing (e.g. banners, landing pages)
- App store

### What Is Crucial To Know About Significant Terms & Conditions?

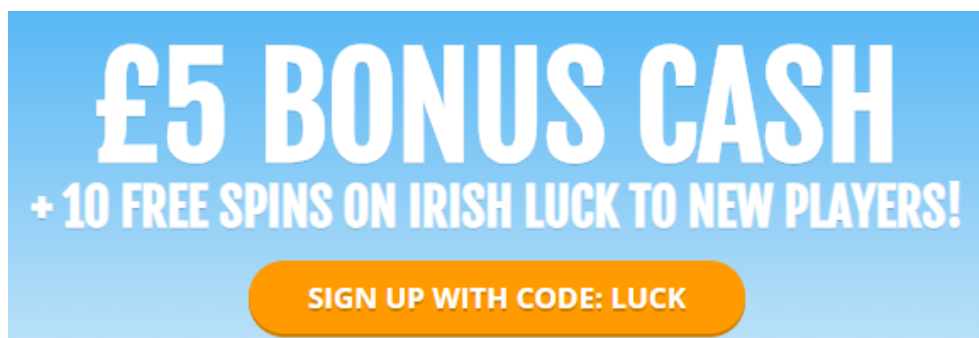
- Significant terms and conditions **must always be displayed prominently** together with the advertised promotion or offer, and as close to the headline as possible;
- Full promotional terms must be, at most, **one click away** from the advert and its significant terms and conditions;
- If significant terms and conditions are not displayed with sufficient prominence, **the advert will be considered misleading**.

### What Do The Best Significant Terms Include?

1. Eligibility requirements: new players only; funded players only; new players only; UK players only.
2. Time limits of the offer or bonus: offer valid until/between dates; on a specific date; bonus expires on date.

3. Minimum deposit: minimum deposit required to be eligible for the bonus or offer.
4. Promo code / Opt-in required: the fact or requirement, not the full wording of the promo code / process of opting in.
5. Maximum bonus: maximum bonus that can be granted in the promotion.
6. Win cap: maximum amount that can be won from the bonus.
7. Stake size: maximum allowed stake size, if applicable (VJ and IC do not apply a maximum stake size).
8. Full wagering requirements: on bonus offers and winnings from offers.
9. Game contribution to the wagering requirement: the fact that wagering requirements contribution differs, rather than providing a list of games.
10. Special terms: prize wheel; min (cash) bet amount or min (cash) bets required; additional restrictions.
11. Closing sentence: "Deposit balance can be withdrawn at any time. T&Cs apply." The T&Cs apply tag **must link** to the relevant full terms and conditions of the promotions.

### Example



**Significant terms:** 18+ new players only. Valid debit or credit card details required upon registration. Offer valid until further notice. Bonus funds valid for bingo games only. 8x wagering requirement applies (£40). Max bonus conversion to cash capped at £100. Free Spins valid for 48h hrs and winnings capped at £1. Deposit balance available for withdrawal at any time. General withdrawal restrictions and full T&Cs apply.

## Terms & Conditions Summary – What Goes Where, At A Glance

Full Terms & Conditions	Significant terms with link to full terms	“T&Cs Apply” tag with link to significant & full terms
Must always be accessible one click away from the significant terms.	<ul style="list-style-type: none"><li>• Emails</li><li>• Onsite player messages</li><li>• Onsite banners and ads</li><li>• Social media posts</li><li>• Videos (online &amp; TV)</li><li>• App store screenshots</li><li>• Postal mail</li></ul>	<ul style="list-style-type: none"><li>• Micro banners</li><li>• SEO/SEM ads</li><li>• SMS</li><li>• Push notifications</li></ul>

Please Note: When using a “T&Cs apply” tag, it must link to where the significant and full terms and conditions of the ad are prominently stated

### FURTHER READING

#### REGULATORY BODIES – WHO DOES WHAT?

##### UK Gambling Commission (UKGC)

The Gambling Commission is an executive non-departmental public body of the Government of the United Kingdom and is responsible for the following in Great Britain:

- regulating commercial gambling
- supervising gaming law

The UKGC operates in partnership with licencing authorities and regularly issues guidelines for the gaming industry.

Website: <https://www.gamblingcommission.gov.uk/home.aspx>

##### Advertising Standards Association (ASA)

The Advertising Standards Association is the UK’s independent advertising regulator. The ASA exists to regulate ads across UK media, making sure advertisers comply with Advertising Codes.

The ASA expects that advertisers behave in a fair and ethical manner, which includes not publishing adverts that can be considered misleading.

Adverts are more than a ‘traditional’ advert in print media, or as shown on television. Adverts cover a range of media, including email promotions and pay-per-click advertising.

Website: <https://www.asa.org.uk/>

### Committee of Advertising Practice (CAP)

The Committee of Advertising Practice is the sister organisation of the ASA and is responsible for writing the Advertising Codes that all advertisers in the UK must adhere to. These are:

- [The UK Code of Non-Broadcast Advertising and Direct & Promotional Marketing \(CAP Code\)](#), which is the rule book for non-broadcast advertisements, sales promotions and direct marketing communications.
- [The UK Code of Broadcast Advertising \(BCAP Code\)](#), which is the rulebook for all advertisements and programme sponsorship credits on radio and TV services licensed by Ofcom.

Website: <https://www.asa.org.uk/>

### Industry Group for Responsible Gaming (IGRG)

The Industry Group for Responsible Gaming is an industry body comprising the five trade associations which represent all sectors of the gambling industry:

- Association of British Bookmakers (ABB)
- British Amusement Catering Trade Association (BACTA)
- The Bingo Association (BA)
- National Casino Forum (NCF)
- Remote Gambling Association

Website: <http://igrg.org.uk/wp/home/>

### Competition and Markets Authority (CMA)

The Competition and Markets Authority works to promote competition for the benefit of consumers, both within and outside the UK.

Competition, rather than collusion, works to the benefit of consumers by providing increased choice.

Website: <https://www.gov.uk/government/organisations/competition-and-markets-authority>