



Committee of Advertising Practise

The term "gambling" means gaming, betting, and participating in a lottery, as defined in the Gambling Act 2005, and spread betting. Marketers should neither exploit the young or vulnerable nor imply gambling can solve financial or personal problems or is indispensable, a rite of passage or linked with sexual success.

57.4 Marketing Communications:

- a) should not portray, condone or encourage gambling behaviour that is socially irresponsible or could lead to financial, social or emotional harm
- b) should not exploit the susceptibilities, aspirations, credulity, inexperience or lack of knowledge of children, young persons or other vulnerable persons.
- c) should not suggest that gambling can provide an escape from personal, professional or educational problems such as loneliness or depression.
- d) should not suggest that gambling can be a solution to financial concerns, an alternative to employment or a way to achieve financial security.
- e) should not portray gambling as indispensable or as taking priority in life, for example over family, friends or professional or educational commitments.
- f) should not 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.
- g) should neither suggest peer pressure to gamble nor disparage abstention.
- h) should not link gambling to seduction, sexual success or enhanced attractiveness.
- i) should not portray gambling in a context of toughness or link it to resilience or recklessness.
- j) should not suggest gambling is a rite of passage.
- k) should not suggest that solitary gambling is preferable to social gambling.
- l) should not be likely to be of particular appeal to children or young persons, especially by reflecting or being associated with youth culture.
- m) should not be directed at those aged below 18 years (or 16 years for lotteries, football pools, equal chance gaming (under a prize gaming permit or at a licensed family entertainment centre), prize gaming (at a non-licensed family entertainment centre or at a travelling fair) or Category D gaming machines) through the selection of media or context in which they appear.
- n) should not include a child or young person. No-one who is, or seems to be, under 25 years old may be featured gambling or playing a significant role. No-one may behave in an adolescent, juvenile or loutish way.
- o) for family entertainment centres, travelling fairs, horse racecourses and dog race tracks, and for non-gambling leisure facilities that incidentally refer to separate gambling facilities e.g. as part of a list of facilities on a cruise ship, may include children or young persons provided they are accompanied by an adult and are socialising responsibly in areas that the Gambling Act 2005 does not restrict by age. Marketing communications for a lottery product may include children or young persons. No-one who is, or seems to be, under 25 years old may be featured gambling or playing a significant role.
- p) that exclusively feature the good causes that benefit from a lottery and include no explicit encouragement to buy a lottery product may include children or young persons and they may be featured playing a significant role.
- q) should not exploit cultural beliefs or traditions about gambling or luck.
- r) for events or facilities that can be accessed only by entering gambling premises should make that condition clear.
- s) should not condone or encourage criminal or anti-social behaviour.
- t) should not condone or feature gambling in a working environment. An exception exists for licensed gambling premises.

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