

NOTE

The Advertising Code For Online Gambling In The Netherlands (2021)
Reclamecode Online Kansspelen (ROK) 2021

<https://www.reclamecode.nl/nrc/reclamecode-online-kansspelen-rok-2021/>

Extract of Scope section 1. This is an unofficial, non-binding GRS translation

1.1. This code applies to advertising by online games of chance providers for online games of chance and advertising for certain other games of chance insofar as these are indicated, all if and insofar as they are also intended for the Netherlands. This code does not affect the Gambling Act and the relevant regulations based on that law, such as the Recruitment, Advertising and Prevention of Gambling Addiction Decree and the Recruitment, Advertising and Prevention of Gambling Addiction Regulation. The Advertising Code for games of chance offered by license holders pursuant to the Gambling Act (RVK) only applies to advertising to which that code applies, if and insofar as that advertising is also advertising for games of chance other than online games of chance.

The ROK relates to a new category of games of chance admitted to the Dutch market: online games of chance. In addition, a few provisions also relate to other games of chance. As with the RVK, the ROK only relates to advertising for (online) games of chance offered by license holders. Advertising for unlicensed games of chance is prohibited.

When it comes to advertising licensed games of chance, there are three options with regard to the applicable code:

- a) The advertising only relates to online games of chance: only the ROK applies;
- b) The advertising only relates to other games of chance: the RVK applies and the ROK when applying Article 8 paragraph 1, 9 paragraph 1 and 9 paragraph 3 sub c and g;
- c) The advertising relates to both online games of chance and other games of chance: both codes apply. Such a coexistence occurs, for example, when there is general brand advertising for a brand that is active in both online and offline games of chance.

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