

## NOTE

### The Advertising Code For Online Games of Chance

Reclamecode Online Kansspelen (ROK) . This is the version released in June 2022 that takes account of the role model amends introduced by amends to the Regulation on recruitment, advertising and prevention of gambling addiction. The full code is linked below:

<https://www.reclamecode.nl/nrc/reclamecode-online-kansspelen-rok-2021/> (NL)  
<https://www.reclamecode.nl/nrc/advertising-code-for-online-games-of-chance/?lang=en> (EN)

### Extract of Scope section 1

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1.1. This Code applies to advertising by the operators of online games of chance and to advertising for specific other games of chance in so far as indicated, all if and in so far as such advertising is also targeted at the Netherlands. This Code does not affect the Dutch Betting and Gambling Act or the relevant regulations based on that Act, such as the Decree Recruitment, Advertising and Addiction Prevention Games of Chance and the Regulation Recruitment, Advertising and Addiction Prevention Games of Chance. The Advertising Code for games of chance offered by licence holders pursuant to the Betting and Gambling Act (*Reclamecode voor Kansspelen* or "**RVK**") only applies to advertising to which this code is applicable if and in so far as that advertising is also advertising for games of chance other than online games of chance.

The ROK concerns a new category of games of chance admitted to the Dutch market: online games of chance. In addition, a few of the provisions also concern other games of chance. Like the RVK, the ROK only concerns advertising for online and other games of chance offered by licence holders. Advertising for non-licensed games of chance is prohibited.

When advertising is concerned for licensed games of chance, there are three possibilities regarding the applicable code:

- a. The advertising exclusively concerns online games of chance: the ROK is applicable;
- b. The advertising exclusively concerns other games of chance: the RVK is applicable as well as the ROK with the application of Articles 8 paragraph 1, 9 paragraph 1, and 9 paragraph 3 sub (c) and (g);
- c. The advertising concerns both online and other games of chance: both codes are (*sic. We assume applicable*) .This convergence occurs for example when general brand advertising concerns a brand that is used for both online and offline games of chance.

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