

## 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 amendments introduced by amendments to the Regulation on recruitment, advertising and prevention of gambling addiction. The full code in the SWRC English translation is linked below:

<https://www.reclamecode.nl/nrc/advertising-code-for-online-games-of-chance/?lang=en>

And in the original and applicable Dutch:

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

Extract of Definitions and Interpretation; Section 2.

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2.1. Definitions in this code have the meaning assigned to them below:

**Bonus:** a benefit not forming part of the game conditions of the online game of chance itself intended to make participating in an online game of chance more appealing, such as a discount, temporary increase of the winnings to be achieved, repayment, free credits, such as a free bet, participation or stake, or another comparable financial or material incentive;

*Bonuses play an important part in advertising for online games of chance, in both the recruitment and the retention of players. A separate article, Article 5, is devoted to bonuses for that reason. In the Decree Recruitment, Advertising and Addiction Prevention, bonus is defined as: "a good or service, including free credits, offered to recruit or retain players for the licensed games of chance or to advertise those games of chance". The chosen definition in the ROK is intended to provide an equally broad definition, but that is clearer to the industry.*

**Decree:** the Decree Recruitment, Advertising and Addiction Prevention Games of Chance;

**Essential bonus terms and conditions:** terms and conditions of a bonus needed by a consumer to get a realistic picture of the bonus, including but not limited to the number of times – per game or otherwise – that the entire bonus must be staked before the bonus amount will be paid out and, if relevant, the relationship between the bonus and the consumer's own stake, any limitation of the period of validity, fair play requirements and important conditions that substantively differ from those relating to playing with the consumer's own resources;

**Young adult:** (a person who is) older than 18 but younger than 24;

**Youth athlete:** an athlete who is a minor or young adult;

**Game of chance:** an opportunity to compete for prizes or premiums whereby the winners are selected through any chance determination over which the participants generally cannot exercise dominant influence;

**Vulnerable group of persons:** a group consisting of socially vulnerable persons. Such persons include in any event minors, young adults, persons with an intellectual disability, gambling addicts, and persons showing characteristics of risky gaming behaviour;

**Minor:** a person under the age of 18;

**Broadcasting service:** a broadcasting service as defined in article 1.1 paragraph 1 of the Media Act 2008;

**Online game of chance:** a game of chance that is exclusively played remotely through electronic means of communication as referred to in **Article 31 paragraph 1** of the Betting and Gambling Act;

**Operator of online games of chance:** an organisation that holds a license as referred to in Title VB of the Betting and Gambling Act;

**Other restricted games of chance:** games of chance other than online games of chance that are subject to the effect of certain articles of the ROK, to wit: sports betting, totalisator and slot machine casino as respectively defined in Articles 15, 23 and 27g of the BGA, and games of chance played on a machine in a slot machine arcade, for the presence of which a licence is required;

**Advertising message:** an advertising message as defined in article 1.1 paragraph 1 of the Dutch Media Act 2008;

**Sponsoring:** support of third-party activities by operators of online games of chance in the form of financial or other contributions in exchange for an increase in name recognition;

**Regulation:** the Regulation Recruitment, Advertising and Addiction Prevention Games of Chance.

2.2 References to regulations or to specific articles in regulations apply from the time this code enters into force. Following any amendments to the regulations, the references will apply as references to regulations and/or articles regulating the same.

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