

## NOTE

Below is Chapter 15 Marketing taken from the Gambling Act (2018:1138)

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## Chapter 15. Marketing

### Moderate marketing

§ 1 The marketing of gambling to consumers shall employ a degree of moderation. Such marketing may not be aimed specifically at people under 18 years of age.

### Direct marketing

§ 2 Marketing may not be aimed directly at players who have opted for self-exclusion from gambling.

If a player has closed their player account with a licence holder, marketing may only be aimed directly to the player if the player actively approved this in conjunction with the account closure.

### Information obligation

§ 3 Commercial communications concerning gambling shall include clear information regarding the minimum age to gamble.

At venues where gambling takes place, and in the context of commercial communications concerning gambling – with the exception of such communications via radio – licence holders shall ensure that contact information is also stated for an organisation that provides information on, and support for, problem gambling.

### Unfair marketing

§ 4 Marketing that violates §§ 1 or 2 shall be regarded, in the application of §§ 5, 23 and 26 of the Marketing Act (2008:486), as unfair to consumers. If the information specified in § 3 is not provided, the Marketing Act shall apply, with the exception of the provisions of §§ 29-36 on market disruption charges. Such information shall be regarded as material in accordance with the third paragraph of § 10 of the Marketing Act.

### Sponsorship

§ 5 When a licence holder concludes sponsorship agreements, it shall ensure that its logos and the names of gambling products or gambling services are not to be found on products that are intended to be used or worn by persons under 18 years of age.

### Advertising on radio and television

§ 6 Gambling that is provided by a party that lacks the requisite licence under this Act may not be advertised via television broadcasts, on-demand television, searchable teletext or audio radio broadcasts that are subject to the Radio and Television Act (2010:696)