

G-Regs™

Belgium – National Lottery Code



Date	24-11-16
Full title of law or regulation	Code de publicité éthique et responsable de la Loterie Nationale The National Lottery's Code of Ethical and Responsible Advertising
Title of relevant section	All
Introduction	This Code of Ethical Advertising and Responsible for the National Lottery defines a frame of reference for the development of advertising campaigns and activities promoting the sale of lottery games. It is therefore the course of action that the Loterie National Lottery is committed to follow and that it also asks its partners to respect in this field. These commitments relate to the design, implementation and dissemination of messages and actions designed to publicise, explain and promote lottery games to adult consumers.
Contents	<ol style="list-style-type: none"> 1. GENERIC CODES 2. GENERAL PROVISIONS 3. SPECIFIC PROVISIONS 4. APPLICATION 5. DEFINITIONS
1. Generic Codes	<p>All marketing communications must be managed to comply with the legislation and the self-regulatory codes and rules governing marketing activity in general*.</p> <p>In addition, the National Lottery is committed to respecting the Direct Marketing and Direct E-mail Marketing code of good conduct, and to obtain the consent of direct e-mail marketing recipients. Such prior agreement shall be obtained only in the context of electronic communications. This obligation does not apply to postal communications.</p> <p>The National Lottery is committed to investing the necessary resource to ensure a secure environment when using information society services (Internet, mobile phone, interactive television, ...).</p> <p>* See in particular: "Consolidated Code of Advertising and Marketing Communication Practice of the International Chamber of Commerce (ICC)" www.iccwbo.org.</p>
2. General Provisions	<p>Advertising and promotion are intended to make the public aware of legal lottery games. The National Lottery must help to channel the playing desire towards a market that is both legal and honest.</p> <p>Advertising for lottery games must be in the context of a responsible gaming policy, centered on informing players, preventing excessive gambling and protecting minors:</p> <ul style="list-style-type: none"> • Advertising must comply with legislation;

URL of source: http://www.jep.be/sites/default/files/rule_recommandation/code_voor_ethische_reclame_fr.pdf

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- Advertising must be socially responsible;
 - Advertising cannot be denigrating;
 - Advertising must provide sufficient and correct information such that the consumer can make informed choices.

The National Lottery spreads playful fun with entertaining games.

Fun, entertainment and dreams are the fundamental values found in all the games distributed by the National Lottery. The values of the National Lottery must equally reflect through its social commitment.

VALUES

The National Lottery is committed to respecting the following 3 values throughout all of its communication and its advertising and promotional activities:

VALUE 1

Respect for the individual and the moral values currently accepted by the majority of the public.

VALUE 2

The themes that the National Lottery requires are not broached, namely:

Poverty and misery, misfortune, any form of segregation, xenophobia, discrimination and exclusion.

VALUE 3

The positive values conveyed by the National Lottery products and the positioning of its brands: dreams, suspense, entertainment, accessibility.

3. Specific Provisions

ARTICLE I.

Advertisements, communications or promotional campaigns for National Lottery games may not discredit the integrity and credibility of the National Lottery.

ARTICLE II.

Advertisements, communications or promotional campaigns for National Lottery games may not exaggerate the chances of winning.

ARTICLE III.

Advertisements, communications or promotional campaigns for National Lottery games may not create or maintain any addiction to gambling or encourage abusive play.

ARTICLE IV.

Advertisements, communications or promotional campaigns for National Lottery games may not state winning or chances of winnings statistics that are not verifiable and in line with the prize plans of the relevant game.

ARTICLE V.

Advertisements, communications or promotional campaigns for National Lottery games may not suggest that winning depends on factors other than chance nor that knowledge of the game enables influence of it.

ARTICLE VI.

Advertisements, communications or promotional campaigns for National Lottery games may not praise those who buy lottery games or criticise those who do not. They may not exert influence on the behavior of the player and the non-player which would generate a

feeling of exclusion from the latter.

ARTICLE VII.

Advertisements, communications or promotional campaigns for National Lottery games may not suggest that all participants will earn large sums.

ARTICLE VIII.

Advertisements, communications or promotional campaigns for National Lottery games may not insinuate that the game is a solution to financial and personal problems.

ARTICLE IX.

Advertisements, communications or promotional campaigns for National Lottery games may not suggest that the game is an alternative to work and savings.

ARTICLE X.

Advertisements, communications or promotional campaigns for National Lottery games may not imply that playing is a way of settling bills and debts.

ARTICLE XI.

Advertisements, communications or promotional campaigns for National Lottery games may not encourage gambling in a scale that would jeopardize the professional situation or the family and social relationships of consumers.

ARTICLE XII.

Advertisements, communications or promotional campaigns for National Lottery games may not convey any discrimination on the basis of ethnicity, nationality, religion, gender or age, in whatever form this may take

ARTICLE XIII.

Advertisements, communications or promotional campaigns for National Lottery games may not play on or exploit the vulnerability of persons experiencing financial difficulties

ARTICLE XIV.

Advertisements, communications or promotional campaigns for National Lottery games may not encourage minors to play or suggest that minors are allowed to play, nor target minors or show in advertising people who are or appear to be minors playing a lottery game.

ARTICLE XV.

Advertisements, communications or promotional campaigns for National Lottery games may not be broadcast in the media or media vehicles that are known to be only for minors.

ARTICLE XVI.

Advertisements, communications or promotional campaigns for National Lottery games may not promote or associate themselves with advertising that offers loans that can be obtained in order to play.

ARTICLE XVII.

Advertisements, communications or promotional campaigns for National Lottery games may not include:

- situations where people play a game Lottery game and at the same time consume alcohol and / or tobacco products;
- illegal forms of gambling, betting, lottery or competition;

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- contents that are violent or that incite to violence, themes with degrading sexual connotations, or illegal behavior;

ARTICLE XVIII.

Advertisements, communications or promotional campaigns for National Lottery games may not disclose the name, address and other data of players and their families (including their photo or other visual record) without the written permission of the winners concerned. The subject matter of their authorisation must be clearly specified in the written agreement and they must also be able to withdraw their authorisation. This withdrawal of authorisation must be respected in so far as it is achievable within reason.

ARTICLE XIX.

Advertisements, communications or promotional campaigns for National Lottery games may not create the impression that the support of good causes from the revenue generated by the sale of lottery products is an alternative to private donations, when they are complementary.

4. Application

This sectoral code applies to all companies organising lotteries in the Belgian territory. Excluded from the scope of application are: raffles, gambling, as well as sports and horse race betting.

APPLICATION

In practice, this Code shall be applied by the following persons and companies:

Internally:

- by all persons employed by the National Lottery and involved in the process of developing advertising and / or promotional projects.

Externally:

- by all the suppliers instructed by the National Lottery to design, develop and deliver advertising and / or promotional messages and activities (primarily advertising and promotion agencies, production houses), and to plan media and non-media campaigns and to buy corresponding space (particularly media agencies and advertising entities);
- by all the beneficiaries of sponsorship and subsidy contracts, as well as their suppliers of goods and services.

The National Lottery reserves the right to include in its sponsorship contracts a clause related to compliance with this Code of ethical and responsible advertising. The National Lottery will be able to withdraw instantly from any contract in which the opposing party will not have complied with this Code of ethical and responsible Advertising.

Similarly, any grant of subsidies must be conditional on compliance with this Code of ethical and responsible advertising.

This Code is approved by the Board of Directors of the Council of Advertising a.s.b.l. In accordance with its remit, the Jury of Advertising Ethics (JEP) can therefore ensure that it is properly applied.

This Code is published on the JEP website (www.jep.be) and the Advertising Council of Advertising a.s.b.l. will request of its member associations that they inform their own members.

The National Lottery is committed to informing its partners of the requirement to respect this Code.

5. Definitions

LOTTERY GAMES

Lotteries shall be deemed to be all transactions offered to the public for the purpose of gain by chance / fate. A lottery game is a cash game designed to distribute prizes / winnings to winners selected at random from the players who bought a starting / qualifying wager.

DRAW GAMES

Lottery games whose prizes are awarded on the basis of the results of a random draw.

SCRATCH GAMES

Ticket lottery games whose prizes are awarded exclusively by an indication on the ticket according to a distribution determined by chance without drawing lots. This Indication is hidden under an opaque scratch layer.

PRIZES PLAN

Distribution of winnings determined for each game.

GAMBLING DEPENDENCY

People who gamble can develop a high dependency. This psychopathology (addiction) is called "pathological gambling". Play becomes a disease or addiction resulting in an uncontrollable impulse to bet money. Dependence is characterised by a state of overwhelming need to carry out an activity or to consume a substance and by the need to increase their frequency or the dose in order to maintain the effect and to avoid withdrawal conditions (illness, anxiety).

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