

## The Netherlands - 1964 Gambling Act

Full title of law or regulation	Dutch Gambling Act of 1964 or GA ("Wet op de kansspelen" or "WoK"). This is an unofficial and non-binding GRS translation of the marcoms-related elements of the act.
Title of relevant section	Article 1 and Article 4a
Title	Article 1
Clause	<p>1. Except for that which is stipulated in Section Va of this Act, it is prohibited:</p> <ol style="list-style-type: none"> <li>a. To offer an opportunity to compete for prizes or bonuses if the designation of the winners takes place by probability over which the participants in general can exert no dominant influence, unless it is authorised under this Act;</li> <li>b. To promote the public participation in an opportunity as intended, provided without a license pursuant to this Act, or a similar opportunity offered in Europe outside the Netherlands, or to stock documents intended to communicate or disseminate such;</li> <li>c. To make use of an intended opportunity, knowing that it was not licensed under this Act;</li> <li>d. To arouse, deliberately contrary to the truth, the suspicion that an opportunity being offered is authorised under a license issued under this Act, or that no prescription or not all of the stated prescriptions under the license apply.</li> </ol> <p>2. It is prohibited to act in contravention to the prescriptions attached to the license.</p>
Title	Article 4a
	<ol style="list-style-type: none"> <li>1. License holders under this Act shall undertake the measures and arrangements necessary to prevent as much as possible addiction to the games provided by them.</li> <li>2. License holders under this Act shall design recruitment and advertising activities carefully and in a balanced way, with particular attention to preventing immoderate participation. In recruitment and advertising activities for games of chance, a license holder shall in any event not use the personal data of participants processed in the context of another game of chance referenced in this Act.</li> <li>3. The careful and balanced recruitment and advertising activities referenced in the second paragraph in any event mean recruitment and advertising activities not being misleading and that these activities; <ol style="list-style-type: none"> <li>a. Refer to the risks of immoderate participation in games of chance for each activity separately; the risks of immoderate participation in games of chance are stated by showing text to this effect, drawn up in consultation with representative and independent organisations whose aim is to limit and prevent addiction to games of chance;</li> <li>b. Indicate the statistical likelihood of winning, and</li> <li>c. Indicate whether it relates to a one-time participation or ongoing participation until further notice.</li> </ol> </li> </ol>

URL of source: <https://wetten.overheid.nl/BWBR0002469/2021-10-01>

4. Recruitment and advertising activities in any event are deemed to be misleading as referenced in the third paragraph if information is provided therein that:
    - a. Gives the impression that the consumer has already won or will win a prize or
    - b. Gives the impression that the consumer will win a prize or obtain another equivalent benefit by performing a particular act, when there is only a chance of doing so.
  5. By or pursuant to a governmental decree, rules may be established concerning the first to the fourth paragraphs
  6. The rules referenced in the fifth paragraph relate among others to:
    - a. The content of recruitment and advertising activities;
    - b. The target groups to which such activities are directed;
    - c. The quantity, duration and time, and
    - d. The manner of and location where recruitment and advertising took place.
  7. The recommendation for a governmental decree pursuant to the fifth paragraph will not be made earlier than four weeks after the draft has been submitted to both State houses.
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