

Guidelines for using the Danish Gambling Authority's labelling scheme



By using the Danish Gambling Authority's labelling scheme operators can show that they have a licence from the Danish Gambling Authority to provide gambling activities in Denmark and that the operator is under the supervision of the Danish Gambling Authority.

The following guidelines must be followed when using the Danish Gambling Authority's labelling scheme:

1. The label may only be used with a valid licence from the Danish Gambling Authority.
2. The label's design or proportions may under no circumstances be changed.
3. The label may only be depicted in the designated colours and must therefore not be used in for example black/white.
4. The label may not be used in a way that gives the impression that the Danish Gambling Authority is a sponsor or co-organiser.
5. Anyone who uses the label in connection with the supply and marketing of gambling activities has the responsibility for ensuring that the label is applied correctly.

Operators who use the labelling scheme without a licence can be held liable according to section 3 of the Danish Marketing Practices Act on misleading and undue marketing, which the Danish Consumer Ombudsman supervises compliance with.