



The Danish Gambling Authority's guide on duty of disclosure when marketing and advertising gambling

Version history

| Version | Date | Brief description of changes |
|---------|---------------|---|
| 2.1 | 15 March 2022 | <p>Section 3.5: Addition of a new section describing the obligation to inform for land-based gambling.</p> <p>Section 3.5.1: Addition of a new section describing the presentation of the chance of winning in the gaming machine sector.</p> |

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1. Introduction

This guide is aimed at gambling operators and other relevant stakeholders. The guide is a supplement to the gambling legislation's chapters on marketing and advertising.

When a gambling operator markets gambling, it is required that specific information must appear from the marketing. The rules appear from chapter 8 of the Executive Order on online casino, chapter 7 of the Executive Order on online betting, chapter 7 of the Executive Order on land-based casino, chapter 3 of the Executive Order on land-based betting and chapter 7 of the Executive Order on gaming machines.

This guide reflects the Danish Gambling Authority's understanding of the requirements on the duty of disclosure when marketing gambling, and which practice the Danish Gambling Authority consider legal. The Danish Gambling Authority will use the guide in connection with the supervision of gambling operators' compliance with the rules in the executive orders mentioned.

The guide reflects the Danish Gambling Authority's general recommendations. It will always be based on a specific assessment of a gambling advertisement, about whether the marketing complies with the rules in the gambling legislation. It is the courts that finally decide whether the requirements have been infringed.

It should be noted that the guide does not relate to any obligations to inform players in connection with gambling offers. These obligations are reviewed in the Danish Gambling Authority's guide on responsible gambling. We recommend that gambling operators also consider the guide on responsible gambling in the planning and designing of compulsory information in connection with gambling offers.

The guide is not exhaustive and will be updated regularly by the Danish Gambling Authority. The updates will mainly be based on the development of the set of rules and in practice.

2. Definition of marketing

The rules on gambling operators' duty of disclosure, which will be reviewed in the following sections, apply to the marketing of gambling. The Gambling Act's general provisions on duty of disclosure, including section 33 of the Gambling Act will not be described in more detail in this guide, but applies in parallel with the present guide regarding marketing of gambling.

The concept of marketing in the provisions of the gambling legislation is interpreted in accordance with the Unfair Commercial Practices Directive. It is clear from this that business-to-consumer commercial practices is considered any act, omission, course of conduct or representation, commercial communication including advertising and marketing, by a trader, directly connected with the promotion, sale or supply of a product to consumers.

On this basis, the Danish Gambling Authority assess that marketing covers all the measures which a gambling operator offers a consumer with a commercial intent as well as general branding of games and the gambling operator. It also covers the promotion of where a game can be bought.

Examples of specific marketing measures can be found in sections 4.1 and 4.2.

3. Duty of disclosure

In connection with marketing, gambling operators must pay attention to the obligations to inform players which apply to the individual gambling sectors.

Online casino, online betting and land-based casino

It appears from chapter 8 of the Executive Order on online casino, chapter 7 of the Executive Order on online betting and chapter 7 of the Executive Order on land-based casino that a gambling operator must inform the consumer of the following when marketing gambling:

- Age limit of the game,
- The Danish Gambling Authority's helpline about responsible gambling (StopSpillet), and
- The option to self-exclude with the register of self-excluded players (ROFUS).

In addition, the Danish Gambling Authority's label must also be used.

Land-based betting and gaming machines

It appears from chapter 3 of the Executive Order on land-based betting and chapter 7 of the Executive Order on gaming machines that a gambling operator must inform the consumer of the following when marketing gambling:

- Age limit of the game, and
- The Danish Gambling Authority's helpline about responsible gambling (StopSpillet).

In addition, the Danish Gambling Authority's label must also be used.

The information requirements are further reviewed below.

3.1 Age limit of the game

When marketing gambling, the age limit for participation in the game must appear. For most games, the age limit is 18+, however, there are some games where the age limit is 16+.

It is deemed sufficient to use the phrases "18+/"16+".

3.2 The Danish Gambling Authority's helpline about responsible gambling, StopSpillet

When marketing gambling, the gambling operator must inform the consumer of the Danish Gambling Authority's helpline about responsible gambling, StopSpillet.

The Danish Gambling Authority assess that this may be done in different ways that comply with the requirements of the executive orders, for example by applying the logo of StopSpillet or describe in writing StopSpillet.

It may be complaint with the requirements of the executive orders to inform consumers of the telephone number of StopSpillet. It must be done by either simultaneously in writing informing of StopSpillet or applying the logo of StopSpillet.

The Danish Gambling Authority assess that it is not sufficient to refer to the telephone number of StopSpillet as it does not in itself inform the player sufficiently about the helpline.

It may be sufficient to inform consumers of the Danish Gambling Authority's helpline, StopSpillet, via a written reference. The written description must state that the StopSpillet is the Danish Gambling Authority's helpline about responsible gambling. The Danish Gambling Authority has not prepared an exhaustive list of written descriptions that comply with the information requirements of the executive order.

If a gambling operator uses the StopSpillet logo, the following guidelines must be complied with:

- The logo's design or proportions may under no circumstances be changed
- The logo may only be depicted in the designated colours and must therefore not be used in for example black/white
- The most recently released version of the logo must be used
- The logo must appear sufficiently visible in size so that it is readable to the player
- The logo may not be used in a manner implying that the Danish Gambling Authority is a sponsor, co-organiser or collaborator of anyone using the logo
- The gambling operator who uses the logo, regardless of the intention behind the use, is responsible for using the logo correctly
- The logo may not be used in a way implying that StopSpillet is a service provided by the sender.

3.3 The option of self-exclusion with the register of self-excluded players, ROFUS

When marketing gambling, the gambling operator must inform the consumer of the option to self-exclude with the register of self-excluded players, ROFUS.

The Danish Gambling Authority assess that this can be done in different ways that that comply with the requirements of the executive orders.

For example, the following written descriptions of the option to self-exclude via ROFUS can be applied:

- "Selvudelukkelse: ROFUS" (Self-exclusion: ROFUS)
- "Udeluk dig via ROFUS" (Self-exclude via ROFUS).

The Danish Gambling Authority assess that it must appear clearly that ROFUS is a self-exclusion option, which is why the text "ROFUS" is not sufficient in itself.

In addition, it means that the use of the ROFUS logo is not sufficient in itself. However, the logo can be used in combination with a descriptive text. Please notice that a new logo package for ROFUS is available from November 2020. The new package includes logos with descriptive texts.

The Danish Gambling Authority assess that it is not sufficient to inform consumers of ROFUS's telephone number in itself. Gambling operators may refer to the telephone number for ROFUS in connection with marketing if the reference is made in connection with other information about the option to self-exclude from gambling via the register.

If a gambling operator uses the ROFUS logo, the following guidelines must be complied with:

- The logo's design or proportions may under no circumstances be changed. The logo cannot be used without the texts "ROFUS" and "Spillemyndigheden" as it is a part of the logo's design.
- The logo may only be depicted in the designated colours and must therefore not be used in for example black/white

- The most recently released version of the logo must be used
- The logo must appear sufficiently visible in size so that it is readable to the player
- The logo may not be used in a manner implying that the Danish Gambling Authority is a sponsor, co-organiser or collaborator of anyone using the logo
- The gambling operator who uses the logo, regardless of the intention behind the use, is responsible for using the logo correctly
- The logo may not be used in a way implying that ROFUS is a service provided by the sender.

3.4 The Danish Gambling Authority's labelling scheme

When marketing gambling, the gambling operator must apply the Danish Gambling Authority's label. Pursuant to the executive order, the label must be clearly visible.

The labelling scheme is the players guarantee that the gambling operator is licenced to provide gambling in Denmark, and that the Danish Gambling Authority supervise the gambling operator. The objective of the labelling scheme is to create a safe gambling market and help players to understand which gambling operators are licenced to provide gambling in the Danish market.

The following guidelines apply when using the Danish Gambling Authority's label:

- The label can only be used with a valid licence from the Danish Gambling Authority
- The logo's design or proportions may under no circumstances be changed
- The logo may only be depicted in the designated colours and must therefore not be used in for example black/white
- The most recently released version of the logo must be used
- The logo must appear sufficiently visible in size so that it is readable to the player
- The logo may not be used in a manner implying that the Danish Gambling Authority is a sponsor, co-organiser or collaborator of anyone using the logo
- The gambling operator who uses the logo, regardless of the intention behind the use, is responsible for using the logo correctly.

The Danish Gambling Authority's most recently released label can be downloaded from the Danish Gambling Authority's logo package on the website "[The Danish Gambling Authority's labelling scheme](#)".

3.5. Special requirements for marketing of land-based betting and gaming machines in gambling arcades and in restaurants, cafes, and bars

In connection with the offer of land-based gambling activities, there are certain matters that differ from gambling offered online. Often, marketing for the individual licence holder appears several places at the point of sale – at the front of the shop and outside side the shop. Also, marketing of several licence holders may often appear at the same point of sale.

It appears from chapter 7 of the Executive Order on gaming machines in gambling arcades and restaurants, cafes, and bars and chapter 3 of the Executive Order on land-based betting that the licence holder must inform the player of the following in their marketing:

- Age limit for the game, and
- The Danish Gambling Authority's helpline on responsible gambling, StopSpillet (Stop-Gambling).

In addition to this, the Danish Gambling Authority's label must be used in the marketing material. The obligations are further specified under items 3.1, 3.2 and 3.4.

The licence holder is responsible for ensuring that the information appears in connection with their marketing.

The crucial matter is that consumers are informed of the compulsory information when they are exposed to marketing. We do not assess that it is required that the compulsory information must be an integrated part of the marketing material. However, the compulsory information must appear in close proximity to the marketing material. This means that, for example, if a flag used for marketing is placed at the road, the compulsory information must appear on or in close proximity to the flag.

The compulsory information must have an appropriate size and be easily visible.

The Danish Gambling Authority assess that marketing covers all incentives that a gambling operator offers a consumer with a commercial intent as well as general branding of gambling and the gambling operator. It also covers promotion of where a game/gambling service can be purchased and branding of the gambling operator's name.

It should be noted that concurrently with the obligation to provide information in marketing the obligation about information to the player at the point of sale applies. In some cases, both obligations can be met in same place, but the licence holder should always assess if there is a need for a further statement of the compulsory information, since information in connection with the marketing material may be placed in a manner that does not meet the obligations on information at the point of sale. It should also be noted that the two obligations cover different information.

3.5.1. Presentation of chance of winning on gaming machines

It appears from Executive Order no. 1289 of 20 November 2019 on gaming machines in gambling arcades and restaurants that the prize in a game cannot exceed DKK 600.

It appears from section 36(1)(1) of the Gambling Act that marketing of gambling must present the chance of winning in a correct and balanced manner to avoid giving the impression that the chance of winning is greater than it really is.

The Danish Gambling Authority assess that it is a breach of section 36(1)(1) of the Gambling Act if a marketing incentive promotes the chance of winning more than DKK 600 without making it clear that the prize can only be won through several games/clicks.

The marketing material, including the specific phrasings cannot give the impression that the chance of winning is greater than it really is.

4. Where must the information appear

The Danish Gambling Authority assess that there may be cases where some or all information cannot be applied when marketing gambling. It will always be based on a specific assessment whether the information must be applied or not.

The Danish Gambling Authority assess that it is crucial whether the specific marketing material can contain all information.

Below, media with unlimited space and media with limited space are reviewed.

4.1 Media with unlimited space

When a gambling operator markets its products on its own platforms and own media, the space is at the gambling operator's disposal. Thus, the Danish Gambling Authority assess that there is unlimited space to state all the statutory information in a clear and transparent manner. The same applies if the gambling operator buys sufficient space at a media, which is not at their disposal.

All information must be presented directly alongside the sales promotion. The information must appear clearly, transparently and comply with the guidelines stated above.

The Danish Gambling Authority assess that, as a minimum, the information can always appear from the marketing via the following media:

- The gambling operator's own website
- The gambling operator's own app
- E-mails sent from the gambling operator
- The gambling operator's own social media
- TV and cinema
- Window facades
- Large sponsorships
- Large banners, advertisements etc.

4.2 Media with limited space

At media with limited space, it can be difficult to have all information appear sufficiently clear and readable in connection with the sales promotion.

Therefore, the Danish Gambling Authority assess that there may be cases where some or all information can be omitted if the marketing material in fact does not leave space for stating the information.

The Danish Gambling Authority assess that some or all information cannot, in some cases, appear from the following media:

- SMS
 - Radio
 - Notifications, push messages
 - Ad Words
 - Merchandise, e.g. pens, candy etc.
 - Minor sponsorships
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- Minor banners, advertisements etc.

It is always based on a specific assessment, and the gambling operator should always consider, whether some or all information can appear, e.g. +18.

4.3 The gambling operator's own website

It appears from the Executive Order on online casino, the Executive Order on online betting and the Executive Order on land-based casino that information about age limits for games,

It appears from the Executive Order on land-based betting that the information about age limits for games, the Danish Gambling Authority's helpline about responsible gambling and the use of the Danish Gambling Authority's label must also appear from the Danish Gambling Authority's websites, which are referred to by the marketing material.

The Danish Gambling Authority assess that gambling operators are not obligated to state the above information directly on the banner advertising the sales promotions if the sales promotion is marketed via the gambling operator's own website.

The information must, however, be available on the website and appear in a prominent place. It is, for example, sufficient if the information appears from the top or bottom of the gambling operator's website.

A gambling operator that markets a sales promotion via another media than its own website must be aware of the obligation to both state the above information on the marketing material and on the gambling operator's own website directly alongside the sales promotion.

4.4. Licence holder's own social media profiles

The duty of disclosure always applies in connection with marketing of gambling services and consequently also to social media.

The Danish Gambling Authority assesses the licence holder's profiles and posts individually. This means that the Danish Gambling Authority assesses that the duty of disclosure must be complied with both on profiles as well as on all posts that include sales promotion or branding. In this context, branding means all posts in which the licence holder's name and/or logo appear no matter the content of the post.

The Danish Gambling Authority considers the licence holder's own social media profiles media with unlimited space. Social media with limits, for instance, character limits, are excepted from this. It depends on an assessment of the specific case whether the media allows for all or some significant terms and conditions to appear on for example a photo, regardless of whether the media only allows a limited amount of space.

Licence holders are responsible for ensuring that all domains registered with the Danish Gambling Authority and its social media profiles fully comply with the current regulations. This means that all social media profiles that refer to or link to approved domains, must comply with the duty of disclosure and the rules on sales promotion. This also applies to ".com" domains.

5. Who is required to use the information

All gambling operators with a licence to provide gambling in Denmark are obligated to inform consumers of the requirements reviewed in the guide when marketing gambling.

If a gambling operator markets a sales promotion via a platform that belongs to someone else than the gambling operator, the gambling operator must be aware that the duty of disclosure still applies to the gambling operator. In addition, it is the gambling operator who is responsible for the information appearing correctly from the marketing material.

5.1 The Danish Gambling Authority's label

The gambling operator must be aware that the label can only be used by the operator licenced by the Danish Gambling Authority.

In case the gambling operator advertises via a platform that does not belong to the gambling operator. The gambling operator must use the label and the addition information required via a third-party platform.

When using the label, the gambling operator must ensure that it appears clearly and transparently to the player who is licenced by the Danish Gambling Authority and use the label.

If an affiliate uses the Danish Gambling Authority's label on its own website, it is considered non-compliant with the rules. In this case, it would appear to the player that the affiliate is licenced by the Danish Gambling Authority and not the gambling operator.

If the gambling operator uses the label on a third-party platform on the specific banner, e.g. when marketing a sales promotion or other branding, the Danish Gambling Authority consider it compliant with the rules.

5.2 Information about StopSpillet and the option to self-exclude via the register of self-excluded players (ROFUS)

There is no ban forbidding others than gambling operators to use the brands/logos and/or to refer to StopSpillet and ROFUS.

In this way, there is nothing hindering e.g. affiliates from referring to StopSpillet and ROFUS on their websites even though it is not in connection with a gambling operator's marketing.

[The Danish Gambling Authority's guidelines for using logo and brand of the services "StopSpillet" and ROFUS](#) in contexts beyond the statutory requirements for application can be found on our website.

It should be noted that the Danish Gambling Authority must be notified in writing prior to the use of or reference to StopSpillet and/or ROFUS which are beyond the statutory requirements for application.
