

TalkBanStop and the GamCare Industry Code for the Display of Safer Gambling Information

What is the Industry Code for the Display of Safer Gambling Information?

The GamCare Industry Code, due to be published in the first quarter of 2021, sets out minimum standards for the display of Safer Gambling information on gambling websites and apps. The code has been produced in consultation with the Betting and Gaming Council (BGC) and will be adopted by BGC members. The code is designed to be used alongside any combination of Safer Gambling messages including messages supplied for the TalkBanStop campaign.

The code specifies that businesses shall ensure that Safer Gambling information is **prominent**, **visible** and **easily accessible** to all customers within their website or app. Under the code, businesses need to ensure that the following three items of Safer Gambling information are prioritised for 'prominent' display:

- a. A link to the business's Safer Gambling section or microsite.
- b. A link to the begambleaware.org website.
- c. The National Gambling Helpline number (0808 8020 133) – with a link to www.gamcare.org.uk/talk-to-us-now/.

Should a gambling business wish to support the TalkBanStop campaign by presenting the campaign assets (e.g. the logo, images etc.), then it should do so *in addition to* the presentation of the information outlined in (a), (b) and/or (c).

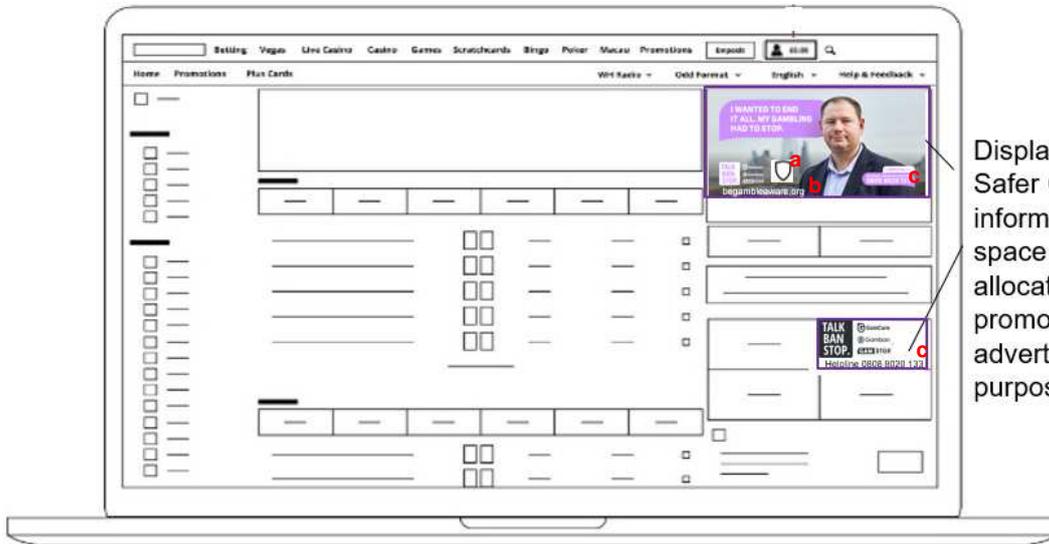
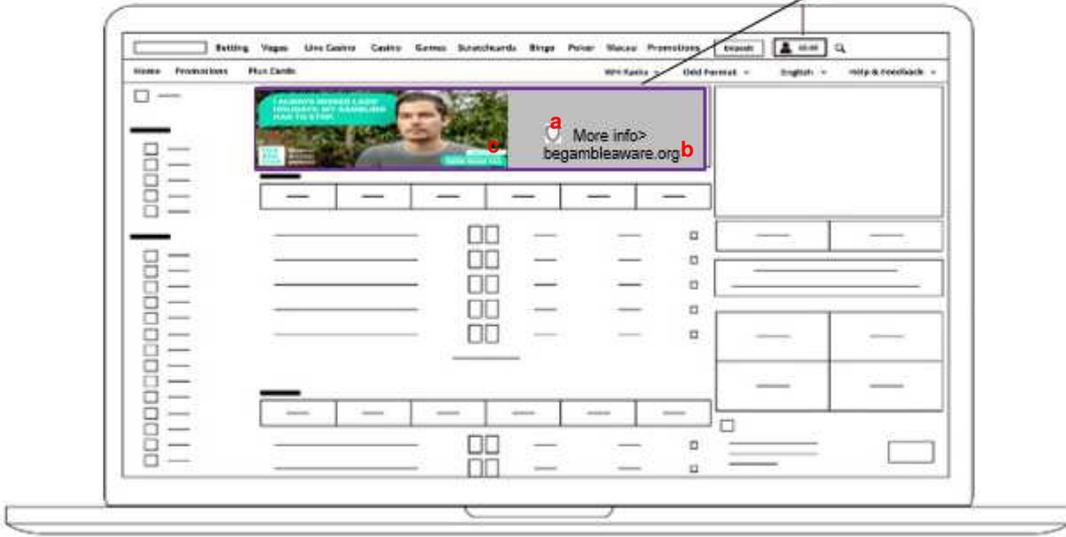
See the following page for examples of how TalkBanStop resources could be used to comply with the code.

Why doesn't the code require businesses to refer to TalkBanStop?

The code does not refer to the TalkBanStop campaign for two reasons:

- To ensure future-proofing – TalkBanStop is a one-year pilot programme, whereas the code is applicable on an on-going basis, and will evolve over time. Therefore it may eventually include TalkBanStop should the programme become permanent.
- The code sets out minimum content requirements for businesses to ensure there is a baseline standard which all businesses can refer to. However, this does not preclude businesses from providing additional content at their discretion and we would encourage businesses to incorporate the TalkBanStop resources into their materials where possible.

Displaying Safer Gambling information within rotating banners or carousels (if applicable within the website or app design), ensuring the information is displayed within the first three banners on rotation.



Displaying Safer Gambling information in space which is allocated for promotion or advertising purposes.

