



EUROPEAN ASSOCIATION FOR THE STUDY OF GAMBLING

Code of Practice for Responsible Gaming in the Casino Environment

Introduction

In addition to the existing law and the various guidelines established by the regulators, the members of the European Casino Association consider the best way to serve the public and protect vulnerable individuals, is by adopting an ethical and transparent approach to their activities. This includes the adherence to the Code of Practice for Responsible Gaming in the Casino Environment.

The Code of Practice for Responsible Gaming in the Casino Environment provides a proactive across-industry approach to the promotion of responsible gambling practices.

The Code of Practice is based on the casino industry's commitment to the best practice in respect of responsible gambling. It is endorsed by the European Association for the Study of Gambling (EASG).

Advertising and Marketing

The members of the European Casino Association are to develop and implement strategies to ensure, that the advertising and promotions are delivered in a responsible manner with consideration given to a potential impact on people adversely affected by gambling. Specifically, these strategies will ensure that any advertising or promotion:

- 1) Complies with the appropriate national regulation of the member of ECA or with EU regulation if any,
- 2) Is not false, misleading or deceptive,
- 3) Does not give the impression that gambling is a reasonable strategy for financial benefits,
- 4) Does not include misleading statement about odds , prizes or chances of winning,
- 5) Is not implicitly or explicitly directed at minors, vulnerable or disadvantage society / community groups,
- 6) reflects generally accepted contemporary standards of good taste.

Promoting responsible gambling

- 1) ECA members will make ready and available brochures describing responsible gaming and where to find assistance.
- 2) ECA members will provide opportunities for individuals to request in writing that they not to be sent promotional mailings and for revocation of their privileges for specific casino services such as:
 - casino -issues markers
 - player club / card privileges.

Casino employees

- 1) ECA members will train gaming managers in respect of responsible gaming and provide periodic refresher training.
- 2) ECA members will inform all gaming staff on this Code during basic training.

Prevention under age gambling

- 1) ECA members will communicate the legal age to gamble through appropriate signage at the casino entrance.
- 2) ECA members will make diligent efforts to prevent under age individuals from loitering in the gaming area of a casino, and provide suitable barriers or controls to prevent unauthorised entry.

Serving Alcoholic Beverages Responsibly in a Casino

ECA members will observe a responsible beverage service policy in a casino as follows:

- 1) Casinos will not knowingly serve alcoholic beverages to visibly intoxicated individuals,
- 2) Casinos will make an effort not to permit gaming by visibly intoxicated individuals,
- 3) Casinos will train appropriate casino employees in the company's responsible alcoholic beverage service policy, and will provide periodic refresher training to those employees.



Problem Gamblers

- 1) ECA members will implement their own schemes of self - exclusion for players requesting to be excluded.
- 2) ECA members will implement their own remedial actions by providing information about counselling services and advising that counselling can be effective.
- 3) The responsibility for an individual's gambling rest with that person, but being approached by problem gamblers, ECA members will be supportive and direct them to the notices from which they can find the support and assistance they need.

The intention of the European Casino Association is to implement a Code of Practice for Responsible Gaming in the Casino Environment as an integral part of daily operations in the casinos throughout the European Union, in parallel to the existing gaming laws and regulations of each member countries.