

Responsible gaming

Responsible gaming is a top priority for EGBA's Members. We are committed to providing a transparent, fair and safe online gambling environment for our consumers. EGBA believes that all players deserve to be equally, highly protected wherever they reside in the EU.

Gambling behavior

The overwhelming majority (95%) of consumers enjoy online gambling as one of their leisure activities of choice. They are in control of their behaviour and able to make sound judgements on the basis of transparent information. But some consumers (estimated at about 3- 4% of the population) are so called 'at risk' players, who may under certain circumstances develop 'gaming-related problems'. Players who cannot control their behaviour and meet the criteria of 'pathological gambling' are estimated to be approximately 1%¹.

EGBA members apply measures according to customers' behaviour: the measures are tailored (preventive, detective and restrictive) to the individual behaviour (moderate, compulsive, pathological). The digital footprint of online gambling allows for effective monitoring of customers' behaviour and detection of problems. EGBA members have dedicated teams of experts, who are professionally trained to deal with responsible gaming. The measures that EGBA members take include:

- Age restriction to ensure that minors do not access gambling websites
- Information, educational initiatives and warnings for all customers
- Pre- commitment on monetary limits
- Reality checks which allow players to be in control of their activities
- The ability to (permanently) self-exclude or choose 'cooling off' periods
- Direct communication with players
- Providing a clear link to the website of at least one organisation qualified to assist problem gamers (i.e. GamCare in the UK and Adictel in France)
- Not providing credit to customers

EGBA commitment to player protection

All EGBA members hold multiple licenses to provide gambling services in the EU. In addition to the responsible gaming measures that are required under these licenses, EGBA members have developed **evidence-based, self regulatory standards** for the promotion of responsible gaming and to mitigate the lack of harmonisation of consumer protection for gambling in the EU.

The standards incorporate the **Remote Responsible Gambling Standards** (CEN Workshop Agreement)², as agreed in the European Committee for standardization and comply with the **2014 European Commission Recommendation on principles for the protection of consumers and players of online gambling services and the prevention of minors from gambling**³. Their compliance is audited by eCOGRA⁴, an independent auditing company. The EGBA standards cover the following key areas:

¹ EC, Workshop on online gambling, conclusions on "detection and prevention of problem gambling and gambling addiction", 2011.

² CEN Workshop Agreement on Responsible Gambling Measures: <ftp://ftp.cen.eu/CEN/AboutUs/Publications/GamblingMeasures.pdf>

³ http://ec.europa.eu/growth/sectors/gambling/initiatives_en

⁴ <http://www.ecogra.org/>

1. The protection of vulnerable customers
2. The prevention of underage gambling
3. Combating fraud
4. Protection of privacy
5. Fair gaming
6. Accurate customer payments
7. Responsible marketing
8. Customer satisfaction
9. Safe operating environment

Conclusion

EGBA members take evidence-based measures on responsible gaming, which are tailored to the customer's behaviour in order to protect minors, vulnerable groups and problem gamblers. The EGBA's responsible gaming standards complement existing regulations, thereby reinforcing the protection granted to consumers all over Europe. EGBA believes that every player should be aware of the risks of gambling when not played responsibly. In this respect, ethical marketing and advertising play a key role in channelling players to authorised sites, where a transparent and reliable environment is provided by the regulated operators.