

# UK Responsible Gambling Regulatory Framework

LICENSING CODE OF PRACTICE & PLAYER PROTECTION MANDATE

|                                          |                                  |                              |
|------------------------------------------|----------------------------------|------------------------------|
| LCCP Social Res.<br>SECTION 3 COMPLIANCE | GAMSTOP<br>MANDATORY INTEGRATION | £2 / £5<br>SLOT STAKE LIMITS |
|------------------------------------------|----------------------------------|------------------------------|

## 1. Executive Regulatory Overview

Gambling operations within Great Britain are governed by the **Gambling Act 2005** and regulated by the **UK Gambling Commission (UKGC)**. Licensees operating remote or non-remote gambling businesses must strictly enforce the *Licence Conditions and Codes of Practice (LCCP)*. Under Social Responsibility Code Provision 3.4.3, operators are legally bound to identify consumers who may be at risk of experiencing harm and intervene robustly to mitigate potential gambling-related harm.

**Core Objective:** Ensure that gambling remains fair, safe, and open, preventing gambling from being a source of crime or disorder, and protecting children and vulnerable persons from being harmed or exploited by gambling activities.

## 2. Key Statutory Pillars of Player Protection

| Regulatory Area  | Mandatory Requirement                                                           | Legal Enforcer       |
|------------------|---------------------------------------------------------------------------------|----------------------|
| Self-Exclusion   | Integration with national GAMSTOP database for remote operators.                | LCCP 3.5.3           |
| Age Verification | 100% strict verification prior to deposit or free-play access.                  | LCCP 17.1.1          |
| Financial Risk   | Frictionless background checks & tailored risk assessments.                     | UKGC GUIDANCE        |
| Game Design      | Prohibition of auto-play, quick spins, and celebratory sound effects on losses. | RTS STANDARD 14      |
| Stake Limits     | Max £2 stake limit (under 25) / £5 max (aged 25+) for online slots.             | STATUTORY INSTRUMENT |

### 3. Customer Interaction & Vulnerability Framework

Operators must employ automated systems alongside trained manual monitoring teams to track player behaviour continuous against established risk markers. When indicators of risk are flagged, automated or manual interventions must occur immediately.



### 4. Behavioral Indicators of Harm

#### Financial & Deposit Indicators

- Chasing losses with increasing stakes.
- Multiple failed deposit attempts in sequence.
- Utilizing multiple payment methods rapidly.
- Depositing at unusual hours (e.g., late night).

#### Gambling Intensity Indicators

- Extended session times exceeding 3 hours.
- Sudden dramatic escalation in wager size.
- Frequent cancellation of withdrawal requests.
- Inability to stop despite setting self-limits.

**Mandatory Pause Enforcement:** If a customer shows acute indicators of distress or excessive play, operators are required to prevent further gambling until a formal human evaluation and interaction has been conducted.

## 5. Responsible Marketing & Promotional Standards

Advertising standards are rigorously policed by the ASA (Advertising Standards Authority) and the UKGC. Marketing materials must never target children, appeal to under-18s, or encourage irresponsibility.

## 6. Marketing & Product Compliance Rules

| Compliance Category    | Prohibited Practice               | Mandatory Requirement                                  |
|------------------------|-----------------------------------|--------------------------------------------------------|
| Promotions & Bonuses   | Opaque terms, "Risk-Free" claims. | All significant conditions upfront in 1st impression.  |
| VIP Programs           | Unregulated incentive schemes.    | Prior audit of source of funds & zero harm indicators. |
| Social Media Marketing | Unfiltered distribution.          | Age-gating (18+) strictly applied across platforms.    |
| Sponsorships           | Front-of-shirt kit sponsorship.   | Voluntary withdrawal by Premier League clubs by 2026.  |

## 7. National Self-Exclusion & Support Services

All UK remote operators must fully participate in national self-exclusion schemes to ensure players can restrict access across all licensed sites simultaneously:

- **GAMSTOP (Multi-Operator Self-Exclusion):** Allows individuals to register for free exclusion from all UK-licensed online gambling companies for periods of 6 months, 1 year, or 5 years.
- **MOSES & SENSE:** Equivalent schemes for land-based bookmakers and physical casinos.
- **GAMCARE & GamBan:** Provision of free blocking software and financial support helplines (National Gambling Helpline: 0808 8020 133).

**Enforcement & Penalty Policy:** Failure to comply with Social Responsibility provisions results in regulatory enforcement including severe multi-million-pound financial penalties, public censure, or licence suspension/revocation.