



# Safer Gambling Standard

*For Business-to-Business Gambling Businesses*

*Draft Version  
February 2020*

## Contents

1. Introduction and applicability .....	3
2. Scope .....	4
3. Eligibility.....	4
4. Levels of the B2B Safer Gambling Standard .....	5
5. Accreditation process.....	7
5a. Overview .....	7
5b. Timeline.....	7
5c. Self-assessment questionnaire and evidence submission .....	9
5d. Assessment report.....	9
5e. Assessment reviews.....	9
5f. Responsibilities during accreditation period .....	10
6. Safer Gambling Standard Review Panel .....	10
7. Gambling businesses not licensed by the UK Gambling Commission .....	10
8. Terms and definitions.....	11
ANNEX 1 The B2B Safer Gambling Standard .....	13
ANNEX 2 Maximum Percentage Scores for Advanced Level Requirements .....	23

## 1. Introduction and applicability

The Safer Gambling Standard accreditation scheme recognises gambling businesses who are meeting and going beyond the requirements of gambling industry Codes of Practice in respect of their player protection measures. The scheme is managed by GamCare, the leading provider of information, advice, support and free counselling for the prevention and treatment of problem gambling.

Safer Gambling Standard accreditation is renewable on a biennial basis.

There are two editions of the Safer Gambling Standard:

- a Business-to-Consumer (B2C) edition which was first launched at ICE London in February 2019 known as the **Safer Gambling Standard**; and
- this draft Business-to-Business (B2B) edition is to be known as the **B2B Safer Gambling Standard**. This version will be finalised later in 2020 to include the results of work on responsible game design currently being undertaken by a number of stakeholders in the B2B gambling sector.

**This B2B Safer Gambling Standard will be applicable to B2B product developers including games developers and games platform providers who hold a licence with the UK Gambling Commission.**

### Aims of the Scheme

The Safer Gambling Standard has the following aims:

- To codify the highest standards of social responsibility in the gambling field and to consistently develop those standards in an informed and structured manner so as to drive up the overall standards of social responsibility in the sector and **make gambling safer for everyone**;
- The B2B Safer Gambling Standard recognises B2B gambling businesses that can evidence placing player protection at the forefront of their business operations when designing and deploying the products and services they produce for B2C operators.

The aim is to achieve a ‘level playing field’ so that all businesses are using similar levels of their resources to ensure that the highest standards in safer gambling are met.

### Five Reasons to Apply for the Standard

1. Allows customers and the gambling industry to identify businesses who have adopted high standards in safer gambling.
2. Businesses can see how they compare to others in the area of safer gambling.
3. Businesses receive expert independent advice throughout the process and a detailed assessment report upon completion.
4. The Standard is reviewed on an annual basis to ensure it continues to promote good practice and build upon safer gambling-related developments in gambling regulation.

5. Fees paid towards accreditation go back into supporting those affected by problem gambling.

More information on the Safer Gambling Standard and the B2B Standard can be found at [www.safergamblingstandard.org.uk](http://www.safergamblingstandard.org.uk).

## 2. Scope

This B2B Safer Gambling Standard sets out requirements for B2B gambling businesses in order to establish, implement and maintain policies and processes that support safer gambling. Businesses are required to meet eight areas which are the foundation to building a safer gambling approach, and include **physical, technical and cultural measures** alongside **effective leadership** and **governance**.

### The Eight Areas of the Safer Gambling Standard

1. Corporate governance and risk management
2. Collaboration and sharing best practice
3. Business spend on safer gambling including the most recent annual percentage of gross profit contribution to organisation(s) that undertake research, education and treatment (RET) on the subject of gambling-related harm
4. Consumer Information
5. Product design and innovation in safer gambling tools, and the deployment of products in environments which minimise the risk of consumers experiencing gambling-related harm
6. Advertising and promotion
7. Staff training and development
8. Addressing problem gambling amongst staff

Within each area of the B2B Standard gambling businesses need to meet several criteria (see **ANNEX 1**).

Businesses can achieve four levels: Base, Advanced Level 1, Advanced Level 2 or Advanced Level 3 (see **Section 4**). These levels are related and designed to build upon each other, meaning that in order to achieve an Advanced Level it is inclusive of the requirements at the Base Level.

## 3. Eligibility

Gambling businesses that develop games or platforms across all sectors can achieve the Safer Gambling Standard – betting, gaming, bingo, casinos and lotteries.

To apply to the scheme a gambling business must:

- be licensed by the UK Gambling Commission;
- be trading for at least 6 months; and
- provide gambling products and services to B2C gambling businesses.

A gambling business can be both a B2B and B2C business. This B2B edition of the Safer Gambling Standard relates solely to the assessment of a business's B2B operations. If a business also has B2C operations and wishes to obtain the Safer Gambling Standard for its B2C business it can apply for its B2C business to be assessed against the requirements of the Safer Gambling Standard, details of which can be found at [www.safergamblingstandard.org.uk](http://www.safergamblingstandard.org.uk).

## 4. Levels of the B2B Safer Gambling Standard

To recognise businesses who are leaders in social responsibility and safer gambling, the B2B Safer Gambling Standard provides four levels of recognition: Base and Advanced Levels 1, 2 and 3.

- To be awarded the Base Level of the Standard: **All Base Level criteria** must be met as per **ANNEX 1**.
- To be awarded an Advanced Level of the Standard: All Base Level criteria must be met **plus** all mandatory Advanced Level criteria at Items 1.4, 3.2, and 5.1 of the B2B Safer Gambling Standard **plus** any other Advanced Level criteria as per **ANNEX 1**. Items 1.4 and 5.1 are also required to meet Base Level criteria but attract additional marks at Advanced Level depending on the degree to which the effectiveness of assurance processes and the approach to safer gambling in product design can be demonstrated.

Businesses who meet Advanced Level criteria (mandatory and other) have their percentages totalled to determine the level awarded as indicated in **TABLE 1**. Percentages allocated to Advanced Levels of the Standard can be found against each Advanced Level Item at **ANNEX 1** and in **ANNEX 2**.

**TABLE 1: LEVELS OF ACCREDITATION**

Level	Description	Examples of what this looks like
<b>Advanced Level 3</b> <i>Met 61-100% of Advanced Level criteria</i>	Business has adopted a wide range of safer gambling measures that go beyond social responsibility provisions of its gambling licence.	Business contributes at least 1% of its annual gross profits to organisations involved in the prevention, research or treatment of gambling-related harm, and has safer gambling related assurance processes and systems and controls in place, including those that ensure guidelines on responsible product design are applied within the business.

		<p>The business will also have effective monitoring processes in place to ensure that its B2C customers are using the safer gambling features within products and services supplied to their full potential.</p>
<b>Advanced Level 2</b> <i>Met 31-60% of Advanced Level criteria</i>	<p>Business is developing or has adopted a range of safer gambling measures that go beyond social responsibility provisions of its gambling licence.</p>	<p>Business contributes at least 0.5% of its annual gross profits to organisations involved in the prevention, research or treatment of gambling-related harm, and has safer gambling related assurance processes in place including effective controls to ensure that guidelines on responsible product design are applied within the business.</p> <p>The business will also follow areas of good practice which may include ensuring that B2C customers receive training on how products and services they have purchased should be deployed.</p>
<b>Advanced Level 1</b> <i>Met up to 30% of Advanced Level criteria</i>	<p>Business is developing or has adopted some safer gambling measures that go beyond social responsibility provisions of its gambling licence.</p>	<p>Business contributes at least 0.2% of its annual gross profits to organisations involved in the prevention, research or treatment of gambling-related harm.</p> <p>The business will also follow some areas of good practice including collaborating with other licensed B2B businesses, licensed B2C businesses, researchers and regulators, and show its results (including successes and failures), ensuring that the products and services it supplies support the prevention of gambling-related harm.</p>
<b>Base Level</b>	<p>Business meets the social responsibility provisions of its gambling licence.</p>	<p>Business contributes at least 0.1% of its annual gross profits to organisations involved in the prevention, research or treatment of gambling-related harm.</p>

## 5. Accreditation process

### 5a. Overview

The B2B Safer Gambling Standard assessment involves:

- a review of a gambling business's policies, procedures, systems and controls;
- visits to the company's business location(s) relevant to the scope of the B2B Safer Gambling Standard assessment;
- interviews with the business's staff; and
- reviews of gambling products the business provides to B2C gambling operators.

The assessment examines a range of areas to get a true sense of a business's organisational culture. For safer gambling measures to be effective it is essential that they are integrated into organisational culture and flow throughout the organisation.

GamCare works with each business to agree the format of the assessment. The assessment focuses on a review of evidence relating to the business's approach to minimising gambling-related harm.

### 5b. Timeline

It takes approximately 6 months for a business to achieve accreditation from initial enquiry to the award of the Standard. **TABLE 2** shown on the following page outlines the process from start to finish.

**TABLE 2: THE STAGES OF SAFER GAMBLING STANDARD ACCREDITATION**

<b>Stage</b>	<b>Task</b>	<b>Month</b>
<b>Stage 1: Scoping and contract</b>	Business submits enquiry about accreditation.	1
	Assessor and business meet to agree the scope of the assessment and agree dates for visits to business locations relevant to the scope of the assessment.	1
	Business submits information on its organisational structure and current approach to safer gambling.	1
	Assessor provides business with contract proposal and Self-Assessment Questionnaire.	1
<b>Stage 2: Business submits evidence</b>	Business submits Self-Assessment Questionnaire and any accompanying documentary evidence (see section 5c on the following page).	2 - 3
	Assessor confirms agenda for business locations to be visited.	2 - 3
<b>Stage 3: On-site assessment/business location visit(s)</b>	Assessor meets various teams within the business which include: senior management; product development; compliance; B2C customer services; HR/training.	3
	Assessor reviews product/platform systems and controls; the approach to safer gambling applied to product testing and compliance with specific social responsibility requirements included within regulations such as the Remote Gambling and Software Technical Standards (RTS); training provided including both internal safer gambling related training; training provided to B2C customers on product use; and safer-gambling-related analytics that can be obtained from products supplied and how the analytics are used to support improvements in player protection.	3
	Assessor has final meeting with senior management to discuss findings.	3
<b>Stage 4: Assessment Report sent to business</b>	Business can submit any final/outstanding evidence for assessor's consideration.	4
	Assessor drafts report which is signed off by GamCare senior management.	4 - 5
	Report sent to business confirming provisional level of accreditation.	5
<b>Stage 5: Business responds to Assessment Report</b>	Business has 4 weeks to respond to the draft Assessment Report (see section 5d on the following page). Response to include any final evidence required which remains outstanding in order for the Standard to be awarded.	6

ACCREDITATION IS AWARDED		
<b>Assessment review</b>	If the business has not yet achieved Advanced Level 3 and wishes to do so, the business can apply for an assessment review (see section 5e at the bottom of this page). Assessment reviews can be carried out from 3 months after the award of the B2B Safer Gambling Standard Certificate. Further assessment reviews can be carried out on a quarterly basis thereafter up to 12 months after the award of the Certificate.	9, 12
<b>Re-accreditation</b>	Business commences application for re-accreditation 6 months before current accreditation expires.	18 - 24

### 5c. Self-assessment questionnaire and evidence submission

As part of the B2B Safer Gambling Standard assessment each business completes a Self-Assessment Questionnaire and electronically submits the questionnaire and accompanying written evidence prior the agreed start date for the on-site assessment. The evidence must include information on the systems and controls the business has in place to comply with the requirements of the Standard.

### 5d. Assessment report

Upon completion of the B2B Safer Gambling Standard assessment, the assessor issues an Assessment Report to the business which sets out which level of the Standard the business has met on the proviso that a satisfactory response is received to the report. The report consists of two sections:

- **Summary of Requirements** – outlines any actions which the business must take prior to the relevant level of the Standard being awarded.
- **Summary of Recommendations** – provides recommendations on how to achieve a higher level of the Standard and meet additional areas of good practice in minimising gambling harm.

### 5e. Assessment reviews

Following the review of any further information provided by the business in response to the Assessment Report, GamCare will award the Standard at the appropriate level.

If the business chooses to provide further evidence to meet Advanced Level requirements or increase its Advanced Level award from Level 1 or Level 2 to Level 3 from the date of the first assessment decision, the business can agree to assessment reviews. These reviews can take place on a quarterly basis up to 12 months after the date of the initial award. The business can choose to have one or more reviews up to 12 months after the assessment award but there must be at least 3 months between each review.

## **5f. Responsibilities during accreditation period**

Safer Gambling Standard accreditation is a measure of the effectiveness of a business's approach to social responsibility at a specific point in time. Accreditation lasts for a period of 2 years. As the B2B Safer Gambling Standard is updated annually, businesses are expected to keep up to date with the evolving requirements of the Standard, i.e. by reviewing and ensuring compliance with any revised version of the Standard prior to re-accreditation.

From the point of accreditation, a business must advise GamCare of significant changes to its approach to social responsibility as measured in each of the eight areas of the B2B Safer Gambling Standard shown at **ANNEX 1**.

The business must also advise GamCare of the results of any regulatory action by a regulator (such as a Regulatory Settlement) which potentially casts doubt on the effectiveness of the business's approach to safer gambling which occurred during and since the period of GamCare's B2B Safer Gambling Standard assessment. GamCare will work with the business to ensure that any weaknesses are remedied, but GamCare reserves the right in exceptional circumstances to revoke accreditation if any weaknesses are not remedied within a reasonable timeframe which is acceptable to GamCare to ensure that the integrity of the Standard is preserved.

## **6. Safer Gambling Standard Review Panel**

The Safer Gambling Standard and B2B Safer Gambling Standard have been developed out of a combination of academic evidence in safer gambling practices, service user input, and GamCare's knowledge and experience from over 20 years of work with those affected by problem gambling, and the gambling industry itself.

An expert panel reviews the provisions of the GamCare's Safer Gambling Standards on an annual basis to incorporate any changes in regulatory requirements and good practice guidelines, the opinions of GamCare service users, and new insights from academic research. The panel consists of:

- a member of the GamCare Board of Trustees;
- a member of the GamCare Senior Management Team;
- a GamCare service user;
- an academic with experience of working in the field of minimising gambling-related harm; and
- an impartial industry consultant.

## **7. Gambling businesses not licensed by the UK Gambling Commission**

The primary focus of the B2B Safer Gambling Standard is on gambling businesses licensed by the UK Gambling Commission. GamCare will work constructively with gambling businesses licensed in other jurisdictions who wish to be assessed against the B2B Safer Gambling Standard, and other organisations who have or may develop independent standards to prevent gambling-related harm in other

jurisdictions around the world. Businesses who are not eligible for the Safer Gambling Standard may be interested in accessing GamCare's other industry training products and services at: [www.safergamblingstandard.org.uk/training-and-resources](http://www.safergamblingstandard.org.uk/training-and-resources).

## 8. Terms and definitions

For the purposes of the B2B Safer Gambling Standard the following terms and definitions apply.

**Assessor:** A GamCare staff member who is specially trained to assess gambling businesses against the Safer Gambling Standard and B2B Safer Gambling Standard.

**Assurance Statement:** A document completed by the largest gambling businesses licensed by the UK Gambling Commission to show how they are performing against the licensing objectives regulated by the Commission.

**At risk gamblers:** People who are at higher risk of experiencing negative effects due to their gambling behaviour.

**Consumer:** Individual customers who use gambling products of B2C gambling operators.

**Customer:** Person or organisation that could or does receive a product or a service that is intended for or required by this person or organisation.<sup>1</sup>

**Customer identification and interaction:** How a B2C business identifies individuals who may be experiencing, or at risk of developing, problems with their gambling, and how they interact with them to offer help or support.<sup>2</sup> Customer interactions are sometimes also referred to as proactive and reactive interactions:

- A proactive customer interaction is a B2C business-led interaction with a customer (consumer) based on concerns the business may have based on the customer's gameplay;
- A reactive interaction is the B2C business's response to being contacted by a customer.

**Gambling business:** An organisation which provides gambling products or services to a customer. A gambling business may be a group or a company within a group. There are two main types of gambling business:

- Business-to-Consumer (B2C) – also commonly referred to as a gambling operator; and
- Business-to-Business (B2B) – which supplies products and services to B2C gambling operators.

<sup>1</sup> SOURCE: BS EN ISO 9000:2015, 3.2.4

<sup>2</sup> SOURCE: Gambling Commission. Further information on customer interactions is available from: <https://www.gamblingcommission.gov.uk/PDF/Customer-Interaction-Formal-Guidance-Remote-July-2019.pdf> and <https://www.gamblingcommission.gov.uk/PDF/Customer-Interaction-Formal-Guidance-Non-Remote-July-2019.pdf>.

Some businesses are both B2B and B2C as they provide products and services to other businesses as well as directly to consumers.

**Gambling-related harm:** Adverse impacts from gambling on the health and wellbeing of individuals, families, communities and society.<sup>3</sup>

**Policy:** Overall intention and direction of an organisation formally expressed in writing.

**Problem gambling:** ‘Problem Gambling’ is gambling which compromises, disrupts or damages family, employment, personal or recreational pursuits. This typically manifests over a spectrum from moderate to severe.

**Procedure:** Authorised specified way to carry out an activity or process for an organisation as set out in writing.

**Safer gambling:** The gambling industry’s approach to protecting players from the adverse consequences of gambling. Also commonly referred to in the gambling industry as responsible gambling or social responsibility.

**Social responsibility:** An ethical framework for businesses but also used specifically in the gambling sector as an alternative term to safer gambling.<sup>4</sup>

---

<sup>3</sup> SOURCE: Gambling Strategy Commission, National Strategy to Reduce Gambling Harm 2018

<sup>4</sup> SOURCE: Gambling Commission. Further information on Social Responsibility is available from: <https://www.gamblingcommission.gov.uk/for-gambling-businesses/Compliance/General-compliance/Social-responsibility/Social-responsibility.aspx>

## ANNEX 1 The B2B Safer Gambling Standard

### 1 Corporate governance and risk management

To ensure the business embeds a culture of safer gambling within its organisation and for customers through establishing effective policies and processes that are supported at the Board/Executive team level.

Item		Required for Base Level	Required for Advanced Level
1.1	The business's Board and Executive team shall demonstrate leadership in the area of safer gambling and ensure that all messages explaining the business's approach to safer gambling are understood and acted upon by all areas of the business.	✓	✓
1.2	<p>The business shall appoint a member of the Board with overall accountability for the organisation's approach to safer gambling.</p> <p><i>Note: This role differs from the role mentioned at Item 1.3 (below) in that it encompasses the overall accountability for a business's approach to safer gambling. The accountable person should be a member of the business's Board, or Group Board for an entity with a group structure. It would also be good practice for a business with Non-Executive Directors (NEDs) to have at least one NED who is accountable to constructively challenge the members of the Executive Team with accountability and responsibility for the business's approach to safer gambling.</i></p>	✓	✓
1.3	<p>The business shall appoint a dedicated 'social responsibility role' with Board level reporting responsibility to ensure that the issue of minimising gambling-related harm is handled effectively.</p> <p><i>Note: This role differs from the role at Item 1.2 (above) which covers the role with Board level accountability for the business's approach to safer gambling.</i></p>	✓	✓
1.4	<p>The business shall implement and maintain effective assurance processes to monitor its approach to safer gambling. It shall also provide evidence that improvements in such processes are monitored, reviewed and evaluated at least annually.</p> <p>This will include but not be limited to:</p>	✓	✓*

	<ul style="list-style-type: none"> <li>• product testing to consider structural game characteristics and to assess risk based upon these features, and monitoring of suitability of the architecture in which games are delivered and the environment where games are provided. For example, ease of deposits/difficulty of withdrawals;</li> <li>• ensuring games are assessed and analysed so B2Bs understand potential risks and use this knowledge to enhance player and B2C awareness of risks and then remove, moderate or compensate for such features, such as through warning messages;</li> <li>• demonstrating an understanding of the effects on consumers (end-users) and how this knowledge is leading to the development of safer products.</li> </ul> <p style="text-align: right;">(30%)</p>		
1.5	<p>The business shall establish and maintain effective staff appraisal systems that support the achievement of its approach to safer gambling. Staff performance shall be evaluated against the achievement of objectives to minimise gambling-related harm and documented in each staff member's annual appraisals/performance reviews.</p> <p><i>Note: Safer gambling objectives could include demonstrating an understanding of, or contributing to the design of, consumer protection features in products developed for B2C customers, depending on the role of the individual member of staff. Such objectives could be documented within employment objectives and/or contracts of employment.</i></p> <p style="text-align: right;">(5%)</p>		<input checked="" type="checkbox"/>
<p><i>Note: Any requirement that is referenced with an * is a mandatory requirement that a business is required to meet in order to qualify to receive an award of the Safer Gambling Standard at an Advanced Level.</i></p>			

## 2 Collaboration and sharing best practice

The business supports and promotes activities and good practices that work towards the eradication of gambling-related harm.

Item		Required for Base Level	Required for Advanced Level
2.1	The business's approach to safer gambling shall include collaboration with competitors and other organisations on the subject of preventing gambling-related harm.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.2	<p>The business shall be able to show the results of outcomes (including successes and failures) in respect of measures tested/implemented aimed at minimising gambling-related harm.</p> <p>Collaboration between B2B and B2C businesses can include:</p> <ul style="list-style-type: none"><li>sharing insights with competitors, licensees, researchers and regulators;</li><li>commitment to continual monitoring of emerging evidence and using this to refine and develop its approach to safer gambling;</li><li>testing and evaluating new concepts;</li><li>ensuring games don't unduly appeal to children; and</li><li>ensuring high standards of testing.</li></ul> <p><i>Note: Results would commonly be shared with organisations with an interest in minimising gambling harm such as with other gambling businesses, trade associations, and regulators.</i></p>	(5%)	<input checked="" type="checkbox"/>

### 3 Business spend on safer gambling including the most recent annual percentage of gross profit contribution to organisation(s) that undertake research, education and treatment (RET) on the subject of gambling-related harm

The business provides an annual financial contribution to relevant organisations and/or charities supporting at risk and problem gamblers.

Item		Required for Base Level	Required for Advanced Level
3.1	<p>The business shall provide an annual contribution of at least 0.1% of its gross profits to organisations that undertake safer-gambling-related research, education and training (commonly known as the RET Contribution).</p> <p><i>Note: Contributions required by a regulator as a result of regulatory action, such as regulatory settlement agreements, cannot be included in this calculation.</i></p>	✓	✓
3.2	<p>The business shall evidence a minimum total annual contribution of 0.2% of gross profits in respect of research, education and treatment for the prevention of gambling harm. The level of annual contribution made will have a direct impact on the level of the Safer Gambling Standard award that can be achieved as follows:</p> <ul style="list-style-type: none"> <li>• The business shall make a total annual contribution of at least 0.2% of gross profits to meet the requirements of Advanced Level 1</li> <li>• The business shall make a total annual contribution of at least 0.5% of gross profits to meet the requirements for Advanced Level 2</li> <li>• The business shall make a total annual contribution of at least 1% of gross profits to meet the requirements of Advanced Level 3.</li> </ul> <p><i>Note 1: GamCare accepts evidence of up to 50% of each of the percentages quoted above for Advanced Level 2 and 3 as internal spend where the operator can evidence that such spend has contributed to its own approach in preventing gambling harm.</i></p> <p><i>Note 2: Contributions required by a regulator as a result of regulatory action, such as regulatory settlement agreements, cannot be included in this calculation.</i></p> <p style="text-align: right;">(10%)</p>		✓*

*Note: Any requirement that is referenced with an \* is a mandatory requirement that a business is required to meet in order to qualify to receive an award of the Safer Gambling Standard at an Advanced Level.*

## 4 Consumer information

The business provides necessary information to consumers on their consumer-facing products such as minimum age requirements and sources of help and support available to reduce the risk of consumers experiencing gambling-related harm.

Item		Required for Base Level	Required for Advanced Level
4.1	The business shall display information regarding the legal age to gamble on all of its consumer-facing products (i.e. games) relevant to the legal requirements in place within the jurisdiction in which the products are deployed.	✓	✓
4.2	The business shall display and make consumers aware of safer gambling information including as a minimum: <ul style="list-style-type: none"><li>• a statement of the business's commitment to safer gambling;</li><li>• a message that gambling could be harmful if not controlled and kept in moderation;</li><li>• references to sources of help and support;</li><li>• advice and information on the availability of player protection tools; and</li><li>• ensure games display an industry-recognised risk rating to inform the customer on the level of risk each game represents.</li></ul>	✓	✓

## 5 Product design and innovation in safer gambling tools, and the deployment of products in environments which minimise the risk of consumers experiencing gambling-related harm

The business ensures that its products and tools provide an accessible form of gambling to consumers within an environment which minimises the risk of consumers experiencing gambling-related harm, while identifying opportunities to further protect consumers from gambling-related harm in the development of new products and tools.

Item		Required for Base Level	Required for Advanced Level
5.1	<p>The business shall implement and maintain effective controls to ensure that safer gambling is at the forefront of new product design, including products that are designed internally or provided by external suppliers. This shall include ease of access to safer gambling information and ensuring that safer gambling features embedded within products cannot be turned off, weakened, or misapplied by B2C customers.</p> <p>The business shall ensure that their products are designed and tested to ensure compliance with technical/product testing standards relevant to the jurisdictions in which they are offered and meet product design guidelines supported by the UK Gambling Commission.</p> <p>Requirements relating to account history such as the Remote Gambling and Software Technical Standards (RTS) and the Testing Strategy for Compliance with Remote Gambling and Software Technical Standards should also be met in accordance with UK Gambling Commission licensing requirements.</p> <p><i>Note: The following additional information applies to specific types of B2B businesses:</i></p> <p><i><u>Games Developers</u></i></p> <p><i>Good practice in game design includes evidencing the understanding of product-related harm and how it can drive player awareness information and lead to tailored customer interactions.</i></p> <p><i>Good practice in games development will include, but is not limited to, the following:</i></p> <ul style="list-style-type: none"> <li><i>i) clear information in the help files as well as during the course of the game;</i></li> <li><i>ii) no misleading information;</i></li> <li><i>iii) no controlled "near miss" functionalities;</i></li> <li><i>iv) no improper and/or misleading in-game advertising that would not be in line with the "real" mechanics or the odds of the game;</i></li> </ul>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> *

	<p>v) no themes or graphics that would attract vulnerable groups and minors;</p> <p>vi) ensure games adhere to good practice minimum gameplay duration (e.g. slots games play at a minimum of 3 seconds for each play);</p> <p>vii) released versions of games adhere to the requirements of games tests audits.</p> <p><u>Platform Providers</u></p> <p><i>Platform providers can provide many of the tools that players use that are important for raising standards and developing and implementing innovative solutions to help prevent gambling-related harm. Development of a wider range of proven and effective safer gambling tools means that businesses can direct a customer to the safer gambling tool that is most effective for their personal circumstances. Platform providers also control much of the choice architecture which can be modified to create a safer environment and make safer gambling behaviours more natural.</i></p>	(25%)	
5.2	The business shall only provide gambling products and services that meet the highest standards of safer gambling product design in all global jurisdictions in which their products and services are supplied (see also Item 5.1).	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
5.3	<p>The business shall have effective monitoring and remedial processes in place to verify that B2C customers to which they supply meet applicable licensing laws and safer-gambling related guidelines in every jurisdiction in which the products are deployed, including as a minimum ensuring that safer gambling features embedded within products cannot be turned off, weakened, or misapplied.</p> <p><i>Note: Whether or not a jurisdiction has a specific licensing regime for gambling businesses, the business should have controls in place to ensure that safer gambling features embedded within products deployed in each jurisdiction meet applicable laws, regulations and safer gambling-related guidelines, and meet the requirements in Item 5.1 and 5.2 as a minimum.</i></p>	(10%)	<input checked="" type="checkbox"/>

*Note: Any requirement that is referenced with an \* is a mandatory requirement that a business is required to meet in order to qualify to receive an award of the Safer Gambling Standard at an Advanced Level.*

## 6 Advertising and promotion

The business's approach to advertising and promotion and the use of free play schemes align with its approach to minimising gambling harm.

Item		Required for Base Level	Required for Advanced Level
6.1	<p>The business's advertising and promotions relating to its products, including advertising content, shall be compliant with the relevant regulatory and advisory codes of practice.</p> <p><i>Note: Examples include the Licensing Conditions and Codes of Practice (LCCP), and Codes issued by the Advertising Standards Authority (ASA) and the Industry Group for Responsible Gambling (ICRG).</i></p>	✓	✓
6.2	<p>The business shall demonstrate consistently going beyond advertising and promotions regulatory and advisory codes of practice in encouraging moderation, not trivialising risk, not encouraging the illusion of control or play, and not encouraging 'machismo themes' in its products.</p> <p>(2%)</p>		✓
6.3	The business's advertising policies shall be evaluated for impact on customer protection and reviewed at least annually.	✓	✓
6.4	<p>Businesses that develop free-play games shall ensure that they are identical to real play games, including, but not limited to:</p> <ul style="list-style-type: none"><li>• over 18 messaging;</li><li>• auto-play functions;</li><li>• game odds;</li><li>• pay-out percentages; and</li><li>• links and information on how to play.</li></ul>	✓	✓
6.5	<p>In addition to meeting the requirements in Item 6.4, free play games shall be designed to avoid the issue of desensitising and normalising playing at enhanced stakes in real money with gameplay restricted to lower amounts or fictional currency.</p> <p>(2%)</p>		✓

## 7 Staff training and development

The business ensures the quality, integrity and professionalism of its staff to enforce its safer gambling approach.

Item		Required for Base Level	Required for Advanced Level
7.1	<p>The business shall train all staff to ensure an awareness and understanding of problem gambling issues as well as responsible game design.</p> <p><i>Note: This should be done during induction of new staff members with further training provided as necessary.</i></p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
7.2	<p>The business shall customise its safer gambling training for specific groups of staff.</p> <p><i>Note: For example, game design or platform development functions.</i></p>	(2%)	<input checked="" type="checkbox"/>
7.3	<p>The business's training materials shall be reviewed at least annually and updated as required. The business shall log training attendance and completion of training shall be evidenced and evaluated.</p>	(2%)	<input checked="" type="checkbox"/>
7.4	<p>Training shall be provided to B2C customers to ensure that each B2C customer has a full understanding of the product and/or service provided by the B2B business including ensuring that the safer gambling features of the product are not turned off, weakened or misapplied.</p>	(5%)	<input checked="" type="checkbox"/>

## 8 Addressing problem gambling amongst staff

The business embraces a culture of accountability and support to foster safer gambling amongst its staff.

Item		Required for Base Level	Required for Advanced Level
8.1	<p>The business shall ensure that information is made available to staff to highlight risks and encourage (and de-stigmatise) seeking help if they are concerned about their own or another staff member's gambling behaviour.</p> <p><i>Note: This information should be made available during staff induction and in other ways after induction such as through periodic safer gambling training.</i></p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.2	<p>The business shall implement and maintain policies and procedures to respond to a staff member that has a self-acknowledged problem with gambling.</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
8.3	<p>The business shall review and evaluate its policies and procedures for staff problem gambling to assess their impact and update if appropriate.</p>	(2%)	<input checked="" type="checkbox"/>

## ANNEX 2 Maximum Percentage Scores for Advanced Level Requirements

The following table shows the maximum percentage scores businesses can meet in order to achieve specific Advanced Level requirements in sections 1 to 8 of the B2B Safer Gambling Standard.

Section	Maximum Percentage Score
<b>1 Corporate governance and risk management</b>	<b>35</b>
1.4	30
1.5	5
<b>2 Collaboration and sharing best practice</b>	<b>5</b>
2.2	5
<b>3 Annual gross profit contribution to safer gambling</b>	<b>10</b>
3.2	10
<b>4 Consumer Information</b>	-
	-
<b>5 Product design and innovation in safer gambling tools, and the deployment of products in environments which minimise the risk of consumers experiencing gambling-related harm</b>	<b>35</b>
5.1	25
5.3	10
<b>6 Advertising and promotion</b>	<b>4</b>
6.2	2
6.5	2
<b>7 Staff training and development</b>	<b>9</b>
7.2	2
7.3	2
7.4	5
<b>8 Addressing problem gambling amongst staff</b>	<b>2</b>
8.3	2