



Safer Gambling Standard

Summary of Updates

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Version 2.1 (2020)*

1. Introduction

The Safer Gambling Standard is updated every year to ensure it continues to promote good practice amongst gambling operators. This document outlines the key changes between version 1 of the Safer Gambling Standard published in 2018 and version 2 of the Standard published in 2020 (B2C).

Please note: This document must be read in conjunction with the Safer Gambling Standard document, which can be found online at: www.safergamblingstandard.org.uk.

2. What has changed between versions?

Changes which have been implemented for version 2 of the Safer Gambling Standard include:

- 7 new items added
- 2 existing items merged with each other
- 2 items removed
- Several changes to wording and requirements of existing items
- Changes to percentage allocations for certain Advanced Level criteria
- The Standard area *Protection of children and young adults* has been amended to include reference to ‘protection of vulnerable customers’
- The Standard area *Product design* has been amended to include reference to ‘deployment of products in environments which minimise risk of customers experiencing gambling-related harm’

Further details on changes to each Standard item can be found in Table 1 below.

If you have any questions about changes to the Standard, please contact us at safergamblingstandard@gamcare.org.uk.

TABLE 1: CHANGES TO STANDARD ITEMS 2020

B2C v1 2018 Standard item no.	B2C v2 2020 Standard item no.	Comments on how v2 2020 has changed
Corporate governance and risk management		
1.1	1.1	Item now refers to safer gambling Key Performance Indicators (KPIs) and provides some example KPIs.
1.2 (30%)	1.3 (30%)	Item now refers to accountability in relation to safer gambling KPIs.
1.3	1.2	
1.4	1.5	
1.5 (20%)	1.6 (13%)	
1.6 (5%)	1.4 (5%)	

1.7 (5%)	1.7	Item now required to achieve Base Level rather than Advanced Level. After April 2020, online operators will not be able to offer customers the option to gamble on credit.
Collaboration and sharing best practice		
2.1	2.1	
2.2 (5%)	2.2 (5%)	Item now provides some examples of types of organisations an operator may share results with.
Operator spend on safer gambling		
3.1	3.1	Item now requires the 0.1% contribution to consist entirely of external spend rather than allowing it to include internal spend.
3.2 (10%)	3.2 (10%)	Item now increases the percentage of minimum contribution for each Advanced Level. Minimum percentages are: 0.2% for Advanced Level 1 operators, 0.5% for Advanced Level 2 operators and 1% for Advanced Level 3 operators. Up to 50% of percentage contributions for Advanced Level 2 and Advanced Level 3 operators can consist of internal spend.
Protection of children and young adults (note: new title also refers to vulnerable customers)		
4.1	4.1	
4.2	4.2	ITEM MERGED with item 4.7 from v1 2018.
4.3	4.3	
4.4	4.4	
4.5	4.6	
4.6	4.7	Item states operators must now ensure all customers are age verified upon registration (rather than giving time to make changes to meet this requirement).
4.7	4.2	ITEM MERGED with item 4.2 from v1 2018.
4.8	4.5	
4.9 (5%)	4.8 (8%)	
	4.9	NEW ITEM which requires operators to demonstrate taking action in minimising harm amongst vulnerable customers.
	4.10	NEW ITEM which requires operators to annually monitor and review policies, training and systems and controls for identifying and interacting with vulnerable customers.
Customer information		
5.1	5.1	Item now requires policies and procedures to be reviewed at least annually.
5.2	5.2	Item now requires the appointed 'social responsibility role' to have Board level reporting responsibility.
5.3	5.3	Item now requires operators to display the GamCare National Gambling HelpLine number applicable to customers in Great Britain.
5.4	5.5	
5.5	5.6	
5.6	5.8	

5.7 (5%)	5.12 (5%)	
5.8 (5%)	5.13	Update: From January – May 2020 item 5.13 was Advanced Level (v2.0). However from May 2020 onwards, this item is no longer an Advanced Level item (v2.1) and the Advanced Level percentages have been shifted to items 6.4 – 6.6.
5.9	5.9	
5.10	5.10	Item now provides examples of different types of gambling products.
5.11 (5%)	5.11 (5%)	Item now specifies that the estimate provided must be evidence-based and the calculation documented.
5.12 (5%)	5.14 (5%)	
5.13	5.7	Item now mentions vulnerable customers and young adults.
	5.4 (2%)	NEW ITEM which requires online operators to make the safer gambling webpage accessible directly from the homepage of the website 'above the fold' on both desktop and mobile (Advanced Level item worth 2%).
Product design (note: new title refers to deployment of products in environments which minimise the risk of customers experiencing gambling-related harm)		
6.1	6.2	Item now requires the operator to provide customers with spend and or loss limits as the default option from sign-up. Customers need to opt-out if they do not wish to set limits.
6.2 (2%)		ITEM REMOVED as it can be covered by criterion 5.9 of Standard B2C v2 2020.
6.3 (2%)	6.4 (5%)	Advanced Level percentage for 6.4 changed in May 2020 from 2% to 5% (v2.1)
6.4	6.1	Item now mentions that products shall be deployed in environments which meet regulatory requirements, minimise risk of access from children and od not promote high risk behaviour.
6.5 (2%)	6.5 (3%)	Advanced Level percentage for 6.5 changed in May 2020 from 2% to 3% (v2.1).
6.6 (2%)	6.6 (3%)	Item now mentions that customers need to be given the opportunity to opt-in to use each category of product that the operator offers. Advanced Level percentage for 6.6 changed in May 2020 from 2% to 3% (v2.1).
	6.3	NEW ITEM for online operators which specifies that operators shall prioritise the protection of the customer where vulnerability has been identified.
	6.7	NEW ITEM which specifies that operators shall have a process in place for referral of customers displaying a high-level of vulnerability to relevant sources of support.
Self-exclusion		
7.1	7.1	
7.2	7.2	
7.3	7.3	
7.4	7.4	
7.5	7.5	
7.6	7.7	
7.7	7.8	
7.8 (2%)	7.9 (2%)	Item now refers to reviewing and evaluating policies and procedures annually.

	7.6 (2%)	NEW ITEM which specifies that operators shall demonstrate that a customer returning from self-exclusion has been offered an interview to determine whether it is in their interest to re-commence gambling.
Advertising and promotion		
8.1	8.1	
8.2	8.3	
8.3	8.4	
8.4	8.6	
8.5	8.7	Item now mentions that the social media policy must be maintained and focus on protecting customers from gambling-related harm.
8.6	8.8	Item now specifies that advertising policies must be reviewed at least annually.
8.7 (2%)	8.5	Item now mentions that operators shall not market to customers from the point they have been identified as a high risk of being harmed by gambling. No longer an Advanced Level criterion.
8.8	8.9	
8.9	8.10	
8.10		ITEM REMOVED as it can be covered by criterion 5.9 of Standard B2C v2 2020.
8.11	8.11	Now provides further guidance on how to ensure free-play games are identical to real play games.
8.12 (2%)	8.12 (2%)	
	8.2 (2%)	NEW ITEM which requires operators to go beyond advertising and promotion regulations and advisory codes in encouraging moderation, not trivialising risk, not encouraging illusion of control and not encouraging 'machismo themes' (Advanced Level item worth 2%).
Staff training and development		
9.1	9.1	
9.2	9.2	
9.3	9.3	Item now specifies that all Personal Management Licence Holders (PMLs) and Personal Functional Licence Holders (PFLs) shall receive training on how to deal with escalated problem gambling issues.
9.4	9.4	
9.5 (2%)	9.5 (2%)	
9.6	9.6	Item now mentions that operators must log training attendance.
Addressing problem gambling amongst staff		
10.1	10.1	Item now mentions operators need to highlight risks and encourage (and destigmatise) seeking help if a staff member is concerned about their own or another staff member's gambling behaviour.
10.2	10.2	
10.3 (2%)	10.3 (2%)	