



Safer Gambling Standard

For Business-to-Business Gambling Businesses

*B2B Version 1.1
2021*

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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 Business-to-Business (B2B) edition of the Safer Gambling Standard launched in 2021 and known as the **B2B Safer Gambling Standard**.

This B2B Safer Gambling Standard is 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 gambling operators.

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 Safer Gambling Standard can be found at www.safergamblingstandard.org.uk.

Publishing the Accreditation Status of Gambling Businesses

- The names of accredited gambling businesses and the level of the award they have achieved can be found at: www.safergamblingstandard.org.uk.
- Accredited businesses can use the Safer Gambling Standard logo to demonstrate their commitment to social responsibility and safer gambling.

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, prevention and treatment (RPT)* on the subject of gambling-related harm. * RPT was formerly referred to as RET (Research, Education and Treatment)
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 - betting, gaming, and lotteries - can achieve the Safer Gambling Standard.

To apply to the scheme a gambling business must:

- be licensed by the UK Gambling Commission
- be trading for at least 6 months
- 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.

GamCare recognises the work undertaken by industry trade bodies in improving standards amongst their member businesses. For example, the B2B Safer Gambling Standard incorporates developments included within the first Game Design Code of Conduct produced by the Betting and Gaming Council (BGC), which can be found at <https://bettingandgamingcouncil.com/uploads/Downloads/BGC-CODE-OF-CONDUCT-GAME-DESIGN.pdf>.

4. Levels of the B2B Safer Gambling Standard

To recognise B2B gambling businesses who are leaders in social responsibility and safer gambling, the 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 one or more Advanced Level criteria.
- Each Advanced Level Item of the Standard has a percentage attached to it which is the maximum that can be scored for that particular item.
- Certain criteria apply to both the Base and Advanced Levels. As set out above, these criteria must be met to achieve the Base Level of the Standard. However, the particular level of any Advanced award (1-3) will be dependent on the degree to which Base Level criteria have been exceeded.

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 |
|--|--|--|
| Advanced Level 3 <i>Met 61-100% of Advanced Level criteria</i> | <p>The Business has adopted a wide range of robust safer gambling measures that go beyond the social responsibility provisions of its gambling licence.</p> | <p>The Business makes an annual contribution of at least 0.5% of its gross profits to safer gambling. At least half of this figure must be external spend. The Business also has safer gambling related assurance processes and systems and controls in place, including those that ensure guidelines on responsible product design are applied in practice.</p> <p>The business will also have effective monitoring processes in place to ensure that its B2C customers are using the safer gambling features within the products and services it supplies to their full potential.</p> |
| Advanced Level 2 <i>Met 31-60% of Advanced Level criteria</i> | <p>The Business is developing or has adopted a range of safer gambling measures that go beyond the social responsibility provisions of its gambling licence.</p> | <p>The Business makes an annual contribution of at least 0.5% of its gross profits to safer gambling. At least half of this figure must be external spend. The Business also has safer gambling related assurance processes and systems and controls in place, including those that ensure guidelines on responsible product design are applied in practice.</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> |
| Advanced Level 1 | <p>Business is developing or has adopted some safer gambling measures that go beyond social responsibility provisions of its gambling licence.</p> | <p>The Business makes an annual contribution of at least 0.5% of its gross profits to safer gambling. At least half of this figure must be external spend. The Business also has</p> |

| | | |
|--|---|--|
| <p>Met up to 30% of Advanced Level criteria</p> | | <p>safer gambling related assurance processes and systems and controls in place, including those that ensure guidelines on responsible product design are applied in practice.</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> |
| <p>Base Level</p> | <p>Business meets the social responsibility provisions of its gambling licence.</p> | <p>The Business makes an annual contribution of at least 0.2% of its gross profits to safer gambling. At least half of this figure must be made to organisations that undertake safer-gambling related research, prevention, and treatment.</p> <p>The Business can also demonstrate one or more attributes of Advanced Level 3.</p> |

5. Accreditation process

5a. Overview

The B2B Safer Gambling Standard assessment involves:

- The review of a gambling business’s policies, procedures, systems and controls
- Visits to the company’s business location(s) (this work may also be carried out by video conference)
- Interviews with the management and staff
- 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

The Safer Gambling Standard assessment process usually takes between 2 and 10 days depending on the size of the business being assessed. The process can take longer in some cases, such as when a business has a number of separate companies within a group structure which are being assessed. The length of time the process takes also depends upon the time it takes the gambling business being assessed to provide evidence in support of its Safer Gambling Standard Award.

5c. Self-assessment questionnaire and evidence submission

As part of the Safer Gambling Standard assessment, gambling businesses complete a Self-Assessment Questionnaire and electronically submit accompanying written evidence in advance of any assessment work.

For those businesses that file an Assurance Statement with the UK Gambling Commission on an annual basis the Safer Gambling Standard assessment includes a review of the systems and controls shown in the latest Assurance Statement. This applies to gambling businesses whether they are required to file an Assurance Statement with the Gambling Commission or choose to do so voluntarily.

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. **The result of an Assessment Review cannot be guaranteed.**

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 gambling business must also advise GamCare before, during, or after the assessment, of any action being taken by the Gambling Commission which casts doubt on the effectiveness of the approach the business has to minimising gambling harms. This may include, but not be limited to, the instigation of a licence review, or any other compliance or enforcement action against the business which identifies weaknesses in systems and controls relating to customer protection. GamCare will work with the business to ensure that any weaknesses are remedied, but GamCare reserves the right to amend or temporarily remove content relating to the Safer Gambling Standard accreditation of a gambling business from the Safer Gambling Standard website whilst awaiting further information from that business relating to the action. GamCare may also 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
- 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.

8. Terms and definitions

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

Assessor: An individual who is employed by GamCare to assess gambling businesses against the 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.¹

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.² 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

¹ SOURCE: BS EN ISO 9000:2015, 3.2.4

² 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>.

- 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.

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.³

High Value Customers (HVCs): The customers gambling businesses identify as being of high commercial value and warranting enhanced customer service unavailable to the wider customer base. These customers are typically members of VIP Schemes

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

Problem gambling: 'Problem Gambling' is gambling which compromises, disrupts or damages family, personal financial circumstances, 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.⁴

³ SOURCE: Gambling Strategy Commission, National Strategy to Reduce Gambling Harm 2018

⁴ 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

All Items of the Safer Gambling Standard should be achieved to reach the Base level of the Standard. Items shown with the symbols ✓* are both Base and Advanced Level Items. Higher marks are awarded based on evidence provided.

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 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 and the achievement of safer gambling KPIs, and 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: 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 company 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 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"> • 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. • 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 | ✓* (25%) |

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| | <p>as through warning messages</p> <ul style="list-style-type: none"> demonstrating an understanding of the effects on consumers (end-users) and how this knowledge is leading to the development of safer products <p><i>Note: The B2B businesses can seek to improve its understanding on the effects its products have on the end-user in different ways. This may include strengthening its businesses relationships with B2C gambling operator customers to include ensuring that B2C customers share gameplay data. B2B businesses can also commission or review any research carried out on the effects its products have on the end-user.</i></p> | |
| 1.4 | <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>✓ (5%)</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 Advanced Level |
|------|---|-----------------------------|
| 2.1 | <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"> • sharing insights with competitors, licensees, researchers and regulators • commitment to continual monitoring of emerging evidence and using this to refine and develop its approach to safer gambling • testing and evaluating new concepts • assessing how game themes are reviewed during development ensuring games do not unduly appeal to children • ensuring high standards of testing <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. The highest mark would be achieved by those businesses who collaborate with other organisations by sharing data and insights and publishing the results of research undertaken.</i></p> | ✓ (5%) |

3 Spend on safer gambling including the most recent annual percentage of gross profit contribution to organisation(s) that undertake research, prevention and treatment (RPT) 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, or through developing a safer gambling experience used by its B2C customers and their end users.

| Item | | Required for Advanced Level |
|------|---|-----------------------------|
| 3.1 | <p>The Business shall make an annual contribution of at least 0.2% of its gross profits to safer gambling. At least half of this figure must be made to organisations that undertake safer-gambling related research, prevention, and treatment. This is commonly known as the RPT Contribution. In the Safer Gambling Standard the RPT contribution is referred to as ‘external spend’.</p> <p><i>Note 1: GamCare also accepts evidence of at least half of the annual gross profit contribution to safer gambling as ‘internal spend’ where the Business can evidence that such spend has contributed to its own approach in preventing gambling harm. Internal spend would include the costs of assessment against the Safer Gambling Standard and any safer gambling related training or consultancy provided by GamCare or other third parties.</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 the annual contribution to safer gambling.</i></p> | |
| 3.2 | <p>The Business shall make an annual contribution of at least 0.5% of its gross profits to safer gambling. At least half of this figure must be external spend. (For the definition of external spend see Item 3.1 above).</p> <p><i>Note 1: GamCare also accepts evidence of at least half of the annual gross profit contribution to safer gambling as internal spend. For the definition of internal spend see Note 1 of Item 3.1 above).</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 the annual contribution to safer gambling.</i></p> | ✓ (10%)* |

4 Consumer information

The business provides 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 Advanced Level |
|------|--|-----------------------------|
| 4.1 | The business shall takes steps to ensure that its products are hosted on platforms which display information regarding the legal age to gamble relevant to the legal requirements in place within the jurisdiction in which the products are deployed. | |
| 4.2 | <p>The business shall put in place additional measures regarding displaying the legal age to gamble on its products (i.e. games), and around easier player access to safer gambling information, adding friction via mandatory player interactions for time played.</p> <p><u>Minimum age labelling on games</u></p> <p>Display information regarding the legal age to gamble on each game relevant to the jurisdiction in which the products are deployed.</p> <p><u>Access to safer gambling information</u></p> <p><i>While a player is playing a game, the display will include a link to safer gambling information that will be available to view within a prominent place on the gaming client. This will display a safer gambling icon and messaging and contain links to the customer account pages of the operator, with quick links to all limit setting functionality (e.g., deposit, loss, time, timeouts, and self-exclusion).</i></p> <p><u>Information on the cost to the player of playing each specific gaming product should be clear and transparent</u></p> <p><i>Provide players with quick access to information on their spend and time played. This would include information on stake levels upon entry, that stake levels are displayed at all times during each game, the customer understands when a bonus game has started and ended, and that the player understands their net position and elapsed time they have been playing each game</i></p> <p><u>Mandatory player interaction</u></p> <p><i>A mandatory player interaction should be initiated every 60 minutes or at the conclusion of the subsequent game cycle.</i></p> | ✓* (5%) |

This will also require the customer to acknowledge the message.

Information on the risk presented by each game

Players should be provided with clear information on the risk presented by each game. This would include ensuring that any technical terminology such as percentage return-to-player figure (% RTP) and game volatility are clearly explained.

Note: The B2C gambling operator will also have responsibility for applying certain elements of the features mentioned above, such as ensuring mandatory customer interactions after every 60 minutes. While B2B businesses may not themselves undertake customer interactions, they can ensure that their products are designed so that B2C gambling operators can easily identify how long a player has been playing a game to support the process of customer interaction.

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 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>Regulatory requirements included within 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. Such requirements will be updated to include many of the points referred to below as standard from 31 October 2021.</p> <p><i>Note: The following additional information applies to specific types of B2B businesses:</i></p> <p><u>Games Developers</u></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"> <i>i) clear information in the help files as well as during the course of the game</i> <i>ii) no misleading information</i> <i>iii) no controlled "near miss" functionalities</i> | <p>✓* (30%)</p> |

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| | <ul style="list-style-type: none"> iv) <i>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> v) <i>ensuring that a review of themes and graphics is part of the game development process to ensure that themes and graphics do not attract vulnerable groups and minors</i> vi) <i>ensure games adhere to good practice minimum gameplay duration (e.g. slots games play at a minimum of 2.5 seconds for each play)</i> vii) <i>released versions of games adhere to the requirements of games testing and games tests audits</i> viii) <i>no features that speed up play such as quick spin, turbo play and slam stop or stop reels</i> ix) <i>no games that allow different stakes on multiple slots games within a single gaming client</i> x) <i>no celebrations of wins below stake level</i> xi) <i>bonus games outside the base game will not be automatically triggered without a customer intervention</i> <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> | |
| 5.2 | <p>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 and 5.3).</p> <p><i>Note: The business should not adopt lower standards of safer gambling product design simply because a particular jurisdiction is silent on features designed to minimise gambling harms.</i></p> | |
| 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. An example of a feature that B2C customers should no longer offer is the feature to cancel withdrawals which is also referred to at Item 5.8 of Version 3 of the Business to Consumer version of the Safer Gambling Standard.</i></p> | ✓ (5%) |
| 5.4 | <p>Auto-play functionality should no longer be offered in games.</p> | ✓* (2%) |

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| | <p><i>Auto-play functionality is currently a feature in slots games and is not prohibited within relevant regulations but will be prohibited from 31 October 2021. The business should ensure that it adheres to the relevant regulations on auto-play when auto-play functionality is prohibited.</i></p> | |
|--|--|--|

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 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> | ✓ (2%) |
| 6.3 | <p>The business's advertising policies shall be evaluated for impact on customer protection and reviewed at least annually.</p> | |
| 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"> • over 18 messaging • auto-play functions (where auto-play functions are permitted by relevant regulations) • game odds • pay-out percentages • links and information on how to play | |
| 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> | ✓ (2%) |

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 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> | |
| 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%) |
| 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%) |
| 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%) |

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 Advanced Level |
|------|--|-----------------------------|
| 8.1 | <p>The Business shall ensure that information is made available to staff to highlight risks and encourage (and destigmatise) 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> | |
| 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 and shall review these policies and procedures at least annually.</p> | |

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 |
|--|--------------------------|
| 1 Corporate governance and risk management | 30 |
| 1.3 | 25 |
| 1.4 | 5 |
| 2 Collaboration and sharing best practice | 5 |
| 2.1 | 5 |
| 3 Annual gross profit contribution to safer gambling | 10 |
| 3.2 | 10 |
| 4 Consumer Information | 5 |
| 4.2 | 5 |
| 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 | 37 |
| 5.1 | 30 |
| 5.3 | 5 |
| 5.4 | 2 |
| 6 Advertising and promotion | 4 |
| 6.2 | 2 |
| 6.5 | 2 |
| 7 Staff training and development | 9 |
| 7.2 | 2 |
| 7.3 | 2 |
| 7.4 | 5 |
| 8 Addressing problem gambling amongst staff | - |