



# Safer Gambling Standard

Updates made to the Business to Consumer (B2C) and Business to  
Business Versions of the Safer Gambling Standard

*Summary of Updates  
up to and inc. 2021*

# 1. Introduction

The Safer Gambling Standard is updated every year to ensure it continues to promote good practice amongst gambling businesses.

This document outlines the key changes between Version 2 of the Business to Consumer (B2C) Safer Gambling Standard published in 2020 and Version 3.1 published in 2021. This document also shows an update to the Version 1 of the Business to Business (B2B) Safer Gambling Standard, now Version 1.1, which replicates changes made to Section 3 of the B2C Standard.

## 2. What has changed between versions?

Changes which have been implemented to item numbers within Version 3 of the Safer Gambling Standard include:

- Improvements in the format to make advanced level percentages more clear
- Some items covering similar subjects have been merged with others
- Several minor changes to wording of existing items
- Changes to percentages for certain advanced level criteria
- Most references to 'evaluation' which were former advanced level items (such as evaluation of policies and procedures) are now base level items

## 3. The Standard area

### 1. Corporate governance and risk management

- The former separate items of Governance and Assurance have been merged into one
- Some narrative on how higher advanced level markings can be achieved has been added
- The former separate Items on Board level Accountability and Responsibility have been merged into one

### 2. Collaboration and sharing best practice

Sharing knowledge with competitors and sharing the successes and failures have been merged into one.

### 3. Spend on safer gambling including the most recent percentage annual Gross Gaming Yield (GGY) (annual gross profits for B2B) contribution to organisation(s) that undertake research, prevention, and treatment (RPT) on the subject of gambling-related harm

- The phrase 'research education and treatment (RET)' which has now been replaced with the phrase 'research, prevention and treatment (RPT)'.
- Item 3.1 now requires the 0.2% total contribution of which 0.1% must be external spend. This change has been replicated in Version 1.1 of the B2B Standard.
- Item 3.2 has been made easier to understand as the previous version was causing some confusion in interpretation. The level of contribution is no longer tied to achieving a particular Advanced Level of the Standard. Minimum annual safer gambling spend contribution has also been increased to at least 0.5% of Gross Gambling Yield (GGY) of which least half of this figure must be external spend. This change has been replicated in Version 1.1 of the B2B Standard.

#### **4. Protection of children and young adults**

- Minor changes in wording of existing content
- Some content has been moved to Section 5 including the subject of vulnerable customers

#### **5. Customer information, profiling and interaction, and additional controls for vulnerable and high value customers**

- Items relating to customer risk profiling and interaction have been merged
- Sub-section on vulnerable customers moved from Section 4, and additional sub-section on high value customers (HVCs) has been added
- Items relating to the display of customer information for online have been removed as they are now part of the new GamCare Industry Code for the Display of Safer Gambling Information which is also referenced within this section
- The estimate of the percentage of 'at risk' (AR) and 'problem gambler' (PG) customer-base is now a base level item (formerly advanced level).

#### **6. Product design and innovation in safer gambling tools, and the deployment of products in environments which minimise the risk of customers experiencing gambling-related harm**

- Monitoring changes to limits and reviewing safer gambling tools is now a base level item
- Customer opt-ins to gamble at select times of the day added as an advance level item

#### **7. Self-exclusion**

No changes

#### **8. Advertising and promotion**

- Reference to sponsorship has been added (i.e. not sponsoring products aimed at children)
- Supervision of affiliates now includes how affiliates use social media
- Marketing high risk products to customers where the products they usually use are no longer available (such as during the Covid-19 pandemic) has been added to the base level item of no longer marketing to high risk customers

#### **9. Staff training and development**

The item which references customising safer gambling training now includes reference to directors, senior management, and non-executive directors (NEDs).

#### **10. Addressing problem gambling amongst staff**

No changes.

If you have any questions about changes to the Standard, please contact us at [safergamblingstandard@gamcare.org.uk](mailto:safergamblingstandard@gamcare.org.uk).