



BGC Enforceable Commitments

Members agree to be bound by the following Enforceable Commitments:

- 1.** Offers that are exclusive to new customers (including free bet and free money sign-up offers) may not be advertised on television before 9pm, mindful of young children and young people watching.
- 2.** Twenty percent of betting shop advertisements must be dedicated to responsible gambling messages.
- 3.** Twenty percent of the total area of all television end frames, or an equivalent, must be dedicated to responsible gambling messages.
- 4.** Ten percent of the total area of all press adverts must be dedicated to responsible gambling.
- 5.** All web and social applications must carry prominent responsible gambling messages, including messages on the homepage of major social media sites.
- 6.** All players on gaming machines must be given the option to set time and money limits at the start of their gaming session.

ADDITIONAL CRITERIA

Complaints and breaches of this Code are dealt with by the BGC. The full complaints process is available to view on the BGC website.