

Online gambling promotions: do's and don'ts for online gambling firms

Following an investigation by the CMA, three leading operators have agreed they will not use unfair terms and conditions in their online promotions.

All online gambling firms must review their terms and practices for fairness and change them as required.

Do's and Don'ts for the online gambling industry

Do

- Regularly review your terms and practices to ensure they are fair and comply with consumer law
- Clearly and promptly communicate terms and conditions so customers know what to expect
- Give customers the information they need to decide if a promotion is right for them
- Allow customers to exit promotions at any time with their remaining deposit, plus any winnings from play with their deposit, and make this opportunity clear to them
- Ensure customers can clearly distinguish between playing with bonus funds and playing with their own money

Don't

- If you offer customers a 'free bet', don't change the deal once they have started playing
 - Deny customers access to their own money - including winnings earned from their deposits
 - Attach complicated or unfair play restrictions to customer deposits
 - Require customers to take part in publicity
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Trust in the gambling sector is declining - make sure your terms are fair



Why is this important?

We believe that unfair terms and conditions are being used across the online gambling sector and have the potential to affect millions of people.

If your terms or practices are unclear or unfair, you could face action by the CMA or the Gambling Commission.

Where can I find more information?

- [Consumer protection regulations](#)
- [Gambling Commission](#)

You can see the CMA's latest work on online gambling at <http://bit.ly/CMAOnlineGambling>

These materials do not constitute legal advice and should not be relied upon as such.