

From: [REDACTED]
Sent: 27 September 2016 17:53
To: [REDACTED]
Subject: Your complaint about The Senet Group. Ref: A16-350881

Dear [REDACTED]

Thank you for contacting the ASA regarding a magazine ad that referred to the "When the fun stops, stop" campaign.

To clarify, I understand you raised concerns about the following claims:

- "Over a third of regular gamblers who have seen this message from The Senet Group say it has led them to approach gambling more responsibly"; and
- "In fact, over 2 million people have directly quoted the line themselves – online or offline"

Specifically that these claims were misleading because they did not adequately reflect the data that was used from the survey.

We have assessed the ad and the complaint and we considered that you had made a valid point. As this appeared to be a relatively clear breach, instead of initiating a formal investigation and with a view to acting quickly, we informed the advertiser of the complaint and they have assured us that the ad will no longer appear in its current form. They have also agreed to ensure that similar issues do not arise in their future similar marketing communication. We have also received a written assurance from them to that effect. I understand you also raised concerns with how the survey was conducted generally and how this may have affected the claims in the ad. We have also provided guidance to the advertiser on this point, including referring them to the CAP Copy Advice team.

We consider that the issue is now resolved and we will be closing our file. However, basic information including the advertisers' name and where the ad appeared will be published on our website, www.asa.org.uk on Wednesday 5 October 2016;.

Thank you for taking the time to bring this to our attention.

Kind regards,



Executive

Direct line [REDACTED]

Advertising Standards Authority
Mid City Place, 71 High Holborn
London WC1V 6QT
Telephone [REDACTED]
www.asa.org.uk

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Legal, decent, honest and truthful

The Advertising Standards Authority (ASA) and the Advertising Standards Authority (Broadcast) Ltd will use the information you have given us to deal with your complaint. If your complaint falls under the remit of a different regulatory body, we will normally pass it on to that body. If you are seeking suppression from an advertiser's database or have not received goods or a refund, we will pass the details of your complaint to the advertiser so it can take action.

We would like you to be available to take part in the ASA's customer satisfaction research. On our behalf, an independent research company contacts complainants by email. If you did not opt out when completing our online complaint form, or made your complaint in writing or by phone and do NOT want to participate in this research please email data.protection@asa.org.uk or write to Advertising Standards Authority, Freepost LON20659, LONDON, WC1V 6BR. We will not contact you for marketing purposes unless you have given us permission to do so. You can register on our website for communications you would like to receive from us, and can amend your choices at any time. We will not sell, rent or exchange your details with any other organisation. Our full Privacy Policy can be found at www.asa.org.uk

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The Committee of Advertising Practice Ltd Registered Number 8310744
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