



30gos Regulation and  
Inspection Service

# PUBLICIDADE DE JOGOS E APOSTAS

## MANUAL DE BOAS PRÁTICAS



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# ENQUADRAMENTO GERAL SOBRE AS REGRAS APLICÁVEIS À PUBLICIDADE NOS JOGOS E APOSTAS

# I EN}{GENERAL FRAMEWORK

## ON THE RULES APPLICABLE TO ADVERTISING IN GAMES AND BETTING

The Advertising Code regulates the advertising of games and betting, establishing the requirements to which concessionaires operating games of chance in casinos, machine rooms, bingo halls and entities operating *online* games and betting must comply when advertising their activity.

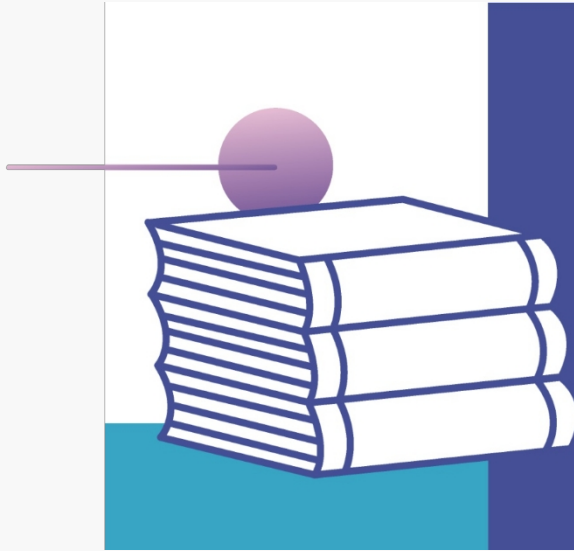
The provisions of this Code are primarily aimed at protecting minors, which is reflected in the prohibition on advertising games and bets that target or use minors as actors in the message or that are carried out inside schools or infrastructures frequented by minors or within 250 meters of these facilities.

On the other hand, it is also forbidden to mention, explicitly or implicitly, gambling and betting in places where events aimed at minors are taking place or in which minors participate, which extends to advertising for such events.

It is also clear from this regulatory framework that advertising for games and betting must be carried out in a socially responsible manner in order to protect vulnerable and at-risk groups, preventing the potential threat to the well-being and health of players generated by serious and uncontrollable addictive behaviors. It is therefore with the aim of prevention that the legislator determines that the recreational aspect of gambling should be privileged, and that excessive practices should not be encouraged, considering it contrary to this orientation to appeal to aspects that have to do with easily obtaining a win or the suggestion of success, social success or special skills.

Furthermore, advertising for games and betting is subject to the general principles of the Advertising Code, including the principle of truthfulness laid down in Article 10, according to which advertising must respect the truth and not distort the facts, and Article 11, which prohibits misleading advertising under the terms of Decree-Law 57/2008 of March 26.

The European Commission, in its Recommendation of July 14, 2014, also stated that EU member states should ensure that advertising for *online* gaming and betting services contains messages that include at least information about the health risks associated with gambling, in a practical and transparent manner, giving examples of message content that should be avoided, among other relevant recommendations.



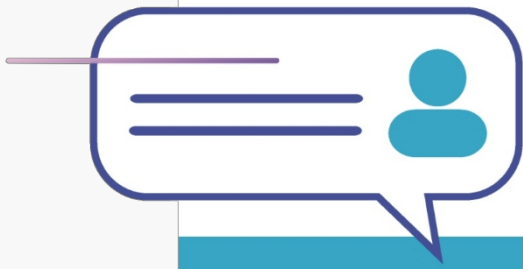
# PRINCÍPIOS GERAIS

## II GENERAL PRINCIPLES

The aim of this Manual is to provide concessionaires operating games of chance in the gaming areas provided for in Decree-Law No. 422/89, of December 2, as amended, concessionaires operating the game of bingo outside casinos, regulated by Decree-Law No. 31/2011, of March 4, as amended by Decree-Law No. 65/2015, of April 29,° 65/2015, of April 29, and to entities operating *online* games and betting covered by the Legal Regime for *Online* Games and Betting (RJO), approved by Decree-Law No. 66/2015, of April 29, as amended, guidelines on how advertising for games and betting should be carried out responsibly, in compliance with the legally enshrined regime.

This Manual also aims to complement the legal framework for advertising applicable to games and betting, with regard to matters that are not expressly provided for, thus providing the market with harmonized lines of action that will make it easier for the target companies to promote their activity in a transparent and socially responsible manner, taking as a benchmark the guiding principles contained in the Advertising Code and also the aforementioned European Commission Recommendation.

The Portuguese Association of Casinos, the Portuguese Association of Bingos, the Portuguese Association of Betting and *Online* Games, and the concessionaires of gaming areas, of the operation of bingo games in rooms outside casinos, as well as other casino concessionaires and *online* gaming and betting operators who are not members of those associations, were heard.



## RECOMENDAÇÕES

# III RECOMMENDATIONS

## 1. DEFINITIONS

For the purposes of this Manual, in accordance with the definitions contained in the Advertising Code, approved by Decree-Law no. 330/90, of October 23rd, the following definitions apply:

- a) "*Advertiser*": means the person in whose interest the advertising of games and betting is carried out, namely the concessionaires that operate games of chance in casinos, slot machines and bingo halls and the entities that operate *online* games and betting;
- b) "*Advertising*": any form of communication made with the aim, directly or indirectly, of promoting games and betting;
- c) "*Advertising medium*": the vehicle used to transmit an advertising message;
- d) "*Recipient*": the natural or legal person to whom the advertising message is addressed or who is in any way affected by it.

## 2. OBJECT

The purpose of this Manual is to define good practices with regard to the advertising of games and betting referred to in Article 21 of the Advertising Code, regardless of the advertising medium used.

## 3. DESTINATIONS

This Manual is aimed at concessionaires operating games of chance in casinos and machine rooms in gaming areas, concessionaires operating bingo halls outside casinos and entities operating *online* games and betting covered by the RJO.

## 4. IDENTIFICATION

The advertiser on whose behalf the commercial communication is made must be clearly identified.

## 5. RULES GENERAL

Gambling and betting advertising, regardless of the medium used, must not:



- a) Displaying, accepting or encouraging gambling behavior that is socially irresponsible or could lead to financial, social or emotional harm for the recipients;
- b) Exerting pressure to gamble or socially belittling or discrediting abstention from gambling;
- c) Disrespecting the truth, distorting the facts or containing statements that do not correspond to verifiable facts;
- d) Tolerating or encouraging the commission of crimes or behavior that undermines public order;
- e) Suggest that the game can develop personal qualities, such as self-esteem and special skills, or make it possible to gain social recognition or admiration, in particular by containing statements from well-known personalities;
- f) Explore cultural beliefs about gambling and gambling luck;
- g) To suggest that gaming can be a way of detaching from personal, professional or school problems, as well as a means of overcoming negative feelings associated with loneliness or depression;
- h) Suggest that gambling can be a solution to financial problems, an alternative to work, a way of achieving financial security or financial investment;
- i) Appeal to aspects of easy gain;
- j) Suggest that gambling may be a priority in life that takes precedence over family, friends or professional and school commitments;
- k) To suggest that *online* gambling makes more money than land-based gambling, or vice versa;
- l) Creating the illusion that a person can win large sums of money from gambling and betting;
- m) Claiming that gambling is free of financial risk;
- n) Create the idea that skill can influence the outcome of a game of chance.
- o) Exploiting the susceptibilities, aspirations, credulity, inexperience or ignorance of minors or other vulnerable people;
- p) Suggest that the game is a rite of passage from childhood or adolescence to adulthood;
- q) Be appealing to children and young people, in particular by associating the game with youth culture or with public figures, fictional or real, who can arouse feelings of admiration or emulation in them.

## 6. MESSAGES FROM ENCOURAGEMENT

6.1. Advertising for games and betting, regardless of the medium used for its dissemination, must refrain from advertising messages encouraging the practice of games and betting, namely:

- a) Create an inappropriate sense of urgency, particularly by using expressions such as "*Bet now!*"
- b) Encouraging repetitive gaming and betting practices;
- c) Inducing in the player an unrealistic perception of the associated risks or potential loss of control;
- d) Providing promotional offers and bonuses whose message misleads the player, particularly with regard to the conditions associated with them.

6.2. Comparative advertising of games and betting should be avoided and, if used, it is required that the conditions set out in Article 16 of the Advertising Code are strictly complied with.

## 7. MINORS

- a) Commercial communications and advertising for any events in which minors take part, in particular sporting, cultural, recreational or other activities, must not show or make any mention, implicit or explicit, of games and betting, whether land-based games, practiced in casinos, machine rooms or bingo halls outside casinos, or *online* games and betting;
- b) The provisions of the previous paragraph apply to advertising in places where the events mentioned therein take place;
- c) Commercial communications must expressly include the words "18+" or equivalent.

## 8. PLAYERS SELF-EXCLUDED

Commercial communications cannot be directed at vulnerable people, in particular self-excluded gamblers.

## 9. TIME

On television and radio, the commercial communications and advertising referred to in this article shall not take place between 7 a.m. and 10.30 p.m., nor 30 minutes before or after a program specifically aimed at children and young people.

## 10. social media advertising and *youruaE*

- a) Advertising broadcast on the *Internet* is subject to the same rules as advertising

disseminated through other media, without prejudice to the provisions of the following paragraphs;

b) Advertisers who disseminate advertising messages via social networks or *online* content-sharing services must activate, whenever possible, the mechanisms provided by these platforms aimed at preventing or limiting their access to minors;

c) Advertisers must refrain from advertising games and bets through websites, pages or social networks, as well as in mobile applications intended for devices that use the *Internet*, when their content is aimed at children under 18;

d) The profiles and *websites* of concessionaires operating games of chance in casinos, slot machines, bingo halls and entities operating *online* games and betting on social networks must be verified by an "official profile" statement, so that users are aware that they are the official pages of the brand;

e) Concessionaires operating games of chance in casinos, slot machines, bingo halls and *online* gaming and betting operators must ensure that when using *blogs*, brand ambassadors, *in//Uencers* or *streamers*, they comply with the Advertising Code and the rules set out in this Manual, regardless of who is sending the advertising.

## 11. REFERENCE EDUCATIONAL

All commercial communications must focus on the fun and entertainment aspects of gaming and betting and be accompanied by a general warning against the risks of gambling in order to motivate the player to adopt a responsible attitude, such as "*Be responsible. Play in moderation*", or similar, in accordance with the Annex to this Manual.

## 12. SUPPORT ORGANIZATIONS FOR PLAYERS

12.1. Commercial communications must be accompanied by a reference to entities that provide support services for players affected by gambling addiction problems.

12.2. During an educational or responsible gaming campaign, the entities referred to in the previous paragraph must be promoted through references, reports and documentaries.

## 13. RESEARCH INTO THE EFFECTS OF ADVERTISING

Advertisers should support research programs on the effects of gambling advertising on the most vulnerable social groups in order to prevent the associated risks.

## 14. ANNEXES

The reference "*BE RESPONSIBLE, PLAY MODERATELY*" (or equivalent) provided for in paragraph 11 of this Manual must be communicated as an educational message and must comply with the following:

#### ANNEX I. General rules

1. Regardless of the medium, and insofar as it is concerned, it must be conveyed in a conspicuous manner, in capital letters and prominently, clearly legible or audible, taking into account the size, location and time of the display or voice-over;
2. Take into account the proportionality of the size to the support in question.

#### ANNEX II. Specific rules

1. In the radio medium, it is broadcast for a fraction of the time needed for a paused voice-over and understandable;
2. In the Television and Cinema medium, preferably in a horizontal position, in font size 22, occupying 33% of the length of the largest side of the medium. The minimum exposure time is 3 seconds for ads lasting less than 30 seconds and 5 seconds for ads lasting 30 seconds or more.
3. In the press and *outdoor* media, preferably in a horizontal position and should occupy at least 25% of the length of the largest face.
4. On the *Internet* through advertising strips, websites, pages or social networks, as well as mobile applications intended for devices that use the *Internet*, when it is not possible to include the educational reference, have a *link* to the respective *Internet* page with information on responsible gaming or to a generic source from which it appears.