

UK Marketing and Advertising Guidelines for Affiliates



REVISION HISTORY

Date	Summary of changes	Author
April 2016	Policy Introduced	Compliance Department
February 2018	Policy reviewed and updated	Compliance Department
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Scope

The purpose of this document is to provide guidance for bgobuddies Affiliates advertising to UK customers with regard to acceptable marketing and advertising procedures.

As a UK-licenced operator, bgo must ensure that third parties and affiliates advertising on its behalf do so in a socially responsible manner, and follow the regulations and rules issued by the relevant authorities.

This document is not intended to be an exhaustive list or description of acceptable advertising procedures but as a reference guideline for affiliates.

Complying with advertising rules and regulations is mandatory

Responsibility is both individual and corporate

Legislation and Regulatory Bodies

bgobuddies Affiliates must comply with all laws, regulations, and industry practices applicable to online advertising and the marketing of online gambling sites, including but not limited to:

- A. The Gambling Act 2005
- B. The Licence Conditions and Codes of Practice (LCCP), issued by the UK Gambling Commission (UKGC)
- C. The CAP Code, issued by the Advertising Standards Authority (ASA)
- D. The Industry Code for Socially Responsible Gambling, issued by the Industry Group for Responsible Gambling (IGRG)
- E. The Privacy and Electronic Communications Regulations (PECR), issued by the Information Commissioner’s Office (ICO)

See Annex 1 for a list of all regulatory documents referred to in this guide.

By engaging in marketing activity on behalf of bgo, affiliates agree that all activities undertaken will uphold the highest ethical standards, including the licensing objectives set out in the Gambling Act 2005:

1. Preventing gambling from being a source of crime or disorder, being associated with crime or disorder, or being used to support crime
2. Ensuring that gambling is conducted in a fair and open way

3. Protecting children and other vulnerable persons from being harmed or exploited by gambling

Regulatory Compliance

To ensure compliance, marketing affiliates can only use materials either provided by Bgo Entertainment via its Affiliate Programme or approved by Bgo Entertainment's Affiliate Team; affiliates must not alter the appearance, design and content of approved marketing collateral unless they obtain written authorisation from bgo. If the affiliate is in any doubt, they must immediately contact the bgo Affiliate Team before engaging in any marketing activity on their behalf.

All affiliates have a contractual duty to adhere to the obligations mentioned in this document. If an affiliate is found to be in breach of these clauses, bgo will send a formal written warning and advise that they must take immediate action by either removing the advertisement or by amending it. In the case of repeated and / or serious breaches, bgo will proceed to the immediate termination of business relationship and withhold any outstanding payment of revenue.

The full terms and conditions of business for the bgobuddies Affiliate Program can be found on the Affiliate website, [here](#).

A checklist to assist affiliates with compliant advertising can be found in Annex 2.

Affiliate Guidelines

As part of the bgobuddies Affiliate Program terms and conditions, all affiliates must follow the Affiliate Guidelines at all times. The full text of these guidelines can be found [here](#) and in Annex 3.

Regulators

The advertising and marketing of gambling is strictly regulated within the UK, below is an overview of regulatory bodies with whose regulations all marketing must comply. Many of these codes make reference to each other and so while they are written and monitored independently, compliance with all of them at all times is required to ensure acceptable and compliant marketing.

See Annex 1 for a list of all regulatory bodies referred to in this guide

UK Gambling Commission (UKGC)

The UKGC was set up under the Gambling Act 2005 to regulate gambling and licensees. The UKGC issues licences for gambling and therefore has the ability to revoke, restrict, amend and sanction licence holders. A number of documents

are published by the UKGC to assist with regulatory compliance, these include the LCCP, the Statement of principles for licensing and regulation, and testing standards and requirements.

As a UK licensed operator bgo is audited by the UKGC.

Advertising Standards Authority (ASA)

The ASA is the UK's independent advertising regulator. The ASA's sister organisation, the Committee of Advertising Practice (CAP) is responsible for writing the advertising codes that all advertisers must comply with. As part of these codes we must have evidence of any claims we make before we publish the relevant adverts. Particular attention should be given to the specific sections on Misleadingness and Free Bets. There are a number of sanctions bgo can face if the ASA rules against any of our marketing.

Information Commissioners Office (ICO)

The ICO's aim is to uphold information rights in the public interest, promoting openness by public bodies and data privacy for individuals. The ICO will ensure that all applicable legislation is complied with, of those covered by the ICO those of particular applicability to bgo and its affiliates are:

- A. The Data Protection Act 2018
- B. The Privacy and Electronic Communications Regulations (PECR) 2018
- C. The Electronic Identification and Trust Services for Electronic Transactions in the Internal Market and Repealing Directive (eIDAS) 2014
- D. The Network and Information Systems Regulations 2018
- E. The Freedom of Information and Data Protection Regulations 2004
- F. The General Data Protection Regulation (GDPR) 2018
- G. The Re-use of Public Sector Information Regulations 2015

The ICO publishes a number of guides on how to comply with these provisions which are available on their website. The ICO may take enforcement actions in the case of non-compliant marketing, this can lead to finds, published enforcement notices, and in some cases prosecution.

Industry Group for Responsible Gambling (IGRG)

The IGRG works across all gambling sectors in the UK to promote socially responsible gambling. They publish the Industry Code for Socially Responsible Gambling, currently in its fifth edition. The key areas of interest for the IGRG are:

- 1. National Cross-Sector voluntary self-exclusion signposting scheme
- 2. Staff Training Strategy development programme
- 3. Customer Messaging development programme
- 4. Engagement programme with Local Authorities and Government Associations

Core Regulations

Across all regulatory bodies there are a few basic regulations that are common to all. Among those are the following:

Responsible Placement of Digital Adverts

i) Marketing must not be placed on websites providing unauthorised access to copyrighted content, for example websites offering “piracy” services, such as those which allow users to illegally download films and music. The purpose of this condition is to prevent gambling being associated with criminal activity.

An Infringing Website List is published by the City of London Police’s Operation Creative. This is available to all affiliates on request from the Affiliate Team.

ii) No advertising or other marketing information must appear on any primary web page / screen or micro-site providing advice or information on responsible gambling.

Key Terms and Conditions

For a comprehensive list of key terms for required on all promotional material see Annex 4.

i) When anything “Free” is advertised (i.e. Free spins, free play etc.), the main terms and conditions and the commitments that customers must make to take advantage of such an offer must be stated in the advertisement itself.

ii) Online marketing must direct consumers to a source where all the terms and conditions of the promotion are stated, which must be no further than one click away from the advertisement itself if the ad is limited by time and space.

iii) Marketing communications that are limited by time or space must include as much information about significant terms as practicable.

iv) Marketing communications must state all significant limitations and qualifications. Qualifications can clarify but must not contradict the claims that they qualify.

Marketing Communications

i) Regulation 22 of the ICO’s PECR states that electronic marketing communications can only be sent to individuals who:

- have specifically consented to receiving such communications (opt-in);

- are an existing customer who bought (or negotiated to buy) a similar product or service in the past, and have been given a simple way to opt out both when their details were first collected and in every message subsequently sent to them.

ii) Electronic marketing communications must also provide a valid contact address to customers, so they can opt out or unsubscribe. This rule applies to emails, texts, picture messages, video messages, voicemails, direct messages via social media or any similar message that is stored electronically.

Customers who choose to opt-out of marketing must be removed from the database with immediate effect.

iii) Marketing databases must have been acquired lawfully, with specific and obvious consent given to market to the receiver of the correspondence.

iv) All marketing material must be clearly identifiable as such, and details of the marketer (the affiliate) must be clearly presented in the advert.

Key Content Information

i) Social Responsibility and Harm

All gambling advertising is required to be socially responsible. Advertisers must respect the need to protect children, young persons and other vulnerable persons from being harmed or exploited by advertising that features or promotes gambling.

ii) Children and Young People

Marketing communications for gambling products must be socially responsible, with regards to the need to protect children, young persons and other vulnerable persons.

Advertisements must not exploit the susceptibilities, aspirations, credulity, inexperience or lack of knowledge of children, young persons or other vulnerable person and should not be likely to be of particular appeal to them.

Marketing communications must not include a child or young person. No-one who is or seems to be under 25 years old may be featured gambling. No-one may behave in an adolescent, juvenile or loutish way.

iii) Seduction, Sexual Success, Enhance Attractiveness and Personal Qualities

Marketing must never link gambling with seduction, sexual success or enhanced attractiveness. It is acceptable to feature attractive people in marketing collateral as long as the advert does not link gambling with seduction, sexual success or enhanced attractiveness. Where characters in promotional material are treated with admiration by others as a result of their gambling, this can breach regulations by linking gambling and enhanced attractiveness, improved self-image or self-esteem. Content linking transformations of

characters' appearance, image or other qualities after gambling can imply that gambling could result in enhanced attractiveness and an improvement in self-image.

iv) Problem Gambling Behaviour, Taking Priority

Suggesting that gambling is a solution to debt and financial concerns or an alternative to employment is socially irresponsible and a breach of social responsibility codes. It is generally acceptable to show gambling as being interesting to characters, as long as it is not to the exclusion of other activities or interactions with people.

v) Misleadingness

Marketing communications must state all significant limitations and qualifications. These must always be prominently displayed with an advertised offer. Marketing communications that are limited by time/space must include as much information about significant terms as practicable; online ads must also direct consumers to a source where the full terms are stated, which must be no further than one click away from the ad.

In media where it would not be possible to immediately display the full terms, a prominent and clear direct link to the full terms of an offer must be included.

The following list contains significant conditions which are likely to apply to all promotions; these include:

- How to participate, including any costs or factors likely to influence consumers' understanding of the promotion
- An explanation of any 'Free Route' entry
- Applicable start and closing dates
- Any proof of purchase requirements
- The nature and number of any prizes or gifts, or a reasonable estimate if the number cannot be determined
- The existence of any restrictions or limitations, e.g. age, date or geographical restrictions
- Any limitations of availability
- Unless obvious, the promoter's name and address.

A more comprehensive list can be found in Annex 4

vi) Vulnerability

Affiliates must consider if marketing campaigns might affect vulnerable groups and ensure that communications do not contain content likely to cause harm. The ASA assesses marketing communications on a case-by-case basis. Certain marketing approaches are likely to have a disproportionate impact on problem gamblers and those at risk of problem gambling.

The ASA will have regard to the vulnerability of particular groups when considering complaints. For instance, the evidence strongly suggests that younger men, aged 18-34, are at heightened risk of irresponsible gambling behaviour. The ASA might consider that this factor is relevant when assessing complaints under rules such as 16.3.10 (gambling as a rite of passage) that are in large part focused on protecting younger people. At the same time, the ASA will have regard to vulnerabilities affecting individuals, groups of whom may be disproportionately represented in an audience. These include economic constraints, limitations on the capacity to understand information, mental health issues and engaging in riskier patterns of play.

vii) Erroneous Perception of Risk and Control

Marketing communications must avoid approaches that give erroneous perceptions of the level of risk involved or the extent of a gambler's control over a bet or gambling in general. Implying that an activity is without risk, portrayals of risk that are unrepresentative or placing undue emphasis on the extent of control afforded by a facility like 'cash-out' are likely to encourage gambling behaviour that is socially irresponsible or could lead to financial, social or emotional harm. They would therefore breach these rules.

viii) Impulsiveness and Urgency

In order not to encourage irresponsible gambling behaviour, marketing communications must not unduly pressure the audience to gamble, especially when gambling opportunities offered are subject to a significant time limitation.

Offers subject to significant time limits and promotions with short term expiry dates (whether linked to an external event or set by the operators themselves) should not be presented in such a way that creates an unjustifiable sense of urgency. In such instances, urgent calls to action (for example, "Bet now / Deposit now") or creative approaches, such as those that place emphasis on time running out, are likely to be regarded by the ASA as a breach of these rules because they could pressure consumers into participating when they otherwise would not. Reminding consumers that other time-limited promotional offers are due to expire is likely to be acceptable.

ix) Trivialisation

Affiliates must take care to avoid approaches that trivialise gambling and avoid the impression that the decision to gamble should be taken lightly. For example, they should:

- not encourage repetitive or frequent participation;
- not encourage people to gamble more than they otherwise would;
- exercise caution when encouraging people to take advantage of promotions or opening accounts; and
- not encourage people to spend more than they can afford.

x) Problem Gambling Behaviour and Other Indicators

Marketing communications that portray individuals displaying problem gambling behaviours or other behavioural indicators linked to problem gambling are likely to be regarded by the ASA as a breach of the CAP Code rules.

Direct problem gambling behaviours include chasing losses, losing track of time while gambling and protracted play. Other behaviours associated with people displaying or at risk from problem gambling include:

- mood swings (including, highs and lows, irritability and shortness of temper);
- manipulative, dishonest, disruptive, secretive or evasive behaviour;
- detachment from surroundings;
- preoccupation with gambling; and
- isolating oneself from others or avoiding other activities to spend more time gambling.

Examples Adverts

Compliant Advertising

bgo

bgo Casino

- ✓ 500 Free Spins
- ✓ PayPal Accepted
- ✓ 1,000+ Slots

[Visit Casino](#) [Read review >](#)

T&C Apply ***18+ UK only. Win up to 500 spins from Mega Wheel on 1st deposit. 24-hour expiry. Max bet £2.50. Max Spins win £8 per 10 spins, Max Bonus win £150, selected games & 65x wagering on winnings. Min deposit £10. No Neteller/Skrill. Full T&Cs apply. Begambleaware.org. Please keep your play safe and fun. #ad

A promotional banner for Power Spins. The background is dark blue with a glowing yellow lightning bolt and a yellow treasure chest overflowing with gold coins. The text is white and yellow. A yellow 'Join' button is prominent. At the bottom, there is a small logo for BeGambleAware.org and a line of fine print.

POWER SPINS

Deposit £10 &
WIN UP TO £100 BONUS!
Power up your first deposit

Join

18+ BeGambleAware.org

Key terms: New customers only. 100% up to £100 on 1st deposit. 65x wagering. Max bet 10% up to £2.50. Max win £1k. Selected games only. 7-day expiry. No Neteller/Skrill. Full T&Cs apply.



JOIN NOW



**WIN FREE SPINS
FOR EVERY
GOAL SCORED**

Opt in required. Offer runs each Match day from 11/06/2021 – 11/07/21. Min qualifying deposit & wager £10 per match day to be eligible for that day. Excludes bingo & virtual. Free spins expire 3 days from issue. 35 x wagering applies. Max bet £2.50, Max win £10. Payment method, game restrictions & terms apply.

BeGambleAware.org




bgo Bingo

Spend £10 get £20 Bonus + win up to 250 free spins

All the top slots titles, regular tournaments, online casino games, and even live casino and all from your smartphone or tablet with the bgo app. [Read more »](#)

Lively community ★ Free bingo every day ★ Excellent promotions

PLAY NOW

Read more

UK Only. Use code BINGO. Spend £10 on Bingo, get £20 in Bingo Bonus + win up to 250 Free Spins on Super Scratch. Bingo Bonus: Bingo tickets only, 3-day expiry & 5x wagering. Free Spins: Selected Games, 24-hour expiry, max bet £2.50, max spins win £8 per 10 spins, max Bonus win £100 & 65x wagering on winnings. No Neteller/Skrill/PayPaL. Full T&Cs apply. #ad

Non-Compliant Advertising



Outdated welcome bonus, no 18+ age restriction; no key terms displayed; no link to the full terms and conditions



T&C's Apply is not sufficient, there is clear space for Key Terms to be displayed



Appeal to children with the use of cuddly toys / cartoon characters; Wagering Requirements apply is not sufficient, the requirement must be stated, e.g. 35x wagering requirement



Follow

We have gone 3/1 (from 15/8) for Jordan Spieth to win the #USOpen! Will NOT last! bit.ly/USOpenGolf15



Follow

FILL IN THE BLANK:

I think Jordan Spieth will win __ Majors in 2015.



Ads removed by the ASA. Jordan Spieth was 22 at the time, under 25



A sponsored ad that appeared on a dating app. Removed by the ASA due to linking gambling to sexual success / increased attraction



Removed by the ASA for targeting vulnerable groups – those seeking help to stop gambling – and for advertising around responsible gambling pages; Play / Register Now is an urgent call to action; no detail that T&Cs apply

Annex 1

A full list of all codes, guidelines, legislation and regulatory bodies mentioned in this guide. This is not an exhaustive list of applicable legislation or regulations and should not be used as such. All links correct at time of publishing.

Industry Codes and Guidelines

1. bgobuddies Affiliate Terms and Conditions
<https://www.bgobuddies.com/terms/>
2. The Licence Conditions and Codes of Practice (LCCP)
<https://www.gamblingcommission.gov.uk/licensees-and-businesses/lccp/online>
3. The CAP Code
<https://www.asa.org.uk/uploads/assets/6e35da0a-c47f-4ab8-9767e4e7635bfec9/16-gambling-cap-code.pdf>
4. The Industry Code for Socially Responsible Gambling
<https://bettingandgamingcouncil.com/members/igrq>

General Applicable Legislation

1. The Gambling Act 2005
http://www.legislation.gov.uk/ukpga/2005/19/pdfs/ukpga_20050019_en.pdf
2. The Data Protection Act 2018
<http://www.legislation.gov.uk/ukpga/2018/12/contents/enacted>
3. The Privacy and Electronic Communications Regulations (PECR)
<https://ico.org.uk/media/for-organisations/guide-to-pecr-2-4.pdf>
4. The Electronic Identification and Trust Services for Electronic Transactions in the Internal Market and Repealing Directive (eIDAS) 2014
<http://www.legislation.gov.uk/uksi/2019/89/made>
5. The Freedom of Information and Data Protection Regulations 2004
<http://www.legislation.gov.uk/uksi/2018/506/made>
6. The General Data Protection Regulation (GDPR) 2018
http://www.legislation.gov.uk/ukpga/2018/12/pdfs/ukpga_20180012_en.pdf
7. The Re-use of Public Sector Information Regulations 2015
<http://www.legislation.gov.uk/uksi/2015/1415/contents/made>

Regulatory bodies

1. The UK Gambling Commission (UKGC)
<https://www.gamblingcommission.gov.uk/>

2. The Advertising Standards Authority (ASA)
<https://www.asa.org.uk/>
3. The Information Commissioner's Office (ICO)
<https://ico.org.uk/>
4. The Industry Group for Responsible Gambling
<https://bettingandgamingcouncil.com/members/igrq>

Annex 2

A checklist to assist with marketing.

This checklist is designed to be used as an aid to ensure compliance alongside with reference to current legislation and regulation; this checklist alone is not a guarantee of complaint marketing and should not be used as such.

#	Point	Detail	✓
1	Key Information	All relevant information, including significant conditions to an offer, must be made clear in the ad itself. These should be stated close or clearly linked to the main claim.	✓
2	Age Restriction	The age restriction warning sign (+18) must always be displayed on all adverts, banners, and campaigns	✓
3	Customer's Benefit	Customers level of gambling should be within proportion in terms of any offers/incentives available. Also, an opt out/ unsubscribe option should be available for those who are not interested in emails, bonus or SMS offers	✓
4	Deposit Terms	Pricing should relate to the offer advertised and must include all non-optional charges/costs.	✓
5	Clear Qualifications & Limitations	Qualifying text (small print or footnotes) can be used to clarify a claim in an ad, but don't use it to hide important information or in a way that contradicts the headline claim.	✓
6	Evidence for Claims	Before the ad is run you should hold adequate evidence to support all objective claims or those that are capable of objective substantiation	✓
7	Key Terms (See Annex 4)	Significant terms must be included in all ads, and details of the main terms of any promotion or campaign. All key terms and conditions should be directed to the full promotional T&C's page.	✓
8	Social Responsibility	No child or young person should be featured in any promotions as well as no indecent, pornographic or offensive materials. For example, while using social media to attract followers or customers, all marketers must take reasonable steps in demonstrating that their ads would not be directed to those under 18	✓

Annex 3

[Affiliate Guidelines.](#)

Guidelines which all affiliates must follow at all times, as part of the Terms and Conditions of the bgobuddies Affiliate Programme.

a) The Affiliate shall not engage in any fraudulent, unethical or unlawful activity, or any activity which is not transparent to Bgo Entertainment or not in the best interests of Bgo Entertainment, Operators or Customers, or any activity which is in breach of relevant laws and regulations

b) Examples of such activities include, but are not limited to:

i) use of inappropriate software (whether third party or otherwise) in order to create financial gain for the Affiliate;

ii) bidding on the branded and disallowed key terms within paid search, or any other third party advertising system based on keywords, without Bgo Entertainment's and/or the Operator's prior approval; Additionally, any paid search budget should be approved and authorised by the Affiliate Manager prior to Affiliate commencing paid search campaign. Failure to do so will result in commission earnings being withheld by bgobuddies.

iii) implementing links where there is an incentive to click on them without Customers having full knowledge of the consequences of their actions, for example activating a cookie which may later mean a conversion of sale to the owner of the Affiliate link (i.e. "forced clicks");

iv) promotion by unsolicited email;

v) promotion by means of direct marketing by SMS, whether with or without the consent of the recipient; or

vi) mimicking the action of an Affiliate link click which results in a cookie being stored on a Customer's machine which could later lead to the conversion of a sale to the Affiliate.

c) If the Affiliate Site includes or comprises an email list the Affiliate shall:-

i) obtain Bgo Entertainment's written approval before sending email promotions on its behalf to Customers;

ii) supply examples of email promotions which the Affiliate proposes to use;

iii) provide full disclosure as to the origin and source of its list or database of email addresses, including supplying satisfactory evidence that these have been properly purchased or licensed, details of the party from whom they have been purchased or licensed, details which demonstrate that they have been created, supplied and operated in accordance with data protection and other applicable laws, and details that all appropriate consents have been obtained from the intended recipients.

- d) The Affiliate shall be responsible for protecting and maintaining the confidentiality of its logins, Links and other data used to access or manage the Affiliate Management Area and Affiliate Programmes and for ensuring that no third party may change the Affiliate's details without the Affiliate's knowledge.
- e) The Network is an online network and Approved Transactions must be conducted online, not offline, unless otherwise agreed between the parties. Offline transactions shall be disregarded and shall not entitle the Affiliate to Commission unless specifically agreed otherwise by Bgo Entertainment.
- f) The Affiliate shall specify the URLs it will use to track Approved Transactions as part of the registration process via the Website ("Authorised URLs"). Bgo Entertainment may disregard transactions entered into via URLs other than Authorised URLs and/or withhold Commission in respect of them. The Affiliate may add additional or substitute URLs from time to time via the Affiliate Management Area, but such URLs will only become operational once acceptance is confirmed by the Affiliate's account manager.
- g) From time to time Bgo Entertainment shall be entitled to request from the Affiliate information and evidence as to how and where the Affiliate is promoting the Affiliate Site and the Affiliate shall supply such information without delay.
- h) If the Affiliate or any Customer configures its system in order to disable any technology for confirming the means of referral, Bgo Entertainment shall treat the Customer as not having been referred by the Affiliate.
- i) The Affiliate shall ensure that the information on the Affiliate Management Area is complete and accurate at all times.
- j) The Affiliate shall supply evidence of its identity to Bgo Entertainment on request at any time.
- k) The Affiliate Site shall not use or contain any spyware or other equivalent or similar code or material, intended to defraud or unlawfully obtain data from Customers.
- l) Each page of the Affiliate Site shall contain a clear and conspicuous link to its privacy and cookie policy.
- m) The Affiliate shall not pass any Customer's personally identifiable information to Bgo Entertainment.
- n) Any attempts of arbitrage or collusion from the affiliate end will result in affiliate's account termination.
- o) Affiliates should not gain profit from their own game play by their or their family members' player accounts being attributed (tagged) to their affiliate account.
- p) Affiliates should refrain from promoting any of bgobuddies brands on cashback incentive sites without specific written authorisation from the Affiliate Manager.

r) The Affiliate shall only send promotional material to customers whose opt-in is less than 12-months old, and who have specifically opted for receiving gaming related content from the Affiliate by means of direct marketing.

s) Under no circumstances are Affiliates and publishers allowed to promote any of the advertisers or merchants featured on bgobuddies via the use of paid placements on brand related terms on search engines or contextual advertising networks. At present this stipulation extends to Bgo Entertainment and any related terms. This is not an exhaustive list and can be amended or increased at any time without notice.

t) bgobuddies Affiliates are not allowed to acquire or procure any links for Bgo Entertainment terms from third party sites for the purpose of deep linking to their own Bgo Entertainment review and information pages. Any Affiliate found to be adding such links will have their Affiliate commission for that month withheld. Bgo Entertainment reserves the right to remove the Affiliate from the programme and withhold all commissions.

u) Damaging Statements

Where it has been deemed by us that there have been misleading, damaging, defamatory and/or derogatory statements made by you in relation to us or any of our partners/merchants, we reserve the right to take various actions, including but not limited to, withholding and forfeiting of Referral Fees, charging you for the amount of costs or liabilities incurred in relation to such actions, the closing of the Affiliate Account and/or immediately terminating this Agreement.

v) Bgo Entertainment reserve the right to immediately terminate an Affiliate agreement without notice if the Affiliate a) removes, or b) fundamentally changes the listing, positioning or agreed promotion schedule for bgo or any related brands.

w) All advertorial, pre-sell, and native content must adhere to specific compliance terms which will be provided by their Affiliate Managers. Failure to do will lead to closure of the account. Affiliates details will also be passed on to CAP, UKGC, ASA and any other relevant bodies or organisations.

Annex 4

A list of key terms for all promotional material.

Any terms applicable to a promotion or advert must be displayed in the marketing, with the exception of those limited by space.

1) Targeted players

Examples: New players only / Existing players only / Selected players only

2) Deposit info

Examples: No deposit required / Min deposit £xx etc

3) Information about offer and promotion codes

Examples: 100% match on 1st deposit up to £xx etc / up to 500 free spins on 1st deposit / 10% cashback on losses up to £50 / Use code: xxxx

4) Wagering requirements

Examples: 65x Wagering requirement / No wagering on Free Spins

5) Expiry information

Examples: 3-day expiry on Free Spins / Offer expires on xx.xx.2021 etc.

6) Info about bet limitations

Examples: Min bet £xx / Max bet £xx when playing with a bonus etc

7) Deposit and withdrawal info

Examples: £10 min deposit + / no deposit and withdrawal fees

8) Game restrictions

Examples: Free spins on Twin Spin / selected games only etc

9) Info about additional terms

Examples: Full terms apply