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*We pride ourselves
on maintaining
the licensed casino
community’s values
whilst being open-
minded and flexible
towards modern
business concepts*
”

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*Building
Europe’s Casino
Community*
”



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CODE OF CONDUCT
OF ECA MEMBERS

Our key values

Who we are and what we stand for

The ECA members have extensive expertise that is founded upon decades of experience. Based on our integrity and professionalism in managing our business, the casino industry in Europe has progressed over the years in a gradual and responsible manner to adapt to a changing society, in particular in terms of the economy, regulatory landscape and, of course, technology. In this respect, our business has evolved from the simple provision of traditional casino table games to a far broader casino concept, which includes table games (including poker), slot machines, food & beverage, entertainment, hotels and much more.

The distribution channels for our services have also changed over time. From a single land-based source, distribution in some countries has now been extended to the Internet as well as to other multiple technology-based channels. Despite these changes, the ECA members remain committed to the core values associated with the ECA's identity: representing the interests of Europe's licensed, land-based casino industry and its portfolio of offline and online gambling and other recreation and leisure services.

This Code serves as a constant reminder of the key requirements set out by the ECA, which its members are required to uphold as a condition of membership.

The Code governs the conduct of all ECA members and seeks to ensure that they champion the ECA's fundamental values of integrity, professionalism, social responsibility and ambition by observing the following principles:

- 01 We act with **social awareness**, striving to channel the demands of gambling in a manner which endorses high, common **ethical standards**, whilst maintaining harmonious and energetic corporate governance.
- 02 We pursue **sustainable business** success in a prudent and diligent manner, based on a fair, transparent and progressive dialogue with our stakeholders. With this goal in mind, we co-operate efficiently in areas of common interest to protect their welfare and interests and achieve optimal results.
- 03 We provide **safe, licensed and responsible gambling** services and foster a proactive and dynamic approach in order to minimize the threat of compulsive or illegal gambling among vulnerable members of society and underage users.
- 04 We are committed to legal and responsible advertising which promotes our services to consumers in an honest and appropriate manner.
- 05 We proactively enforce **effective anti-money laundering measures** and apply control and prevention methods against criminal or fraudulent activities.
- 06 We require from our members strict **compliance with all applicable laws**, policies and regulations, as well as an awareness of any new legislative developments, thereby ensuring that they act in good faith at all times and thus demonstrate their integrity towards society.
- 07 We ensure that we continuously **develop our industry-specific knowledge** in the areas of economics, technology and human resource management. We consider this to be a prerequisite for maintaining and sharing our expertise in the field and upholding best practices.
- 08 We are committed to pursuing a precautionary approach to environmental challenges and to undertaking initiatives which go above and beyond local and European legislative requirements to promote greater **environmental responsibility**, reduce our environmental footprint and deploy environmentally friendly technologies, practices and actions.
- 09 We respect internationally proclaimed human rights and ensure that we are not complicit in any form of **human rights** abuse. We are committed to providing equal opportunity, **non-discriminatory working environments** and respecting the individuality, dignity and diversity of our employees.
- 10 We educate our employees in mindful professional conduct, hospitality **and extensive customer care** practices by providing them with regular training and guidance.
- 11 We offer reliable games of chance using the most sophisticated equipment available, thus providing **a secure, professionally monitored gaming environment** for our customers.
- 12 We consider **customer confidentiality and privacy** to be paramount and we adopt a discreet and responsible approach to handling and storing sensitive information in accordance with the **highest data protection standards**.
- 13 We are a **dedicated and resilient force** in legal decision-making at the heart of our industry. We provide valuable expertise and competence in our quest for fair and objective legislation.
- 14 We work to establish ourselves **greater recognition within Europe** as we seek to cement our status as a diverse and reputable body, whose licensed members serve to protect the interests of both the casino industry and its customers.