



EUROPEAN ASSOCIATION FOR THE STUDY OF GAMBLING

## **Code of Practice for Responsible Gaming in the Casino Environment**

### **Introduction**

In addition to existing law and the various guidelines established by national regulators, the members of the European Casino Association (ECA) consider the best way to serve the public and protect vulnerable and at risk individuals, is by adopting an ethical and transparent approach to their activities. This includes the adherence to this Code of Practice for Responsible Gaming in the Casino Environment.

The Code of Practice for Responsible Gaming in the Casino Environment provides a proactive cross-industry approach to the promotion of Responsible Gaming practices.

The intention of ECA is to implement this Code of Practice for Responsible Gaming in the Casino Environment as an integral part of daily operations in casinos throughout Europe, in addition to the existing gaming laws and regulations of each member country.

The Code of Practice for Responsible Gaming in the Casino Environment is based on the casino industry's commitment to best practices with respect to Responsible Gaming. It is endorsed by the European Association for the Study of Gambling (EASG - [www.easg.org](http://www.easg.org)).

### **Promoting Responsible Gaming**

- 1) ECA members will make information promoting Responsible Gaming and where to find assistance, including a helpline number and other treatment possibilities readily available.
- 2) ECA members will provide opportunities for individuals to request that they are not to be sent promotional material or have their privileges for specific casino services revoked.
- 3) ECA members will provide special training for managers and other appointed casino employees with respect to Responsible Gaming and provide refresher training courses.

- 4) ECA members will educate new employees and implement communication programmes for all employees to improve their understanding about Responsible Gaming.

### **Advertising and Marketing**

ECA members are developing and implementing strategies to ensure that advertising and promotional messages are delivered in a responsible manner. Specifically, these strategies will ensure that any advertising or promotion:

- 1) Does not target problem gamblers or encourage addictive behaviour,
- 2) Complies with the appropriate national regulation,
- 3) Reflects generally accepted contemporary ethical standards,
- 4) Includes a Responsible Gaming message and a helpline number when appropriate,
- 5) Does not give the impression that gambling is a reasonable strategy for financial benefits,
- 6) Does not include misleading statements about odds, prizes or chances of winning,
- 7) Is not directed at those below the legal age or vulnerable groups,
- 8) Is not misleading or deceptive.

### **Prevention of under-age gambling**

- 1) ECA members will control age at the entrance to the casino in accordance with appropriate registration regulations.
- 2) ECA members will communicate the legal age of gambling.
- 3) ECA members will make diligent efforts to prevent under age individuals from entering in the gaming area of a casino, and provide suitable barriers or controls or registration processes to prevent unauthorised entry.
- 4) Casino employees working in relevant areas will receive training courses in procedures for dealing with under-age gambling.

### **Serving Alcoholic Beverages Responsibly in a Casino Environment**

ECA members will observe a responsible beverage service policy in a casino as follows:

- 1) Casinos will not allow access into casino facilities by visibly intoxicated individuals
- 2) Casinos will not serve alcoholic beverages to visibly intoxicated individuals
- 3) Casinos will not to permit gambling by visibly intoxicated individuals
- 4) Casinos will provide training for appointed casino employees in responsible alcoholic beverage services.

### **At Risk and Problem Gamblers**

- 1) ECA members will implement their own schemes of self-exclusion for individuals requesting to be excluded.
- 2) ECA members will provide information about help and counselling services.
- 3) The responsibility for an individual's gambling ultimately rests with the individual. However, ECA members will be supportive when in contact with problem gamblers and will direct them to where they can find the support and assistance.

Update: 7 June 2013