



## PRESS RELEASE

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### **IGRG ANNOUNCES FURTHER ENHANCEMENTS TO THE INDUSTRY CODE FOR SOCIALLY RESPONSIBLE ADVERTISING**

**The IGRG today announced a number of enhancements that have been made to the Industry Code ('the Industry Code') for Socially Responsible Advertising. These improvements will form part of the third edition of the Code which is to be implemented by the end of 2017.**

The Code was originally produced in 2007. The second edition of the Code introduced in 2016 a range of additional measures and included a commitment to an ongoing review process. As a result of that process, amendments in the third edition, which is published today, include:

- Several measures related to social media, which are designed to limit further the access of under-18s to inappropriate gambling marketing material on YouTube and Twitter.
- A requirement for all references to GambleAware to be changed to [www.begambleaware.org](http://www.begambleaware.org).
- For the first time a specific reference to the need for all operators to do their best to ensure that any affiliates that market on their behalf also comply with the requirements of the Code.

Commenting on the reforms, the IGRG Chairman, John Hagan said:

'The advertising of gambling has probably never been more in the spotlight than it is at present and we await with interest the eventual conclusions of the ongoing DCMS

review. In the meantime, pursuant to our own commitment to review the Code on a regular basis, I am glad that we have brought forward now some very worthwhile additions relating to advertising on social media, affiliate marketing and the referencing of [www.begambleaware.org](http://www.begambleaware.org) in print and broadcast advertising.'

## **Notes to editors**

### The Code

When the Gambling Act 2005 was implemented in 2007 it introduced greater advertising freedoms, especially around television advertising. Although gambling advertising is primarily regulated under specific provisions by the Advertising Standards Authority (ASA) the British gambling industry decided that it would adopt the Code as well in order to apply a number of additional safeguards.

The Code was reviewed and an enhanced version was published in 2015. It came into effect in 2016. IGRG gave a commitment to DCMS at the time that it would keep the Code under regular review and this third edition is a consequence of that.

It will continue to be the case that the principal rules governing gambling advertising in Great Britain will be those produced and administered by the Committee of Advertising Practice (CAP) and the Broadcast Committee of Advertising Practice (BCAP), which are adjudicated upon by the Advertising Standards Authority (ASA). Further information about those is provided below. It must be stressed that this code is designed to supplement, rather than repeat or supersede those rules, by providing industry standards in a very limited number of related areas, especially educational messaging, that are not covered by the CAP/BCAP rules.

### IGRG

The Industry Code has been developed collectively by the gambling industry under the umbrella of the Industry Group for Responsible Gambling (IGRG) which is currently comprised of the Association of British Bookmakers; BACTA; the Bingo Association; National Casino Forum; and the Remote Gambling Association. IGRG was established in 2014 and incorporated in November 2015. Its mission is to provide a structure to better promote socially responsible gambling across all gambling sectors in the UK.

These trade bodies represent businesses whose primary purpose is the provision of gambling opportunities, whose memberships reflect the spectrum of businesses trading and which have a detailed understanding of their respective areas.

*For more information, contact:*

Clive Hawkswood ([chawkswood@rga.eu.com](mailto:chawkswood@rga.eu.com) 0203 585 1242)