

## **Guidelines for Affiliates on Italian gambling advertising**

## EXECUTIVE SUMMARY

The following document has to be considered an addendum to [Betsson Group Affiliates – Terms and Conditions Programme](#) (the Affiliates Agreement) and shall be seen as integral part of them. The main scope of this guideline is to ensure compliance of Betsson Group Affiliates operating in Italy with Art. 9 of the Decree-Law 12 July 2018, No. 87 and its implementation guidelines issued by the Italian Communications Authority - AgCom [Resolution n. 132/19/Cons](#) and [Annex A](#). You as Affiliate applying to participate in the Betsson Group Affiliate Programme shall read these Guidelines carefully to ensure that your Website is compliant with local regulation.

## SCOPE

These Guidelines will take effect from the day of publication (“Effective Date“) on <https://www.betssongroupaffiliates.com> and by continuing with the Affiliate Programme past this date you agree to be bound by this Addendum as from the Effective Date. IF YOU DO NOT ACCEPT TO COMPLY WITH THESE GUIDELINES, THEN IT IS YOUR RESPONSIBILITY TO TERMINATE IN ACCORDANCE WITH CLAUSE 9 OF THE AFFILIATE AGREEMENT. IF YOU DO NOT TERMINATE YOUR AFFILIATE AGREEMENT THEN THESE GUIDELINES WILL BE BINDING ON YOU.

These Guidelines are applicable only for Affiliates operating in Italy and in relation with [www.starcasino.it](http://www.starcasino.it) or any other Betsson Group website directed to Italian users. These guidelines shall prevail in case of any discrepancy with the Affiliates Agreement.

## YOUR OBLIGATION

It is your sole obligation to ensure that any information you provide to the public in the performance of the terms and conditions with reference to the Italian gambling websites is a message exclusively aimed at informing users about the products and services offered by licensed operators in Italy. It is prohibited and you should not perform any commercial communication, which consists of a message that is mainly associated with a specific call to action (i.e. an invitation to participate to a specific promotion or register to a given platform). In more specific terms, it is expressly prohibited to promote a message with a sense of urgency, to place emphasis on time running out and to use imperative language.

By way of example, the following types of claims are prohibited "*Deposita subito e non perdere l'occasione/ Immediate deposit and do not miss the opportunity*", "*Gioca ora / Play Now*", "*Gioca / Play*" and shall be replaced with "*Per saperne di più/ If you want more information*", "*Info offerta/ Information on the offer*", "*Informazioni sulle quote / Information on the odds*", "*Continua/Continue*" and "*Più informazioni / More information*".

You can perform only informative communications and shall not carry out any communication that contains either a call to action to gamble/bet or an invitation to bet/gamble.

## DISPLAY OF LOGOS

You are allowed to:

- advertise on free sports product and news websites, but advertisements cannot be an indirect advertising of the Italian gambling websites and have to be independent from advertisements of the Italian gambling websites; and
- display URL and domain names of Italian gambling websites (e.g. www.xxxxx.it) and their logos only for informative purposes in addition to the display of responsible gambling logos and claims provided by Italian gambling regulations that gambling operators licensees can provide, upon request of the Affiliate.
- display gambling licensees banners design creativity shall to be as neutral as possible and construed with informational purposes.

You are not allowed to conduct paid advertising relating to keywords or other material referring to gambling operators on Google and through the purchase of back links.

## COMPARISON OF SPORTING ODDS, JACKPOTS AND COMMERCIAL OFFERS

Odds and commercial offers (e.g. bonuses, jackpots and features of the games/websites) of different licensees should be put in comparison and should be provided to users and website visitors through an informative (and not promotional) communication. For example the following types of claim are prohibited "Se depositi X € su www.xxxxx.it, ricevi ad un bonus pari a X €. Informazioni sull'offerta su www.xxxxx.it"/ "If you deposit X € at www.xxxxx.it, you receive a bonus of X €. Information about the offer at www.xxxxx.it".

Banners displaying Odds comparison should be allowed as long as there is no inductive Call To Action message

## RETENTION ACTIVITIES, CRM CONTENT

The communication of information such as the reporting of odds and commercial offers via email, SMS, direct messages or push notifications is to be considered allowed only when users expressly request it, provided that this is strictly limited to what users asked for. On the contrary, the delivery of CRM and/or marketing communications is prohibited.

You shall not ask users to receive marketing communications, but to subscribe to a service relating to the provision of information on odds/promotions, leaving the possibility to the user to select the type of events/promotions/products on which they want to receive information (as by way of example "richiedo di essere abilitato al servizio di aggiornamento sulle quote ed offerte commerciali degli operatori di gioco a noi affiliati" / "I expressly request to be subscribe to the service of updating odds and commercial offers of gambling operators affiliated to us").

## CONCLUSIONS

Affiliates are able to inform but not to promote. You can compare but you cannot indulge in advertorial. The comments offered above should not be considered as legal advice, rather as general guidance.

## OUR RIGHTS AND REMEDIES

In the case of your breach (or, where relevant, suspected breach) of these Guidelines and of the Affiliate Agreement or your negligence in performance under the Affiliate Programme, or failure to in any way meet your obligations hereover, Paragraph 5 of the Affiliate Agreement shall apply in full.