



## **WLA Responsible Gaming Principles**

### *Preamble*

WLA Members are united in their commitment to foster the continuity of public order and the fight against illegal gambling as defined by governments in the each respective member jurisdiction. This commitment provides the background for the WLA Responsible Gaming Principles.

These Principles, using the WLA bylaws as a reference, have been developed as a result of the unanimous decision of the WLA Membership in Granada to develop a comprehensive set of standards related to social responsibility. Gaming responsibility is a pivotal element in each individual WLA Member's ongoing commitment to this social responsibility and part of a proactive approach to the social impact of lotteries and other forms of gaming, including Sports Betting.

While the WLA Members, as gaming operators, play a central role in responsible gaming, there are a number of other stakeholders who play equally critical roles in this field, namely governments, regulators, treatment providers, researchers, community groups, individual players and their social networks. To effectively deal with issues of responsible gaming, a group effort is essential, and the principles in this document address the lottery industry's relationship to these stakeholders.

In pledging their support for these principles, WLA Members commit their vigilance in making responsible gaming an integral part of their daily operations, including activities involving employees, patrons, retailers and other stakeholders. This pledge of support includes the encouragement of research initiatives and striving to achieve an appropriate balance between revenue, entertainment and customer expectations.

The Principles in this document should be not be construed as interference, or attempt to interfere with each respective governmental policy and the activities within their jurisdiction, but rather are meant to compliment relevant policies and activities within each jurisdiction.

Therefore, WLA Members hereby commit themselves, within the social, economic political, ethical and cultural context and legal framework of the respective jurisdictions in which the lotteries operate, to the following Responsible Gaming Principles:

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1. WLA Members will take reasonable and balanced measures to meet their objectives while protecting the interests of their customers and vulnerable groups; at the same time upholding their respective commitments to defend public order within their own jurisdiction..
2. WLA Members will ensure their practices and procedures reflect a combination of government regulations, operator self-regulation and individual responsibility.
3. WLA Members will develop their practices concerning responsible gaming-related issues on the fullest possible understanding of relevant information and analysis of documented research.
4. WLA Members will work with stakeholders — including governments, non-governmental organizations, regulators, researchers, public health professionals, and the general public — to share information, develop research and promote responsible gaming as broadly as possible, and encourage a better understanding of the social impact of gaming.
5. WLA Members will promote only legal and responsible gaming in all aspects of their activities, including the development, sale and marketing of their products and activities; and will make reasonable efforts to ensure their agents do the same.
6. WLA Members will provide the public with information in an accurate and balanced manner to enable individuals to make informed choices about gaming activities within the lotteries' jurisdiction. This commitment requires the following:
  - a. That the marketing of lottery activities and products be subject to reasonable operator self-regulation, and promote responsible gaming practices and informed choices; and
  - b. that individuals shall be provided with accurate information about gaming and the risks associated with it, for example, organizing education program.
7. WLA Members will make a reasonable effort to monitor, test, and revise as appropriate, those activities and practices related to responsible gaming. Their findings will be publicly reported..

*adopted on February 4, 2006*