

Casino Advertising and Promotions Direction

**Issued:
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In the exercise of the functions and duties conferred by section 9(1) (a) and (b) of the Casino Operations and Control Law 2015, L.124(1)/2015 ("Law") and pursuant to section 65(1), Casino advertising and promotion, of the Law, the Cyprus National Gaming and Casino Supervision Commission ("Commission") is hereby issuing the following Direction in order to establish standards and requirements for advertising and promotions and maintain a robust regulatory environment.

INTRODUCTION

1. The Cyprus Gaming and Casino Supervision Commission wants to ensure gambling activities are carried out in a socially responsible manner. The Commission regulates gambling in the Republic of Cyprus ("Republic").
2. These directions set out the standards and requirements of the Commission in relation to advertising and promotions by Integrated Casino Resorts (Cyprus) Ltd (the "Operator") and its parent company, affiliates and agents globally for the temporary casino, satellite casinos and Integrated Casino Resort (collectively "ICR"). The Operator shall be responsible for any advertising or promotions of the ICR by its affiliates and agents globally. The Operator will be able to submit to the Commission draft advertising or promotional material for non-binding guidance as described in Casino Advertising and Promotions Code.
3. This Direction is not intended to prohibit marketing communications but to promote responsible advertising and promotions for casino gaming and to take into consideration the impact of casino gambling advertising and promotions on minors, the vulnerable persons and problem gamblers.
4. This Direction is in addition to and are not intended to replace the requirements of advertising of casino gambling required in the Law, the Casino Operations and Control Law (General) Regulations 2016 ("Regulations"), the Commission's Advertising and Promotions Code ("Code") and the Republic's and applicable advertising laws globally ("Advertising Laws").
5. For the purposes of this Direction and the Code, the term "advertising" shall mean the act or practice of calling public attention to licensed casino gambling services by announcements in media in order to persuade the public to purchase such services. The term "promotions" shall mean an activity such as a sale or special offer to increase visibility of the casino and gambling services, supplementing or coordinating advertising.

OBJECTIVES

6. To ensure gambling is represented in a responsible manner in all advertising and marketing and in compliance with the Law, the Regulations, the Code and Advertising Laws.
7. To ensure that gambling advertisements in the broadcasting media are socially responsible, with particular regard to the need to protect children, young persons and other vulnerable persons from being harmed or exploited by advertising that features or promotes gambling.
8. To promote appropriate ethical standards in the content of this category of advertising.

9. To ensure that targeted media campaigns enhance public awareness of both responsible and problem gambling issues and services.

DIRECTIONS

10. The operator shall not direct, request or permit:
 - a. Republic television stations to broadcast any gambling advertisements between 6:00 and 23:00. When gambling advertisements are broadcast in the Republic between 23:00 and 6:00, they shall not be broadcast during, or immediately prior to or after, children's programmes or those programmes directed at or likely to be of particular interest to children.
 - b. Republic radio stations to broadcast any gambling advertisements between 6:00 and 23:00. When gambling advertisements are broadcast between 23:00 and 6:00 they shall not be broadcast during, or immediately prior to or after, children's programmes or those programmes directed at or likely to be of particular interest to children.
 - c. The Operator shall ensure that paid social media advertising for casino gambling targets audiences aged twenty five (25) years or older. In addition, the Operator shall use all available platform targeting and exclusion tools to minimise the delivery of gambling advertisements on social media feeds to non-targeted audiences, including by avoiding broad or untargeted delivery settings, and shall maintain verifiable records evidencing compliance (e.g., campaign targeting parameters/settings, screenshots and platform reports) to be made available to the Commission upon request.
 - d. Marketing promotions and advertising of the ICR being placed on websites that would disparage the reputation of the ICR and the Republic or its agencies.
 - e. Outdoor and indoor displays to present any gambling advertisements that are within 300 meters of or are otherwise visible to schools, or other primarily youth-oriented locations including but not limited to playgrounds, sports nurseries, youth centres, or appear at venues where the primary audience is expected to be persons under twenty-one (21) years including but not limited to cinemas showing movies aimed at underage persons or near clinics or hospitals for rehabilitation of gambling related problems.
11. When gambling advertising is allowed, media shall not permit any advertisement that contravenes the provisions of the Law, Regulations, Code, this Direction or Advertising Laws.
 - a. The Commission may issue binding orders to the operator requiring activation of the Rapid Takedown System (RTDS). The operator must ensure the cessation of any display, distribution, or re-publication of the content, including on any subsidiary channels or affiliate networks.
12. Advertising and marketing materials must contain:

- a. A reasonable and appropriate responsible gambling message at some point during the advertisement or promotion, communicated as prominently (for print advertisements in the same size font) and in the same language and at the same speed as the other content in the advertisement or marketing materials, Responsible gaming messaging must reflect the demographic targeted by the advertising and marketing materials/activities.
 - b. *With respect to digital advertising, the Operator will cooperate exclusively with digital platforms that implement appropriate user safeguards, including effective tools to limit user exposure to gambling advertisements and promotions.*
13. Marketing communications for events or facilities that can be accessed only by entering gambling premises must make that condition clear in such communications.
14. Advertising and promotions shall display the Commission regulation kitemark.
15. The operator shall inform the Commission with appropriate details as soon as possible about complaints (from whatever source and arising from whatever jurisdiction) received by the Operator about its advertising and promotions.
16. Failure by the Operator, Casino key Employee, a casino employee, a Junket operator or a Junket representative, to comply with the Code, the Law and the Regulations shall be grounds for conducting disciplinary action against the liable person by the Commission.
17. The Commission shall have sole discretion in determining whether there has been a breach of these Directions, after taking into consideration the applicable circumstances.