

# Online Gaming and Sports Betting

## **iDEA Responsible Advertising Code**

iDEA represents all sectors of the rapidly growing industry of online gaming and sports betting entertainment, including operations, development, technology, payment processing, marketing and law. The advertisement of sports wagering and online gaming plays a vital role in the development of a legal, regulated and healthy market by supporting competition, multiplying consumer choice and promoting industry-wide responsible gaming initiatives. However, sports betting and online gaming must be marketed in a responsible manner and to the appropriate audiences. To this end, iDEA members commit to the following principles related to advertisement of sports wagering and online gaming:

### **1. Complying with Legal Requirements Relating to Sports Wagering and Online Gaming Advertising**

- All advertising will adhere to state requirements and restrictions, including responsible gambling language.

### **2. Promoting Sports Betting and Online Gaming Only to Those Over the Age of 21 (unless state law is 18+)**

- Advertising should disclose that betting is only for adults 21 years or older (unless applicable state law permits 18+).
- Marketing should not use characters and/or performers (including endorsers and influencers) who primarily appeal to audiences under legal gaming age.
- Sports wagering and online gaming advertising (including company logos) should not appear on media that primarily appeal to an audience under legal gaming age, such as children's television programming and social networks geared toward youth.
- Promotional products should not be those that typically appeal to children.
- This restriction does not apply to employment recruiting activities, consistent with applicable age requirements for the intended roles.

### **3. Limiting College and University Advertising**

- iDEA members commit to not advertising on college or university campuses, except where permitted (*e.g.*, alumni communications). This restriction includes school radio or TV stations, but does not apply to alumni networks.
- iDEA members should not enter into name, image, and likeness agreements with college athletes under the age of 21.

### **4. Promoting Responsible Gaming**

- Advertising messages should contain responsible gaming messaging. This includes compliance with state mandates, like providing a toll-free helpline telephone number.
- Messaging should never suggest that someone can gain financial or other success through sports betting or online gaming. Similarly, advertisements should not tout sports betting or online gaming as a means to get out of financial trouble.
- Advertisements should not use “risk free” language.

### **5. Implementing and Monitoring Code Compliance**

- iDEA’s Responsible Advertising Committee will review this Code annually and recommend any updates.
- iDEA members will train employees involved in sports betting and online gaming advertising regarding this Code.
- iDEA will offer a complaint mechanism for any member or third party who believes an iDEA member is not complying with this Code.
- The reported company will have an opportunity to respond to the complaint.
- Designated members of iDEA’s Responsible Advertising Committee, in consultation with iDEA’s General Counsel, will make a determination as to the outcome of the complaint. This may include directing the iDEA member to withdraw or revise its advertising.