
INTEGRITY REQUIREMENTS

**Internet Gaming Advertising and
Marketing Standard**



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Introduction

The Saskatchewan Liquor and Gaming Authority (SLGA) is responsible for the regulation of gaming in Saskatchewan as mandated under *The Alcohol and Gaming Regulation Act, 1997*. This document outlines the integrity requirements for Internet Gaming Advertising and Marketing.

Background

This Internet Gaming Advertising and Marketing Standard (Standard) has been developed after review and consideration of regulations and standards from British Columbia, Manitoba, and Ontario. SLGA has adopted language and concepts from:

- British Columbia Gaming Policy and Enforcement Branch (GPEB), Advertising and Marketing Standards for Gambling in British Columbia, June 2015.
- British Columbia Gaming Policy and Enforcement Branch (GPEB), Responsible Gambling Standards for the BC Gambling Industry, June 2015.
- The Liquor, Gaming and Cannabis Control Act (LGCA), Advertising Requirements, October 2018.
- Alcohol and Gaming Commission of Ontario (AGCO), Registrar's Standards for Internet Gaming, February 2022.
- Advertising Standards Canada, Canadian Code of Advertising Standards, July 2019.
- Saskatchewan Liquor and Gaming Authority (SLGA), Beverage Alcohol Advertising Standards, October 2016.

Purpose

This Standard provides a foundation for developing internet gaming advertising and marketing strategies. Application of this standard will ensure advertising and marketing is presented in a responsible manner.

IN.1.01 Ownership and Control of Internet Gaming Advertising and Marketing Standard

The ownership and control of this document, and all subsequent amendments, rests with SLGA.

IN.1.02 Document Revision and Maintenance

SLGA will conduct an annual internal review of this standard to identify and address any changes that may be required. Revisions will be forwarded to stakeholders for review and feedback prior to finalization. At any time, the authorized operator may submit to SLGA a request for changes, and after consideration, revisions will be made during the annual review process.

IN.1.03 Other Documents That May Apply

This Standard establishes minimum guidelines for operational and management aspects of advertising and marketing for internet gaming. This Standard has been developed to complement SLGA's integrity requirements contained in Internet Gaming System Standard (IGSS) and Internet Gaming Operation Standard (IGOS).

1.0.0 General

- a) The authorized operator and/or the conduct and management entity are directly responsible for advertising and marketing internet gaming.
- b) The authorized operator and/or the conduct and management entity may engage third parties, including the online platform supplier, to advertise on its/their behalf.
- c) Internet gaming product-focused partnerships with a betting call to action may occur with organizations where wagers are allowed. This includes professional sports teams, as well as elite national and international sporting activities and competitions (as set out in the Internet Gaming Operating Standard).
- d) Internet gaming product-focused partnerships with a betting call to action are prohibited with organizations where wagers are not allowed. This includes junior sporting groups such as junior hockey (e.g., Western Hockey League, Canadian Hockey League), or junior football (e.g., Regina Thunder, Kamloops Broncos). Organization/community-focused partnerships centered around education and awareness are permitted.

2.0.00 Internet Gaming Website

- a) The internet gaming website home page must be branded specifically for Saskatchewan.
- b) The internet gaming website cannot:
 - Advertise or market games that resemble traditional charitable gaming activities, such as bingo, raffles, breakopens
 - Advertise or market lottery products
 - Advertise or market prohibited events.

3.0.00 Gambling Inducements

- a) Gambling inducements, bonuses and credits are prohibited, except on an operator's gaming site.
- b) Players must be provided an opt-in process whereby they actively consent

to receiving any direct advertising and marketing of inducements, bonuses and credits, and must be provided a method to withdraw their consent at any time.

c) Advertising and marketing materials that communicate gambling inducements, bonuses and credits must not be described as free or risk-free if the player risks their own money to play. If the player can potentially lose their own money or if conditions are attached to their own money, the offer must disclose those terms and not be described as free or risk-free.

4.0.00 Requirements

All paid advertising and marketing related to internet gaming must:

- a) Comply with the Canadian Code of Advertising Standards established by Advertising Standards Canada
- b) Comply with provincial and federal laws and legal standards
- c) Include social responsibility messaging where practicable to do so
- d) Utilize social media platform age-gating to make reasonable efforts to prevent minors from viewing social media advertising including YouTube.

5.0.00 Restrictions

Advertising and marketing materials must not:

- a) Target underage or self-excluded persons
- b) Encourage players to play beyond their means
- c) Encourage play as a means of recovering past gambling or other financial losses
- d) Imply the certainty of financial reward or alleviation of personal and financial difficulties
- e) Imply that chances of winning increase the longer one play
- f) Present gambling as an alternative to employment or as a financial investment
- g) Present winning as the most probable outcome, nor misrepresent a person's chance of winning a prize, and must describe prize amounts accurately
- h) Suggest skill, practice, and experience, individually or together, can ensure a positive outcome
- i) Knowingly depict inappropriate play or depict a pre-occupation with gambling
- j) Include advertising patches on team jerseys with the exception of professional teams.

6.0.00 Protecting Minors

Advertising and marketing materials must not:

- a) Use individuals who are, or appear to be, minors to promote internet gaming
- b) Be directed primarily to minors, or where most of the audience is reasonably expected to be minors
- c) Be based on theme, or use language, intended to appeal primarily minors
- d) Contain cartoon figures, symbols, role models, and/or celebrity entertainer endorsements whose primary appeal is to minors
- e) Appear on outdoor displays that are within 200 metres of elementary or secondary schools or places of worship
- f) On buses specifically intended for transporting minors
- g) Appear at venues where the primary audience is reasonably expected to be minors. Board advertising (digital and non-digital) at sports venues is allowed where the majority of spectators are adults.