

**Betting, Gaming & Lotteries Commission  
In Partnership With Rise Life Management Services  
Limited**



# Changes to the Responsible Gaming Code of Conduct

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Consultation

November 2017

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## Common Terms

**"BGLC-RG-Code"** means Betting, Gaming & Lotteries Commission Responsible Gaming Code of Conduct.

**"Problem gaming"** is characterized by difficulties in limiting money and/or time spent on gaming which leads to adverse consequences for the gambler, others, or for the community.

**"Responsible gaming"** is the provision of safe, socially responsible and supportive gaming environments where the potential for harm associated with gaming is minimized and people can make informed decisions about their participation in gaming. It occurs as a result of the collective actions and shared ownership of individuals, communities, the gaming industry and government.

**"Minor"** means a person who has not attained the age required to participate in a game i.e. 18 years;

**"Vulnerable or disadvantaged Groups or Person"** means any group or person who is known to have a gambling problem, any person whose social circumstances may make him or her more susceptible to problem gambling, or any person who by virtue of a defect in the capacity of will and understanding, is rendered more susceptible to problem gambling, and this shall include players who are undergoing a period of self-exclusion, persons who have been diagnosed by medical professionals as being problem gamblers, persons who are currently seeking treatment for problem gambling and this is known by the authorised person, and persons under the influence of alcohol or drugs.

## 1. Introduction

- 1.1. This consultation sets out proposed amendments to the Responsible Gaming Code of Conduct (BGLC-RG-Code) that applies to all providers of gaming activity in the betting, gaming and lottery sector.
- 1.2. The BGLC-RG-Code is a Condition to Licence and aims to increase awareness about gaming products and the importance of gaming responsibly as part of the organisation's social responsibility.
- 1.3. The proposed amendments detailed in this consultation would affect operators holding:
  - Track Betting Licence
  - Bookmakers' Permit
  - Licence to operate gaming machines (imported slots and locally manufactured gaming machines)
  - Licence to operate Prescribed Premises
  - Licence to conduct Lottery-Type Games
  - Licence to operate Off-Track Betting Parlour
  - Lottery Agent Licence
- 1.4. Following this consultation, and taking into account the responses received, we expect to amend the BGLC-RG-Code. The revised BGLC-RG-Code is expected to come into effect April 1, 2018.
- 1.5. We welcome comments and feedback on the BGLC-RG-Code. Responses are sought to this consultation by **17 January 2018**. Further details on how to respond and where to find the response template are included at the end of this document.

### The Consultation Process

The stakeholder consultation will run for a period of eight (8) weeks, starting from Wednesday 15th November 2017 until Friday 18th January 2018.

Opening Date of Consultation: Wednesday, November 15, 2017

**Closing Date of Consultation: Wednesday, January 17, 2018**

Feedback on the BGLC-RG-Code, or requests for clarification, may be submitted as follows:

**Email:** info@bglc.gov.jm

## 2. The Responsible Gaming Code of Conduct

The Responsible Gaming Code of Conduct contains seven (7) practices to be applied to achieve industry “best-practice” in the delivery of gaming services.

The seven (7) Practices are:

- Provision of information to customers
- Interaction with customers and community support services
- Exclusion provisions
- Physical environment
- Advertising and promotion
- Minors
- Financial transactions

Though the principles are intended to apply to all gaming establishments and all forms of gaming, the method of implementing the BGLC-RG-Code will vary according to the form and delivery of gaming, and will change over time as new operating practices emerge.

The Commission intends to have continuous review and assessment of the BGLC-RG-Code in order to retain its effectiveness.

### 2.1. Objectives

- To minimize the extent of gaming-related harm to individuals and the broader community;
- To enable customers to make informed decisions about their gaming practices;
- To enable people adversely affected by gaming to have access to timely and appropriate assistance and information;
- To promote a shared understanding between individuals, RISE Life and the Commission.
- To ensure the gaming industry provides safe and supportive environments for the delivery of gaming products and services.

## Practice 1

### 1. Provision of Information

#### **RG-Code-1.1**

Operators are to provide appropriate information (including potential risks) to ensure customers are able to make informed decisions and exercise choice regarding their gambling participation and expenditure, consistent with their personal preferences and individual circumstances.

This information on where to get help or assistance including a toll-free help line number is prominently displayed at:

- Gaming establishment locations island-wide
- Point of sales and near any cash out facilities which serve the gaming establishment.
- Retail Payment agencies such as Paymaster
- Mobile Wallet platforms
- Mobile apps and gaming establishment website

#### **RG-Code 1.2**

##### ***Information available on request***

Information is displayed in a prominent location to alert customers that the following is available on request:

- The Operator's Responsible gaming policy document including policies for addressing problem gaming issues.
- The Problem Gambling Help Line numbers from RISE LIFE Management Services Limited
- The nature of games, game rules, odds or returns to players
- Self-exclusion provisions and programmes: establish a Voluntary Exclusion Programme (VEP) or Voluntary Self-Exclusion Programme (VSEP) to allow customers to request a ban from entering the prescribed premises or accessing their wagering account to game for a specific period of time. Once a customer has entered the VEP/VSEP, the operator will make every effort to honour this action by the customer as best as possible.
- Gaming-related complaint handling procedures

**Practice 1 cont'd**

**Provision of Information**

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**Mobile apps and gaming establishment website:** a copy of the operator's RG policy or a link to the policy is to be appropriately placed on the site.

This information may be presented in a variety of forms, including pamphlets, flyers, on the screen of the gaming machines once logged in, website, Point of Sale locations island-wide and embedded in online gaming agreement statements.

## Practice 2

### 2. Interaction with Customers and Community - Support Services

#### **RG-Code 2.1:**

##### **Community Liaison**

To support early intervention and prevention strategies where opportunities arise, gaming operators are to establish effective support service mechanisms:

- a) To link with RISE Life Management Services Limited (RISE Life)
- b) Respond to requests from, and maintain all reasonable links with counselors and staff at RISE LIFE
- c) Make use of the national database and or registry which has been established by RISE Life Management Services Ltd to record information on individuals who have either been excluded by operators of other prescribed premises/mobile/internet account holders or have voluntarily enrolled in the Voluntary Exclusion Programme (VEP) and or Voluntary Self-Exclusion Programme (VSEP).
- d) Have appropriate customer liaison staff and or agent who will be available during gaming opening hours to provide appropriate information to assist customers with gaming related problems.
- e) **Mobile apps and gaming establishment website:** The operator is expected to establish a hyperlink to RISE Life and provide contact information for Responsible Gaming issues.

#### **RG-Code 2.2:**

##### **Customer Complaints**

Complaint handling procedures that can deal with gaming issues are established and promoted by operators.

Any complaints concerning breaches of the Responsible Gaming Code are to be dealt with by the operator and rectified as quickly as possible.

## **Practice 2 cont'd**

### **Interaction with Customers and Community - Support Services**

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#### **RG-Code 2.3:**

##### **Training and Skills Development**

- Mandatory Responsible gaming training provided to new staff and or agents within three (3) months of the commencement of their employment
- Annual refresher training
- Appropriate communications programme implemented for employees to improve their understanding of responsible gaming and related policies and procedures.
- The relevant owners, boards and managers receive appropriate information to guide decision making in relation to responsible gaming.

## Practice 3

### 3. Exclusion Provisions

*Self-exclusions and operator-initiated exclusions programmes*

#### **RG-Code 3:**

#### 3.1 *Exclusion Procedures*<sup>1</sup>

Operators to provide exclusion procedures including a Voluntary Self-Exclusion programme (VSEP) and related supporting documentation which is to be available on all medium including prescribed premises and remote channels such as website and mobile site.

- a) Once a customer has entered the VSEP, the operator will honor this action by the customer as best as possible.
- b) Make use of and be guided by the national database/registry established by RISE Life Management Services Ltd.
- c) Establish appropriate measures to minimize the risk of excluded players re-entering the gaming premises and or re-accessing the gaming activity through remote channels.
- d) Appropriate staff provided with training to initiate customers into the VEP, upon request.

#### 3.2. *Exclusion from other gaming operators' prescribed premises*

Excluded customers are to be given support in seeking consensual exclusions from other gaming providers, where practicable.

#### 3.3. *Contact information for treatment and support services*

Gaming operators offer customers who seek exclusion contact information for RISE Life, the provider of gaming-related treatment and support services.

#### 3.4. *Correspondence to excluded customers*

Gaming operators must not distribute promotional or advertising material to persons who are self-excluded, been issued with an exclusion direction for problem gaming or are known to have formally requested that this information not be sent.

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<sup>1</sup> The operator reserves the right to exclude a customer without a request from said customer.

## Practice 4

### 4. Physical Environment

#### RG-Code 4:

#### 4.1. *Minors Prohibited*

Minors are prohibited from gaming and are excluded from gaming areas.

#### 4.2. *Hospitality services*

4.3. Provision of hospitality services embedded in areas where gaming is provided is managed in such a way as to encourage patrons to take breaks in play.

Security procedures cover movement of minors between embedded hospitality areas, gaming facilities and sanitary conveniences.

#### 4.4. *Unduly intoxicated patrons: non-remote locations*

Patrons in non-remote locations who are unduly intoxicated are not permitted to continue gaming.

#### 4.5. *Passage of time*

Gaming operators implement practices to ensure that customers are made aware of the passage of time.

- Ensure digital clocks displaying the time of day are placed in gaming facilities in areas readily accessible to customers and on mobile and website.

#### 4.6. *Breaks in play*

Where applicable, operators implement practices to ensure that patrons are discouraged from participating in extended, intensive and repetitive play.

#### 4.7. *New gaming products and services*

Prior to the introduction of relevant new gaming products and services, including those which make use of emerging technology, consideration should be given as to the potential impact of the technology on responsible gaming behaviours.

## Practice5

### 5. ADVERTISING AND PROMOTION

Gaming operators are to develop and implement strategies to ensure advertising and promotions are delivered in a responsible manner with consideration given to the potential impact on vulnerable groups adversely affected by gaming.

5.1. *Responsible Gaming messages*

Strategies will ensure that all advertising or promotion incorporates/adopts the BGLC "Game Responsibly" tagline in gaming messages (where applicable).

5.2. *False, misleading or deceptive*

Strategies will ensure that any advertising or promotion is not false, misleading or deceptive.

5.3. *Misleading statements*

Strategies will ensure that any advertising or promotion does not include misleading statement about odds, prizes or chances of winning.

5.4. *Misrepresentation of probabilities of winning*

Strategies will ensure that any advertising or promotion does not implicitly or explicitly misrepresent the probability of winning a prize

5.5. *Minors or vulnerable or disadvantaged groups*

Strategies will ensure that any advertising or promotion is not implicitly or explicitly directed at minors or vulnerable or disadvantaged groups nor feature anyone who appears to be in this grouping.

5.6. *Reasonable strategy (financial betterment)*

Strategies will ensure that any advertising or promotion does not give the impression that gaming is a reasonable strategy for financial betterment.

5.7. *Other activities to promote*

Strategies will ensure that any advertising or promotion does not focus exclusively on gaming, where there are other activities to promote.

5.8. *Consumption of alcohol*

Strategies will ensure that any advertising or promotion does not promote the consumption of alcohol while engaged in the activity of gaming.

## Practice 6

### 6. Minors

All gaming providers are to adopt appropriate strategies to ensure minors are prohibited from gaming and not induced to gamble.

#### 6.1. *Prohibition of Minors*

Minors are prohibited from gaming and gaming providers will check the identification of any person whom they have reason to believe might be less than 18 years of age.

For remote locations such as Internet/Telephone/mobile and Online: Minors are prohibited from gaming and gaming operators are to obtain adequate evidence of identity and age of any player who they have reason to believe might be under 18. Prohibition signs must be placed strategically on non-remote and remote locations.

#### 6.2. *Activities for Minors*

Activities for minors run by gaming operators (such as school sports sponsorships) must not promote any aspect of gaming and should not be conducted in close proximity to gaming activities.

#### 6.3. *Minors as Staff Members*

Minors are not permitted to be employed/contracted.

## Practice 7

### 7. Financial Transactions

#### *Cash dispensing facilities*

Limits to be implemented at cash dispensing facilities/machines located on the prescribed premises.

# **A Quick Guide to Responsible Gaming**

## **Understanding Gaming**

Many people gamble. They buy lottery tickets, play gaming machines, bet on horseracing, other animal species and sports events or play online interactive casino type games. Most people who gamble can do so without developing a problem – but some people can't.

## **High-Risk vs. Low-Risk Gaming**

People who gamble in a high-risk way lose the sense that it's only a game. They start to see gaming as a way to make money. Or they think they have special luck or abilities. Often when they lose, they bet more and more to try to win back what has been lost. People who gamble in a low-risk way naturally follow the principles of responsible gaming. They see gaming as a form of entertainment. For them, a small gaming loss is the cost of a night's entertainment—just like the cost of a movie ticket or a restaurant bill.

**So, How can you help with Responsible Gaming?**

**Adopting and Implementing the BGLC Responsible Gaming (RG) Code of Conduct**

## **The BGLC RG Code of Conduct**

The seven (7) Practices:

1. Providing information to customers
2. Interacting with customers and community support services
3. Exclusion provisions
4. Physical environment
5. Advertising and promotion
6. Minors
7. Financial transactions

The tables outline which responsible gambling practices apply to the different types of gaming & medium	✓ - Required X - Not required & or not applicable	<ul style="list-style-type: none"> <li>• Bookmaker</li> <li>• Betting Office</li> <li>• Betting lounge</li> </ul>	<ul style="list-style-type: none"> <li>• Racing Promoter (On-Track)</li> <li>• OTB</li> </ul>	<ul style="list-style-type: none"> <li>• Lottery Promoter</li> <li>• Lottery Agent</li> </ul>	<ul style="list-style-type: none"> <li>• Gaming Machine Operator - Gaming Lounges</li> </ul>	<ul style="list-style-type: none"> <li>• Gaming Machine Operator - Up to 19 gaming machines</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive</li> <li>• Mobile</li> </ul>
Responsible Gaming Practice	Actions Required of the Operator						
<b>PRACTICE 1</b> <b>Providing information to customers</b>	Prominently display Responsible gaming code, signage and information (brochures/poster) on where to get help in designated gambling areas and near cash out facilities/ agent terminals servicing gaming areas.	✓	✓	✓	✓	✓	✓
	<u>Player Information Guide A:</u> Betting/Game rules, odds or Returns to player	✓	✓	✓	N/A?	✓	N/A?
	<u>Player Information Guide B:</u> Player Account Wagering - Registration procedures to include Date of Birth validation procedures, system to allow setting of betting limits, "cooling off period" wait time for player limits to be effective	X	X	X	X	N/A?	✓
	Signage/Poster on the potential harm and RISE Life Help Line; Display tag line - "Game Responsibly"	✓	✓	✓	✓	✓	X
	Webpage to Display tag line - "Game Responsibly", RG Code & RG information; link to RISE Life	X	X	X	X	✓	✓

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Responsible Gaming Practice	Actions Required of the Operator						
<b>PRACTICE 2</b> Interacting with customers and community support services	Nominate a staff /agent who will be responsible to liaison with RISE Life & keep communication channel open; support staff/agent representative in providing assistance to customers with gambling problems	✓	✓	✓	✓	X	✓
	<b>Gaming machine operator</b> to liaise with RISE Life for support /providing assistance to customers with gambling problems	X	X	X	X	✓	X
	Training - RISE Life - annual & refresher	✓	✓	✓	✓	✓	✓
	Complaint handling procedures	✓	✓	✓	✓	✓	✓
<b>PRACTICE 3</b> Exclusion provisions	Customer with gambling problems is provided with self-exclusion forms	✓	✓	✓	✓	✓	✓
	Registered players provided with/given access to facility to voluntary self-exclude	✓	✓	✓	✓	✓	✓
	If customer does not want self-exclusion, the operator initiates venue or online exclusion for a specified period	✓	✓	✓	✓	✓	✓
	Revocation or re-entry procedures	X	X	X	✓	X	✓

The tables outline which responsible gambling practices apply to the different types of gaming & medium	✓ - Required X - Not required & or not applicable	<ul style="list-style-type: none"> <li>• Bookmaker</li> <li>• Betting Office</li> <li>• Betting lounge</li> </ul>	<ul style="list-style-type: none"> <li>• Racing Promoter (On-Track)</li> <li>• OTB</li> </ul>	<ul style="list-style-type: none"> <li>• Lottery Promoter</li> <li>• Lottery Agent</li> </ul>	<ul style="list-style-type: none"> <li>• Gaming Machine Operator - Gaming Lounges</li> </ul>	<ul style="list-style-type: none"> <li>• Gaming Machine Operator - Up to 19 gaming machines</li> </ul>	<ul style="list-style-type: none"> <li>• Interactive</li> <li>• Mobile</li> </ul>
<b>Responsible Gaming Practice</b>	<b>Actions Required of the Operator</b>						
<b>PRACTICE 4 Physical environment</b>	Request proof of age	✓	✓	✓	✓	✓	✓
	Digital Clock or other method of determining passage of time	✓	✓	✓	✓	✓	✓
	Prohibition signs	✓	✓	✓	✓	✓	✓
	Customers intoxicated are prevented from gaming	✓	N/A?	X	✓	X	X
	Where hospitality services are provided, it is managed in a way to encourage customers to take breaks in game play.	X	X	X	✓	X	X
<b>PRACTICE 5 Advertising and promotion</b>	All advertising and promotional materials provide a balanced perspective and are not false, misleading or deceptive; incorporates tag line "Game Responsibly"	✓	✓	✓	✓	✓	✓
	Any jackpot amount or prize being promoted or advertised is available to be won at the time of the advertisement or promotion.	✓	✓	✓	✓	✓	✓
	Player loyalty/rewards program registration materials to include terms and conditions of participation.	✓	X	X	✓	X	✓

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<b>Responsible Gaming Practice</b>	<b>Actions Required of the Operator</b>						
<b>PRACTICE 6 Minors</b>	Minors are prohibited from gaming, purchasing tickets and excluded from designated gaming areas.	✓	✓	✓	✓	✓	✓
	Where hospitality services are embed on the same premises of the gaming areas, minors are accompanied by appropriate security personnel to sanitary facility.	X	X	X	✓	X	X
	Player account wagering - website is restricted to players above 18 years of age	X	X	X	X	X	✓
	Identification and documentation verification				✓		✓
<b>PRACTICE 7 Financial transactions</b>	Establish cash and cheque payout limits	✓	✓	✓	✓	✓	✓
	Cash transactions limit to be in place (limit \$1m)	✓	✓	✓	✓	✓	✓
	Cash dispensing machines/kiosks have payout limits	✓	✓	✓	✓	X	X
	Credit betting/wagering is prohibited	✓	✓	✓	✓	✓	✓

## How to respond to this consultation

The Commission is committed to a full and open consultation and would welcome comments on any aspect of this document and the checklist. Please respond as follows:

Website: [www.bglc.gov.jm](http://www.bglc.gov.jm)

email: [info@bglc.gov.jm](mailto:info@bglc.gov.jm)

Alternatively, responses can be sent to:  
**Betting, Gaming & Lotteries Commission**  
**78cef Hagley Park Road**  
**Kingston 11**

The deadline for responses to this consultation is **January 17, 2018**. Respondents are of course welcome to comment on any or all of the areas addressed by this consultation.