

Press release

Speel Verantwoord endorses first pan-European online gambling advertising code

Amsterdam, 21 May 2020. Today, the Dutch Online Gambling Trade Organisation 'Speel Verantwoord' officially endorsed the [first European responsible gambling advertising code](#). The pan-European code, which has been developed and drafted by the European Gaming and Betting Association (EGBA), establishes dedicated rules for responsible content of all gambling advertising, through all media channels, and includes dedicated measures for social media and minor protection. The code is open for signature by online gambling companies licensed in the EU/EEA and UK, other gambling associations and representation bodies of the media sector.

"Although various European gambling policies still vary a great deal at the moment, the future of online gambling regulation lies in European cooperation and harmonisation in this respect is inevitable. This code is one of the first important steps in that direction. It is not surprising that European organisations are joining forces especially in the field of advertising. Advertising plays a vital role in channelling consumers towards the regulated, safe and responsible gambling offer - but it should be responsible. That's why we're pleased to support this safer gambling initiative which will promote responsible advertising and help protect Dutch consumers and minors in particular", says Peter-Paul de Goeij, managing director of Speel Verantwoord.

Speel Verantwoord and EGBA are fully committed to promoting safe and responsible gambling and specifically responsible advertising which ensures minors or vulnerable groups are not exposed to advertising, advertising does not lead to problem gambling, and contributes to a safe, healthy and well-regulated online gambling environment in the Netherlands.

This pan-European online advertising code is in addition to the applicable advertising laws and regulations in the Netherlands and it stands apart from the Dutch advertising code for online gambling, as it is currently being prepared. EGBA's code can inform and reinforce this Dutch online code. Compliance with the EGBA code will be monitored by an independent third party. Speel Verantwoord calls on its affiliated gambling providers and all other gambling operators to also embrace and sign up to EGBA's advertising code.

The full text of the European Code of Conduct is available [online](#).

About Speel Verantwoord

Speel Verantwoord foundation is the trade organisation for and advocate of online gambling providers who bet on a safe and responsible online gambling offer in the Netherlands.

About European Gaming and Betting Association

The European Gaming and Betting Association (EGBA) is the Brussels-based trade association representing the leading online gaming and betting operators established, licensed and regulated within the EU. More information: www.egba.eu

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Note for editors:

Further information about this press release or about Speel Verantwoord is available with director Peter-Paul de Goeij on tel. +31 6 2802 1067 or by email: peterpaul.degoeij@speelverantwoord.nl.

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