

Gambling Offers Substantiation Form

This form has been created to help agencies compile the necessary information and legal assurances needed for clearance of gambling advertisements (betting, bingo, gaming) which feature offers. It is designed to cover the majority of eventualities in any advert, however if you're unclear about anything please contact your Clearcast contact who will be happy to assist.

New Advertisers

If the advertiser HAS NOT advertised on TV before, please supply a separate copy of their gambling licence in the substantiation area of the CopyCentral submission. Since November 1 2014 only operators licensed with the Gambling Commission have been permitted to advertise on TV in Great Britain. The Gambling Commission's register of licensed operators is [available here](#).

Please also provide the **general T&Cs** of the company, in the substantiation area.

Superimposed text

All ads will require at a minimum the following supers: **18+** www.gambleaware.co.uk

Your Clearcast contact will advise you on what supers you may need, depending on the T&Cs of your offer. Size and duration info can be found here.

Supers must come on at the same time as the offer/claim that they are qualifying, so that it's clear what they refer to.

Useful Information

BCAP Gambling Code	https://www.cap.org.uk/Advertising-Codes/Broadcast.aspx
Gambling Commission	http://www.gamblingcommission.gov.uk/advertising.aspx
Clearcast Notes of Guidance	Section 17 is for gambling guidance http://kb.clearcast.co.uk/wiki/27/notes-of-guidance
CAP helpline on Gambling (31 st Jan 2014)	http://www.cap.org.uk/~/_media/Files/CAP/Help%20notes%20new/CAP%20and%20BCAP%20Gambling%20Help%20Note%20Final.ashx

This document is divided into three types of gambling ads.

Please complete the relevant gambling section for your ad.

BINGO
BETTING
GAMING

Restrictions for Broadcasters

The following restrictions, specific to gambling, may be added to the final action document of your approved script/TVC for the Broadcaster's reference.

GG - Ad for Betting, Gaming or Bingo. Not to be transmitted in, or adjacent to, religious programmes, children's programmes or programmes commissioned for, principally directed at or likely to appeal particularly to audiences below the age of 18

54 - GAMING - A voluntary agreement exists not to schedule gaming ads before 21.00 hrs.

55 - BETTING - A voluntary agreement exists not to schedule gambling ads before 21.00 hrs. This agreement does not apply to sports betting around televised sporting events.

56 - WEBSITE – This is a Bingo or Betting ad containing a reference to a website with links to gaming on its home page.

57 - GAMBLING – This ad invites participation in gaming in exchange for money. Legal advice should be sought on this ad being broadcast in Northern Ireland.

59 – NEW CUSTOMERS - This is a Bingo or Betting ad containing a sign up offer for new customers. A voluntary agreement exists not to schedule these ads before 2100.

BINGO ADS

Offer:

Please provide a summary of the offer.

Previous approval:

Please confirm whether these offers have been approved previously. If yes please provide the clock numbers or script references. If the T&Cs of the offer remain the same as a previous ad, please confirm. If any T&Cs have changed, please explain which ones.

Offer start & end date:**Media start & end date:****Terms and Conditions of offer**

Please note we do not accept web-links as substantiation and full T&Cs must be written here.

Is this offer for new customers only?**What are the wagering requirements?****What are the deposit requirements?**

What are the cash out conditions?	
Stating an offer end date in an ad <i>If your ad is on air during the last two weeks of the offer, you will need to state an offer end date and give CPR confirmation below.</i>	
CPR Confirmation: If there is an offer end date please confirm compliance with the BCAP Code section 3.31 and the Consumer Protection Regulations. Clearcast requires confirmation the offer will not be extended beyond the date given in the ad. I can confirm that the offer will not be extended beyond: --/--/-- Signed by..... Position.....	
WEBSITE URL (Bingo and Betting only)	
Please state the URL you will feature in the ad: <i>If your advertisement features a website URL and has links to licenced gaming (eg casino, poker etc) on that landing page, then a 56 code restriction will be given. This means the ad can only go on post 9pm as it will be classed as advertising gaming.</i> <i>To avoid this, any licenced gaming must be '2 clicks away' (i.e the home page is one click, the next page is the second click - where there can be links to licenced gaming). That means advertised URL must be clean of licenced gaming for at least 2 weeks after the final air date. The advertiser must complete the form below to confirm this.</i>	
I can confirm there are no links to authorised gaming on our homepage during the campaign period (commencing DATE) and for two weeks after the last air date. Any links will be removed from the homepage prior to this by the end of DATE. I can assure that these changes to the website will be made as soon as possible and definitely before the campaign commencement period. We will not change the website prior to the end of the campaign and guarantee throughout the campaign that there will be no links to regulated gambling on our homepage. Signed by..... Position.....	
<i>Please make sure the Advertiser completes this, and not the Agency.</i>	
Provided by:	
Position:	
Date:	

BETTING ADS	
Offer:	
	<i>Please provide a summary of the offer.</i>
Previous approval:	
	<i>Please confirm whether these offers have been approved previously. If yes please provide the clock numbers or script references. If the T&Cs of the offer remain the same as a previous ad, please confirm. If any T&Cs have changed, please explain which ones.</i>
Offer start & end date:	
Media start & end date:	
Terms and Conditions of offer	
	<i>Please note we do not accept web-links as substantiation and full T&Cs must be written here.</i>
Is this offer for new customers only?	
What are the deposit requirements?	

What are the cash out conditions?
What are the wagering requirements?
If there are any min/max limits on a stake or refunded bets, please state.
If there is a free bet stake/stake, will it be refunded with winnings?
MATCHED BETS
Max Matched bet.
MIN ODDS
<i>If the offer involves odds restrictions such as 'only bets placed on evens or greater' please explain</i>
Stating an offer end date in an ad
<i>If your ad is on air during the last two weeks of the offer, you will need to state an offer end date and give CPR confirmation below.</i>
CPR Confirmation: If there is an offer end date please confirm compliance with the BCAP Code section 3.31 and the Consumer Protection Regulations. Clearcast requires confirmation the offer will not be extended beyond the date given in the ad.
I can confirm that the offer will not be extended beyond: --/--/--
Signed by..... Position.....
WEBSITE URL (Bingo and Betting only)
Please state the URL you will feature in the ad:
<i>If your advertisement features a website URL and has links to licenced gaming (eg casino, poker etc) on that landing page, then a 56 code restriction will be given. This means the ad can only go on post 9pm as it will be classed as advertising gaming.</i>
<i>To avoid this, any licenced gaming must be '2 clicks away' (i.e the home page is one click, the next page is the second click - where there can be links to licenced gaming). That means advertised URL must be clean of licenced gaming for at least 2 weeks after the final air date. The advertiser must complete the form below to confirm this.</i>
I can confirm there are no links to authorised gaming on our homepage during the campaign period (commencing DATE) and for two weeks after the last air date.
Any links will be removed from the homepage prior to this by the end of DATE.
I can assure that these changes to the website will be made as soon as possible and definitely before the campaign commencement period. We will not change the website prior to the end of the campaign and guarantee throughout the campaign that there will be no links to regulated gambling on our homepage.

Signed by.....	Position.....
<i>This should be signed by the Advertiser, not the Agency.</i>	
Provided by:	
Position:	
Date:	

GAMING ADS	
Offer:	
<i>Please provide a summary of the offer.</i>	
Previous approval:	
<i>Please confirm whether these offers have been approved previously. If yes please provide the clock numbers or script references. If the T&Cs of the offer remain the same as a previous ad, please confirm. If any T&Cs have changed, please explain which ones.</i>	
Offer start & end date:	
Media start & end date:	
Terms and Conditions of offer	
<i>Please note we do not accept web-links as substantiation and full T&Cs must be written here.</i>	

Is this offer for new customers only?	
What are the wagering requirements?	
What are the deposit requirements?	
What are the cash out conditions?	
Is this offer applicable to ALL games or SELECTED games?	
Stating an offer end date in an ad <i>If your ad is on air during the last two weeks of the offer, you will need to state an offer end date and give CPR confirmation below.</i>	
CPR Confirmation: If there is an offer end date please confirm compliance with the BCAP Code section 3.31 and the Consumer Protection Regulations. Clearcast requires confirmation the offer will not be extended beyond the date given in the ad. I can confirm that the offer will not be extended beyond: --/-- Signed by..... Position.....	
<i>Please make sure the Advertiser signs this, and not the Agency.</i>	
Provided by:	
Position:	
Date:	