

JERSEY GAMBLING COMMISSION



**Code of Practice for Responsible Gambling by
Class I and Class II Bookmakers**

**Adopted October 2011
Revised July 2019**

Introduction

For the majority of people gambling is an enjoyable leisure activity. The Commission recognises, however, that a small number of people suffer from problem gambling is committed to promote responsible gambling behaviour.

This document details the procedures for licensees to follow to ensure that they adhere to the principles set out in this Code of Practice.

The Code of Practice focuses on a number of customer protection measures. These are organised into the following 5 broad categories:

- Provision of Information
- Self Exclusion Provisions
- Advertising and Marketing
- Under Age Gambling
- Staff Training

The Commission recognises that staff are not trained or qualified to diagnose or counsel problem gamblers. Notwithstanding, licensees have a duty to ensure that their staff understand how to react if a person displays behaviour that might indicate a gambling problem. Staff must have a full understanding of the responsible gaming brochures and help information available. Management must be able to give advice about the self-exclusion programme.

Provision of Information

All LBOs are required to display at least one of the following notices:

- The telephone helpline number of the National Gambling Helpline: 0808 8020 133
- The telephone helpline number of the Gordon Moody Association: 01384 241 292
- The Jersey branch of Gamblers Anonymous can be contacted via email on ga.jerseyci@gmail.com
- Online counselling for Jersey residents is provided by Gambling Therapy:
 - Website: <http://www.gamblingtherapy.org>
 - Email: jersey@gamblingtherapy.org

GamCare can provide licensees with leaflets and stickers for gaming machines that carry the helpline telephone number, and the Commission can furnish leaflets and

posters for Gambling Therapy. This Code also requires that gaming machines and server based gaming terminals must display helpline telephone numbers.

Problem Gambling Indicators

People suffering from a gambling problem do not always display noticeable signs of their addiction. However, the following examples illustrate how some problem gambling behaviour might present itself:

- A person shows signs of distress, including extended displays of anger whilst gambling on the premises;
- A person remains on the premises for excessively long periods;
- A person starts rows, creates arguments and uses offensive behaviour over their losses;
- A belief that the losses are due to the gaming being fixed;
- Information from a third party that the health or financial status of the customer is being adversely affected by gambling;
- Gamblers admit that they are distressed by the amount of money they spend on gambling;
- A person persistently demanding a refund of gambling losses or seeking to borrow money from a third party on the premises.

Self-Exclusion

If a customer who thinks they may have a problem with gambling approaches a staff member, the staff member should direct the individual to a member of the management team. The member of staff should also advise the customer of the location of notices and leaflets containing information on help and support for gambling problems.

A request for self-exclusion should be made by completing the appropriate self-exclusion form or in writing and given in person to a member of the management team. An example of a Self-Exclusion Request Form can be found on the Commission's website.

Staff should not accept written requests handed in by third parties on behalf of a problem gambler.

In all cases, the customer is to be requested to provide proof of ID and complete the relevant operator's self-exclusion documentation. Staff should be aware that a person who chooses to provide a photograph at the time of his or her exclusion stands a greater chance of being recognised should they attempt to break the exclusion arrangement. Customers should be encouraged to provide a photograph as a demonstration that they genuinely want their exclusion to be successful.

The manager should:

- Explain the contents of the form;
- Explain that the exclusion cannot be withdrawn during the agreed period;
- Issue a “problem gambling” leaflet;
- Return any monies held on deposit and close any account;
- Delete details from any marketing databases.

Third Party Approaches

The self-exclusion programme is a voluntary scheme designed for those customers who have realised that they may have a gambling problem. The responsibility for self-exclusion lies solely with the individual; no other person may make this decision for the customer other than by consensual agreement by the customer in circumstances set out below.

It is also essential to ensure that no information is divulged to any caller regarding any customer e.g. a request for contact details or win/loss information. If a member of staff is approached by a third party requesting the exclusion of a customer, the following steps are recommended:

- Give or post a leaflet to the person making the approach and explain that they can telephone the listed help agencies to talk through their situation.
- Provide a sample self-exclusion form and explain the scheme.
- Advise them to discuss the matter with the customer.
- Make a record of the conversation and sign and date it.

There may be incidences where self-exclusion may be accepted from a third party, but only in cases where this third party is acting as an agent on direct instructions from a customer:

- **Approaches from Gambling Treatment Agencies:** The Licensee and /or the LBO may be contacted by Gambling Treatment Agencies on behalf of the customer. Agency requests for exclusion of the customer from the LBO can be accepted and acted upon if this is done with written consent from the customer and photograph of the customer is also provided.
- **Approaches from the Legal Profession:** Solicitors working on behalf of a customer may contact the Licensee and/or the LBO to request exclusion on behalf of a client. Any approach from a solicitor must be in writing and include a photograph of the customer. It can be accepted and acted upon if management is satisfied this request reflects the genuine wishes of the customer.

End of the Exclusion Period

The completed self-exclusion form should be kept in the LBO for a further 6 months following the expiry date of the exclusion. During this further six months any previously self-excluded person wishing to return to gambling MUST be advised of and adhere to a 24 hour cooling off period starting from their first request to restart gambling.

Any person wishing to extend their self-exclusion period must be helped to do so and will complete a further self-exclusion form as evidence of their commitment.

Advertising and Marketing

Where vulnerable persons are concerned, Licensees have an added responsibility to ensure that:

- Self-excluded persons must not be sent any promotional material or “Mail Shots”.
- Any person who has self-excluded themselves should not be sent a reminder that 6 months has lapsed. That person must approach the LBO of his or her own volition.
- Signs or notices both inside and visible from outside should not depict gambling as a means of financial gain or solving financial problems.
- Signs or notices inside the LBO do not give a misleading view of the odds or chances of winning or promote misconceptions about gambling.

Under 18s

Licensees have a legal responsibility to ensure that any persons under the age of 18 years are prohibited from entry to the LBO. Anyone suspected of being under the age of 18 must be challenged and asked to produce documentation to verify their age. Suitable documentation includes an original passport, driving licence or provisional driving licence and documentation including the ‘PASS” hologram. Individuals who are not able to produce such documentation must be asked to leave the premises immediately.

Staff Training

All LBO staff must have an understanding of this document, any responsible gaming brochures and help information available in the LBO. Management must be able to give advice to customers about the self- exclusion scheme.

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