

JERSEY GAMBLING COMMISSION

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FAQ – Promotional Lotteries

What is a Promotional Lottery?

A Promotional Lottery is a draw run by a business to promote themselves, their products or their services. Normally they run on a “spend x and you automatically enter a draw to win y” basis. The crucial ingredient is that you have to spend money to enter them, through a purchase of a specific item or a purchase over a set value.

Are they legal in Jersey?

They are now – in late 2013 the Jersey Gambling Commission changed the rules to let them take place. Promotional Lotteries have been going on in the UK for years without controversy, and as we went through the process of updating and reforming our gambling legislation and regulation, we made the necessary changes.

What do I need to do?

To hold a Promotional Lottery you need to apply for a licence with us – applying is a simple process that just involves filling out a basic form, there is a £50 application fee plus the licence fee, which is charged on a sliding scale based on the prizes offered in your draw, starting at £100. The Law requires that the draw be conducted in the proper manner and that detailed records are kept, as the Commission may require you to complete a Regulatory Return. Further details on this can be found on the Promotional Lotteries section of our website: <http://www.jgc.je/commercial-2/promotional-lottery/>

Why do I need to pay a fee?

Because we need to take steps to make sure that fraudulent activity is not taking place and that no one is being treated unfairly. If there's a complaint, we will need to get involved and make sure that everything has been run according to the Law.

Do Facebook/Twitter competitions count?

If potential entrants just have to “like”, “follow” or “share” something on social media to enter a competition, then you don't need to apply for a licence with us. The crucial point is that the entrants haven't spent any money, so they're not at risk of losing anything.

I'm not sure if the rules apply – what should I do?

Just get in touch with us – we'll be happy to talk you through it all.

What records do I need to keep?

Records of the prizes on offer, who has entered, how much has been raised, how much the prize(s) cost, what the result of the draw was and how, where and when it was carried out.

What does the licence allow me to do?

The Licence allows you to run a Promotional Lottery. It doesn't cover you for a period of time, it just covers one event – if you're planning on doing a lot of them (say, one every month for a year) then get in touch with us and we'll talk through what we can do.