

Alderney Gambling Control Commission

The Alderney eGambling (Amendment) Regulations, 2008

<i>Made</i>	<i>3rd April, 2008</i>
<i>Coming into operation</i>	<i>1st May, 2008</i>
<i>Laid before the States</i>	<i>2008</i>

THE ALDERNEY GAMBLING CONTROL COMMISSION, in exercise of the powers conferred on it by sections 10(2), 20 and 25 of the Alderney eGambling Ordinance, 2006^a, hereby makes the following Regulations:-

Amended condition on advertising.

1. For paragraph (b) of each of regulations 21 and 169 of the Alderney eGambling Regulations, 2006, as amended by the Alderney eGambling (Amendment) Regulations, 2006, the Alderney eGambling (Amendment) (No. 2) Regulations, 2006, the Alderney eGambling (Amendment) Regulations, 2007 and the Alderney eGambling (Money Laundering Amendments) Regulations, 2008, substitute the following paragraph-

“(b) any advertising carried out by, or conducted on behalf of, the eGambling licensee-

- (i) must be truthful,
- (ii) must not be distasteful,

^a Ordinance No. VI of 2006; No. XIII of 2007.

- (iii) must not promote gambling by, with or through persons under the age of 18 years, and this factor must be taken into account when determining media selection and placement of the advertising,
- (iv) must not encourage people to engage in excessive participation in eGambling that would be socially irresponsible or could result in harm to them or others,
- (v) must not imply or convey any message that a person's status, general abilities or social success can be attributable to gambling,
- (vi) must not challenge or dare people to participate in eGambling,
- (vii) must not, having regard to the expected returns to customers through eGambling, promote or suggest any unrealistic expectation of winning,
- (viii) must not bring-
 - (A) the Island of Alderney,
 - (B) the Commission, or
 - (C) in any broader context, the Bailiwick of Guernsey,into disrepute, and

- (ix) must comply with any requirements relating to the content or nature of advertising imposed in the jurisdiction covering the target market for that advertising;”.

Interpretation.

2. The Interpretation (Guernsey) Law, 1948^b applies to the interpretation of these Regulations as it applies to the interpretation of an enactment in force in the Island of Guernsey.

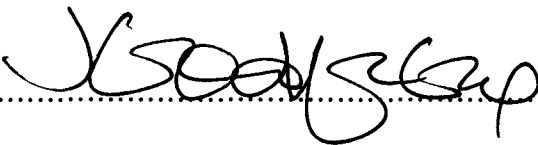
Citation.

3. These Regulations may be cited as the Alderney eGambling (Amendment) Regulations, 2008.

Commencement.

4. These Regulations shall come into force on the 1st May, 2008.

Dated this 3rd day of April, 2008.



JOHN GODFREY

Chairman of the Alderney Gambling Control Commission
for and on behalf of the Commission.

EXPLANATORY NOTE

(This note is not part of the Regulations)

These Regulations are made by the Alderney Gambling Control Commission under the Alderney eGambling Ordinance, 2006, as amended, and substitute a revised and expanded general condition in relation to advertising on full and restricted use eGambling licences.

Regulation 1 substitutes the condition imposed on eGambling licences relating to advertising that an eGambling licensee conducts or arranges for another to conduct on its behalf. Elements that were previously contained in the Commission's Internal Control Submission Guidelines, aimed at avoiding inappropriate advertising, particularly in relation to attracting the young and the vulnerable to gamble, are added to the original terms of the condition. The new condition also requires licensees to use advertising that complies with requirements imposed in the place where the advertising is targeted. Regulations 2, 3 and 4 contain the interpretation, citation and commencement provisions.