



## **NOTICE FOR ALL LICENSEES ADVERTISING IN THE UNITED KINGDOM**

Please note the Advertising Standards Authority's (ASA) recent findings into two promotional campaigns by using the following links;

[http://www.asa.org.uk/Complaints-and-ASA-action/Adjudications/2009/10/Bet365-Group-Ltd/TF\\_ADJ\\_47164.aspx](http://www.asa.org.uk/Complaints-and-ASA-action/Adjudications/2009/10/Bet365-Group-Ltd/TF_ADJ_47164.aspx)

[http://www.asa.org.uk/Complaints-and-ASA-action/Adjudications/2009/10/William-Hill-Organisation-Ltd/TF\\_ADJ\\_47058.aspx](http://www.asa.org.uk/Complaints-and-ASA-action/Adjudications/2009/10/William-Hill-Organisation-Ltd/TF_ADJ_47058.aspx)

Licensees are reminded of their obligations under Regulations 4(c), 6(c) and 8(c) of the Alderney eGambling Regulations, 2009 and should consider these findings carefully when undertaking similar campaigns.