

# Legal information

This section provides an overview of the legal regulations that govern advertising in various industries and regions. Compliance with these regulations is essential to ensure that campaigns adhere to legal standards. There are specific restrictions related to alcohol and tobacco advertising, outlining the limitations on promoting these products in different markets. Gambling and betting advertisements are also subject to strict guidelines, requiring adherence to regional laws and industry-specific rules. Additionally, certain countries impose unique restrictions on advertising campaigns, which must be considered when planning and executing advertisements. Advertisers should review these legal requirements carefully to avoid any regulatory violations.

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# Campaign Restrictions

Eskimi is fully committed to complying with all applicable laws and regulations related to sanctioned countries within the European Union (EU) and other jurisdictions where we operate. As a global company, we strictly adhere to all legal requirements and official guidance to ensure compliance with international sanctions.

In accordance with EU Council Regulation (EC) No 2580/2001, EU Council Decision 2014/512/CFSP, and EU Regulation (EU) No 833/2014, Eskimi does not provide products or services to certain sanctioned countries.

Below is the list of countries where Eskimi is prohibited from offering products or services:

**Not allowed:**

1. Russia
2. Cuba
3. Iran
4. North Korea
5. Syria

For the following countries, legal approval is required before proceeding with any business activities.

For further details or compliance-related inquiries, please consult our legal team before engaging in any transactions.

**Consult with legal:**

1. Panama
2. US Virgin Islands
3. Guam
4. American Samoa
5. Antigua and Barbuda
6. Bahamas
7. Belize
8. Seychelles
9. Turks and Caicos Islands
10. Venezuela
11. Afganistan
12. Belarus
13. Libya
14. Somalia



# Gambling and Betting guidelines

## Main Principles for Gambling Ads:

- If a campaign is approved for a specific country, it cannot be executed in other countries without separate approval.
- The landing page must include responsible gambling information (e.g., details about gambling addiction or underage gambling).
- Before proceeding with any gambling-related advertising, it must be approved by the legal team.

## Definitions:

*Offline Gambling* – Promotion of physical, real-money gambling activities or establishments is permitted as long as the target market allows gambling in physical locations.

*Examples:* Casinos like "Olympic Casinos" in Las Vegas, entertainment events at casinos, streaming of offline poker tournaments.

*Online Gambling* – Promotion of online real-money gambling or websites that contain or link to content related to online gambling (where money is wagered) is permitted if all the listed conditions are met.

*Examples:* Online casinos, virtual bingo games, slot machines.

*Betting* – Promotion of betting platforms where real money is wagered, such as betting on sports or other events, is permitted if all the listed conditions are met.

*Examples:* Betting on sports teams to win a match.

Before proceeding with any gambling-related advertising, please contact the legal department to ensure that local laws have not changed. If you are unsure about the legal requirements, contact our Legal Team at [legalhelp@eskimi.com](mailto:legalhelp@eskimi.com) for guidance.

Europe	
Country	Status
Estonia	Online gambling - allowed with limitations (Operators must display a message on the landing page) Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed with limitations

France	Online gambling - allowed with limitations, Offline gambling - allowed Betting - allowed with limitations
Germany	Online gambling - allowed with limitations and very specific gambling, Offline gambling - allowed Betting - allowed with limitations
Latvia	Online gambling - allowed with limitations, Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed with limitations
Lithuania	Online gambling - allowed with limitations, Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed with limitations
Poland	Online gambling - allowed with limitations, Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed but heavily regulated
Portugal	Online gambling - allowed with limitations, Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed with limitations
Romania	Online gambling - allowed but heavily regulated; must contain addiction warnings Advertising by gambling organizers is permitted exclusively on a national level Offline gambling - allowed Betting - allowed
Spain	Online gambling - allowed with limitations, Offline gambling - allowed Betting - allowed
Turkey	Offline gambling is not allowed Regulation on Commercial Advertisements and Unfair Commercial Applications prescribes that advertising for illegal betting and gambling is prohibited. There are only few exceptions Online gambling ( Lotteries, Sports betting) Betting - allowed only by state-licensed entities are permitted.
Ukraine	Online gambling - allowed with limitations, Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed with limitations
United Kingdom	Online gambling - Allowed with strict regulation marketing communications for gambling must not include a child or a young person. No one who is, or seems to be, under 25 years old may be featured gambling or playing a significant role. Offline gambling - allowed Betting - allowed
Asia-Pacific	
Country	Status
Bangladesh	Total ban on online gambling, offline gambling, betting ads
China	Online gambling - banned Offline gambling - like in example Olympic casinos is Not allowed Betting - banned

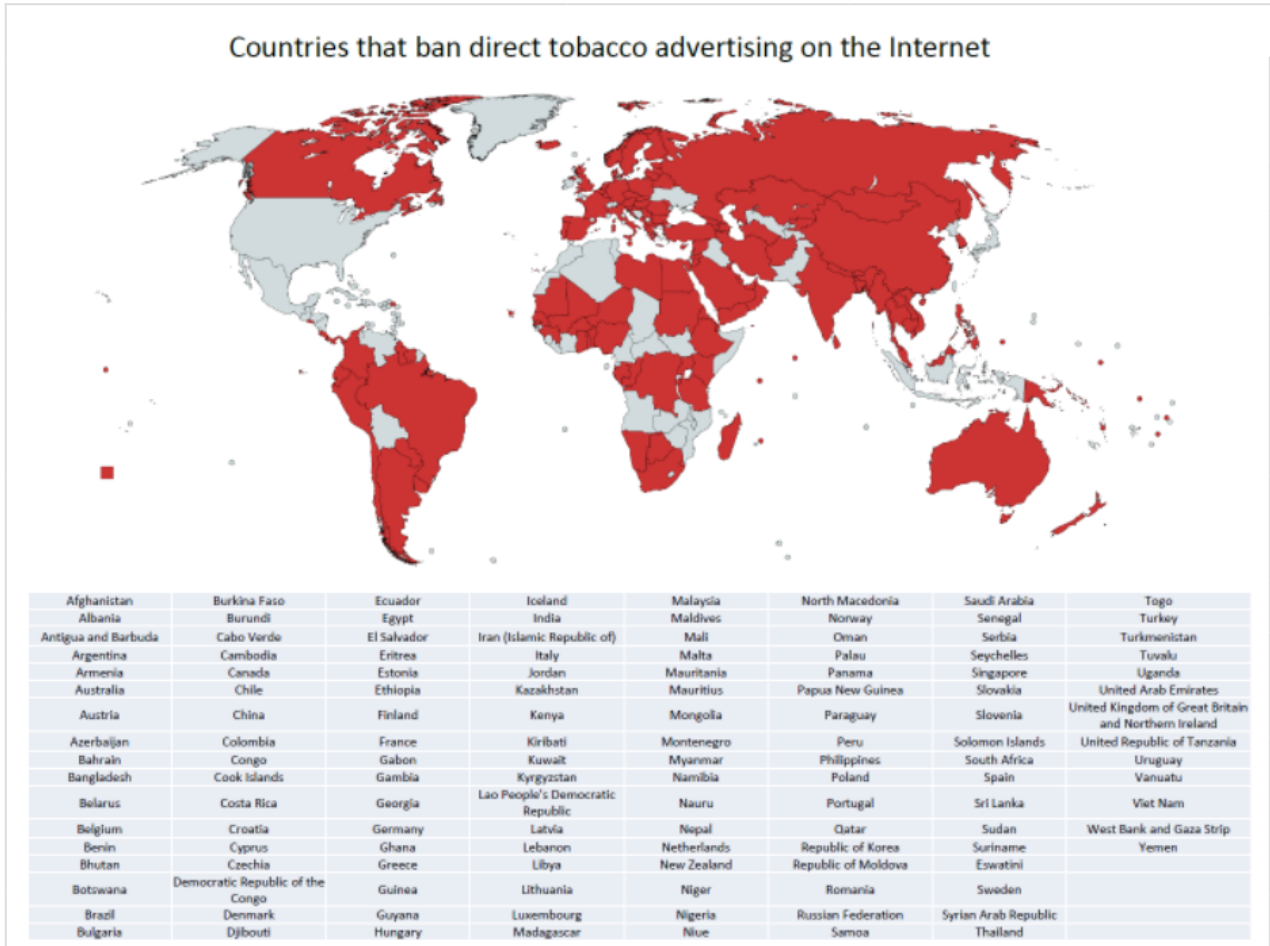
Hong Kong	Online gambling - allowed with limitations (only state-run operators can advertise, foreign operators banned) Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed with limitations
India	Online non-casino games and Online casino games varies by state; online gambling ads are banned in some states, allowed with regulation in others Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed strict regulations, state-by-state regulations
Indonesia	Online gambling - banned Offline gambling - like in example Olympic casinos is Not allowed Betting - banned
Japan	Online gambling - allowed with limitations, Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed
Malaysia	Online gambling - banned Offline gambling - like in example Olympic casinos is Not allowed Betting - banned
Myanmar	Total ban on online gambling, offline gambling, betting ads
Philippines	Online gambling - allowed with limitations (allowed for licensed operators under strict regulation; must promote responsible gambling) Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed certain state run entities are permitted
Singapore	Online gambling - strictly regulated Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed with limitations
Thailand	Online gambling - allowed with limitations Offline gambling - like in example Olympic casinos is Not allowed Betting - banned
Georgia	Online gambling - allowed with limitations, Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed with limitations
Israel	Online gambling - allowed with limitations heavily restricted, Offline gambling - allowed Betting - banned
UAE	Online gambling - banned Offline gambling - like in example Olympic casinos is Not allowed Betting - banned
Azerbaijan	Online gambling - banned Offline gambling - allowed with limitations Betting - allowed with limitations
Kazakhstan	Online gambling - banned Offline gambling - banned Betting - allowed with limitations heavily restricted,
Uzbekistan	Online gambling - banned Offline gambling - allowed with limitations heavily restricted Betting - allowed with limitations

Armenia	Online gambling - allowed with limitations Offline gambling - allowed with limitations Betting - allowed with limitations
North America	
Country	Status
USA	Online gambling - allowed with limitations (Varies by state; allowed in states where online gambling is legal (e.g., New Jersey, Michigan)) Offline gambling - allowed Betting - allowed strict regulations, state-by-state regulations
Canada	Online gambling - allowed with limitations, (Regulated by province; allowed in provinces with legal online gambling (e.g., Ontario, Quebec); content restrictions to protect minors and ensure responsible gambling) Offline gambling - allowed Betting - allowed with restrictions
Mexico	Online gambling allowed with limitations (Regulated; only licensed operators can advertise; ads must promote responsible gambling and cannot target minors) Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed with restrictions
Africa	
Country	Status
Côte d'Ivoire	Online gambling - minimal regulation; ads are largely unregulated Offline gambling - not allowed Betting - allowed with limitations
Nigeria	Online Gambling - allowed with limitations, Offline gambling - allowed only by authorized by the Nigerian Gambling Authorit Betting - Allowed with exeption
Kenya	Online Gambling - allowed with limitations, Offline gambling - allowed Betting - allowed but regulated
Ghana	Online Gambling - allowed with limitations Offline gambling - allowed Betting - allowed licensed by the Gaming Commission of Ghana
Cameroon	Online gambling - minimal regulation;ads are largely unregulated Offline gambling - like in example Olympic casinos is Not allowed Betting - allowed but regulated
South Africa	Online Gambling - allowed with limitations Offline gambling - allowed Betting - allowed but regulated
Morocco	Online gambling - promoted by state-run entities is permitted Offline gambling - like in example Olympic casinos is Not allowed Betting - banned

# Tobacco and Alcohol guidelines

## Tobacco

Most countries worldwide have implemented bans on tobacco advertising, significantly influenced by the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC), adopted in 2003. This treaty plays a vital role in global tobacco control efforts, aiming to reduce tobacco use through various strategies. One of the most impactful strategies is the prohibition of tobacco advertising, promotion, and sponsorship. These advertising bans are essential for protecting public health and reducing the appeal of tobacco products, particularly among young people. Continued support for FCTC initiatives is crucial in our efforts to promote a healthier, smoke-free future. From July 11, 2023, a new set of measures to protect the population from tobacco and ENDS came into effect: The ban on advertising of HTP devices, e-cigarettes, and e-liquids e-cigarette, e-liquid content, requirements in accordance with Directive 2014/40/EU. It is no longer legal to advertise the devices in any form, closing the loophole that may have existed before. It also include Ukraine





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# Alcohol

Many countries around the world have recognized the need to restrict alcohol advertising as a crucial public health measure. Similar to tobacco control efforts, these restrictions aim to mitigate the negative effects of alcohol consumption on society. The push for alcohol advertising bans stems from growing evidence that exposure to alcohol marketing significantly influences drinking behavior, particularly among youth. By limiting the visibility of alcohol promotions, governments can reduce the likelihood of underage drinking and encourage healthier consumption patterns among adults. Implementing advertising restrictions is essential for promoting responsible drinking and reducing alcohol-related harms, such as addiction, accidents, and health issues. Ongoing support for these initiatives is vital in creating a safer, healthier environment for all.

## Advertisers can't run alcohol ads in the following countries or regions:

- Afghanistan
- Brunei
- Bangladesh
- Egypt
- Gambia
- India (specifically Bihar, Gujarat, Lakshadweep, Manipur and Nagaland)
- Jordan
- Kuwait
- Libya
- Lithuania
- Nepal
- Norway
- Pakistan
- Russia
- Saudi Arabia
- Thailand
- Turkey
- United Arab Emirates ( there are some exceptions)
- Yemen
- Morocco
- Qatar

