

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

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 Authority Betting - Allowed with exception
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

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