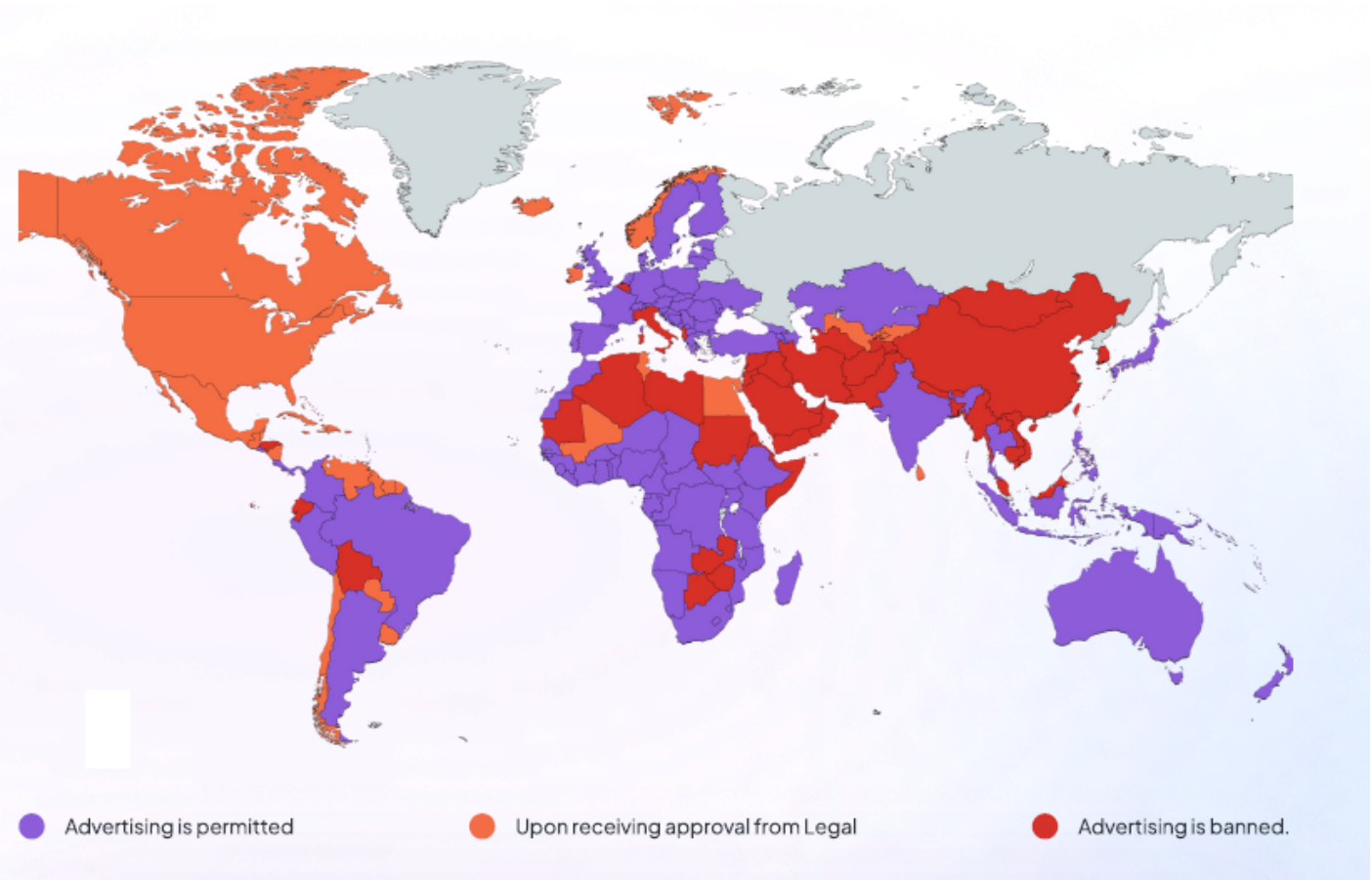
Gambling Guidelines

Guidance for gambling advertising

Gambling advertising is subject to strict and varying regulations across different countries. What is allowed in one region may be completely prohibited in another.
Regulatory landscapes shift frequently, and even small violations can lead to legal penalties or reputational damage. That’s why it’s critical to assess the legal environment of each market before launching any gambling-related advertising. The map provided serves as
a high-level overview, but final decisions must always be guided by up-to-date legal consultation.

The map uses the following color coding to reflect legal conditions for gambling ads:



All gambling ads must link to a landing page with responsible gambling info, including addiction support and age restrictions.
Legal approval is required before launching any campaign, and approval applies only to the specific country reviewed.

Link to article

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