



Association Française du Jeu en Ligne

## CODE OF CONDUCT FOR AFFILIATED MEMBERS

This Code of Conduct published by the Association Française du Jeu en Ligne [*French Online Gambling Association*], which brings together the main operators approved by ARJEL (Betclix, France Pari, Joa On Line, Netbet, PMU, Pokerstars/Betstars, Unibet and Zeturf/Zebet), aims to set out the rules of good conduct for affiliated members.

**In addition to legal and regulatory provisions in force and the terms of use, applicable** to all gambling activities and commercial communications about gambling in any form whatsoever, the following rules of the Code of Conduct must be observed:

**In general, affiliated members should not abuse consumers' credulity, trust or lack of experience and knowledge.**

**Communication by affiliated members, in any form whatsoever, must be clear, fair and accurate and be available in a responsible and transparent manner.**

Communication by affiliated members **must not**, both in form and content,

- Present gambling proceeds as revenue, additional revenue, or gambling as an investment or an alternative to work;
- Take advantage of false beliefs about the chances of winning or imply that it is definitely or almost definitely possible to win;
- Present gambling as a way of recovering gambling losses;
- Let people think that the repetitiveness of gambling will definitely enable the gambler to win or increasing the frequency of gambling helps the gambler's chance of winning grow slightly every time;
- Let people think that skill or experience will enable the gambler to rule out chance or uncertainty in the probability of winning;
- Promote, trivialise or encourage excessive, immoderate gambling and/or excessive risk-taking;
- Disapprove or disparage people who do not gamble or, inversely, confer a form of superiority on those who do gamble;
- Suggest that it is targeted at under 18s or use visual, sound, verbal or written elements which make it specifically attractive for under 18s.