

*Ladbrokes*

**RESPONSIBLE  
GAMBLING  
POLICY**



## ***Introduction***

Ladbrokes is a leading brand in the global betting and gaming market. Millions of customers around the world have bet with us since we were founded in 1886. They enjoy the excitement of having a bet and the thrill of winning.

The ways in which people enjoy gambling have changed since we struck our first bet, so we have evolved our business and products to reflect consumer demand. Betting can be an exciting, sociable and memorable way to spend time. That's why it continues to be so popular. From the Grand National to the Cup Final, the Olympics to the Super Bowl; events closely associated with betting remain right at the heart of our cultural life.

At Ladbrokes, we've built our business by always trying to give our customers the best experience when they choose to place a bet – no matter when, where or how they want to do it. We know our customers and we know the vast majority of them enjoy their gambling in a safe and responsible manner. **It's why we're lots of people's favourite bookmaker.**

However, for a small number of people, we know that gambling can cause personal, social, financial or health problems.

Ladbrokes are committed to doing all that we can to encourage customers to gamble responsibly and to help those who develop gambling problems get the help they need. The key to this is being a company the customer can trust. Being responsible is about ensuring our shops are well managed, our websites are secure and our gambling products have integrity. It's about giving customers the information and tools they need to help them to gamble responsibly in the first place. It's about encouraging them to stop while they are ahead. It's about spotting when a customer may be losing control of their time or money and **helping them to help themselves.**

We don't close our eyes or ears to the problems that gambling can cause some people and believe we are very much part of the solution. We are a regulated business that contributes to the economy, creates jobs and provides people with great leisure experiences every day. We help provide funding for gambling-related charities and help groups. We grow our business promoting responsible gambling and we work with multiple partners, both inside and outside the industry to encourage responsible gambling behaviours and reduce harmful betting behaviours.

**We passionately defend the rights of our customers who like to gamble responsibly across our full range of products to continue to do so.**

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# POLICY STATEMENT

***Ladbrokes***

- believe gambling should be a fun experience
- believe an informed customer is responsible for their own behaviour
- believe that customers should be encouraged and assisted to stay in control
- is committed to spotting potential problem gamblers and helping them to help themselves away from harm
- will only promote our products and services in a responsible manner and will not target young or vulnerable people
- expects responsible behaviour of every colleague and will continually train them to help people experiencing harm
- is committed to raising awareness of responsible gambling
- is serious about our responsibilities and our senior leaders have remuneration linked to Responsible Gambling KPIs

***Ladbrokes***

## *Putting our policy into practice*

Customer protection and harm minimisation need to be at the heart of a sustainable and customer centric business, so all our colleagues understand our policy and place it at the heart of our operation.

*Responsibility is at the heart of what we do*

*Our Guiding Principles*

INFORM	We will provide the necessary information and tools that allow customers to take control of their gambling
SAFEGUARD	We will always endeavour to help customers to keep themselves away from harm
INTERACT	If we believe that a customer may be on a trajectory towards harm, then we will interact with them, encouraging them to reflect on their gambling

*Staying in Control*

We are committed to helping every customer to stay in control of their gambling and reducing the number of people that experience gambling problems.

*Helping people to help themselves*

We have developed systems to spot potentially harmful behaviours and strive to improve their effectiveness. We do all that we can to help customers make decisions to minimise the risk of harm to themselves, but we understand that some customers that set limits or take a break from gambling are more committed to the process than others. Our Teams are trained to help people who are contemplating changing their gambling habits to help themselves. When someone is experiencing gambling-related harm, we will do our utmost to encourage them get professional help.

*Education*

We believe that by educating people to gamble responsibly and helping them understand about gambling-related harm, we encourage safe, sustainable leisure gambling that is fun.

*Defending the rights of responsible gamblers*

We recognise that some people should not engage in gambling of any kind. We believe that solutions for problem gamblers need to focus on the individual, not products. We actively engage with all stakeholders, regardless of their position on gambling, in evidence-based debate to minimise the occurrence of problem gambling and gambling related harm.

***Ladbrokes***