



Kansspelautoriteit

Datum
17 november 2014

Ons kenmerk
8632 / 00.040.559

Bijlage 28

Brief van de Ksa aan een aanbieder van 28 augustus 2014 met als onderwerp 'Findings-online activities'



Gaming Authority

> Return address PO Box 298 2501 CG Den Haag



Gaming Authority

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Contact
Enforcement Department

Our reference
00.034.771

*Please quote date of letter
and our ref. when replying. Do
not raise more than one
subject per letter.*

Date 28 August 2014
Concerning Findings - advertising activities



Dear Sir/Madam,

The Netherlands Gaming Authority (hereinafter: NGA) has monitored your promotion and advertising activities gravitating around FIFA World Championship and the Tour de France. As mentioned in previous correspondence with you(r organisation), the reason for this was that a substantial intensification of online promotion and advertising activities targeting the Netherlands gravitating these events became evident.

With this letter I wish to inform you that based on the findings of this monitoring period the NGA has decided not to take further administrative enforcement against you(r organisation). I would also like to emphasise the importance of keeping the objectives of Dutch public gambling policy in mind in your offering of remote gambling. In the following, I will go into more details.

Decision regarding your promotion and advertising activities

In response to our request to you to cease (or cause to be ceased) (online) promotion and advertising activities gravitating around (inter)national (sports)events, you let us know you would take the necessary measures to fulfil that. A decrease of the previously observed intensification of these activities was noticed. As mentioned above, as a result of your efforts the NGA has decided that at this moment no further administrative enforcement against you(r organisation) concerning this matter is necessary. I appreciate your cooperation in this matter and would like to thank you again for the measures you have taken.

I trust you will at least prevent (online) promotion and advertising activities gravitating around (inter)national (sports)events any further. The NGA will continue to monitor these (online) promotion and advertising activities in the future, for example those surrounding the upcoming World Series of Poker.

Transition period

Perhaps superfluously, in addition to the above I would like to point out the following.

I am aware of the fact that the (remote) gambling market is anxiously awaiting the possibility to obtain a licence in the Netherlands to offer remote gambling, as is your organisation. I am also aware of the fact that the legislative bill concerning remote gambling still has to pass the House of Representatives and the Senate,



which process may still take a considerable amount of time. However, during this period it is the responsibility of the operators that are active on the Dutch market to take the current Dutch rules and regulations concerning (remote) gambling into account. This means that for the time being all (advertising for) games of chance without a licence, e.g. remote gambling, is considered illegal and thus not allowed.

The NGA will keep monitoring (changes in) the gambling market closely. I hope you understand that when activities are being conducted contrary to the objectives of public gambling policy, the NGA may be forced to act against those and it will do so in a way found fitting for the situation (taking a risk-oriented approach), whether a gambling website meets the priority criteria or not. As you know, these criteria merely set the order in which enforcement activities against illegal remote gambling operators are conducted; a gambling website, which no longer meets these, is not considered legal because of that.

I trust I have informed you sufficiently at this time. I also trust you understand the importance of keeping the objectives of Dutch public gambling policy in mind in your offering of remote gambling and you will avoid changes that may harm the interests of the Dutch consumers.

Gaming Authority

Date
28 August 2014

Our reference
00.034.771

Yours sincerely,

