



Most Socially Responsible

Name of the brand / organization:

Betfred Bingo

Email:

joni.keelings@betfred.com

LOGIN DETAILS FOR THE JUDGES.

Some of the judging panel may not have an account at your website. It will benefit your submission if you can provide a temporary username and password for the judges to use and access your website.:

Username: Whichbingotest4 Password: Betfred01

DEPOSIT LIMITS & OPTIONS FOR PLAYERS TO CONTROL SPENDING.

What are your default deposit limits for new players and what options are available to players to set their own limits. If a player wishes to self-exclude, how easy is it for them to do so and what are their options? What systems do you have to ensure that self-exclusion is fully honoured? :

All players are advised of our safer gambling tools upon registration and during their lifecycle are encouraged to use them.

Access to the safer gambling tools is available all the time in the customer's account. Once set and increases to a deposit limit are reviewed by the Safer gambling team to ensure that the player is not showing any indicators of harm, only then will it be approved. If we are concerned about a player it will result in an SG interaction and the request being refused.

We have reminders of the tools on the website and send messages to customers each week advising them of their spend and time for the week, so they are able to make informed decisions about their future gambling. If a player self-excludes, they can do so via live chat, phone, email or from within their account. We will check for any other accounts across our brands and also close those.

Players can self-exclude for any period between 6 months and 5 years. All access to the account is blocked, balances returned and where there are open bets or entries into ongoing offers, these will be honoured with funds being paid to the customers upon settlement. In addition, we will block the address details to prevent people from attempting to circumvent the Self-exclusion. And have systems in place to identify "soft matches" for those customers that try to change their details to be able to access the system.

ADVERTISING & COMMUNICATIONS.

Please provide any evidence of social responsibility / responsible gambling messaging in your advertising and player communications, e.g. emails / social media / on-site messages. How prominent are your calls to 'play responsibly'?



Most Socially Responsible

How clear are your terms & conditions, specifically on offers designed to attract new players? Give details of how you ensure no marketing communications are sent to self-excluded customers by you or your affiliates.:

We have messages that are displayed on the website at all time, promoting the SG tools and generally responsible play.

We monitor the effectiveness and these to make sure those that resonate most with our customer base are used at peak times, such as major sporting events or when specific promotions are being offered. All customers receive a welcome email specifically related to responsible gambling within 24 hours of the account being opened. And we send targeted messages and pop ups so that customers can see the amount of deposits and time spent playing

We limit our social media presence to Twitter and Facebook, as there are added assurances as to those being able to see the content being over 18. We monitor our posts and 24% of our post are related to responsible gambling.

In September 2022 we amended our terms and conditions to ensure they were set out in plain English and are more user friendly. We have created a terms hub on the website which is much easier to navigate and allows customers to review the relevant terms to their chosen products.

Terms and conditions are also sent to the customer account to be referenced at any time. Once excluded all customers are removed from marketing lists and all lists provided to affiliates are provided directly from our lists to ensure that any SE players are removed. We audit affiliates on a weekly basis to ensure that no SE customers have been contacted and to ensure that any messaging is in line with responsible gambling expectations.

RESPONSIBLE TICKET PRICES AND SETTINGS.

Is any consideration given to the pricing of tickets and / or other in-game settings to ensure that players have a fair chance to win and be able to play within their means? For example: What is the maximum number of tickets a player can purchase in a single game of bingo? What are your cheapest / most expensive ticket prices? Are players able to see clearly what they are spending?:

All of us here at Betfred Bingo pride ourselves on providing our customers with the fairest and safest platform to enjoy online Bingo and this is reflected in our pricing. Our Bingo schedules are set up in such a way where ticket prices increase gradually as opposed to a 1p to 25p jump.

For example, ticket prices in any room will go from 1p to 2p and 3p per game rather than sporadic jumps such as 1p to 5p to 30p. This allows a player to come in and play at a level they are comfortable with and not feel tempted to spend more than they wish.

We offer a fair chance game developed that only allows players to buy 1 ticket each per



Most Socially Responsible

price point, giving all players in the game the same chance and not allowing some players to buy max tickets, whilst others cannot afford to buy as many.

All of our ticket prices range between 1p and 6p and the networks highest game is 50p You can buy 120 tickets at 1p or 2p You can buy 72 tickets at 3p You can buy 36 tickets at 5p You can buy 12 tickets at 6p You can clearly see your balance which refreshes instantly at the top of the screen and on all side games there is a net position counter on screen.

Multiple sessions not allowed - when attempting to open another slot game, then the active slot will close before the new opens Players are also able to access their Bet History from anywhere on the Betfred Bingo product and here they can easily access and manage their stakes and game information.

We also have a reality check in place. This is a pop-up messaging tool which will appear on the customers screen informing them of how long they have been playing for. The minimum time set up for this is 15 minutes. From this pop up, they can easily check their bet history, stop playing or consciously decide to continue playing with us. We know that most people play bingo for the social element of the game, and we ensure that the focus remains in this area. We monitor player behaviour for changes and monitor chat for any signs of distress, in the words or phrases used.

PLAYER PROTECTION & PROBLEM GAMBLING ASSISTANCE.

What procedures, systems, tools and staff training exist to identify and protect potentially vulnerable customers? Are these procedures, systems and tools audited by a third party?:

We have developed a model internally to identify those that maybe at an increased risk of harm. This model uses 16 markers to assess an individual players risk. We have tested this model twice in the last two years, against high profile supplier solutions and both set of results showed that our model identified more players and earlier in the lifecycle than the external suppliers.

WE invest very heavily in staff trainings, not only for those that work in safer gambling and compliance, but at all levels of the organisation. Completion and passing of training is also linked to staff bonuses. All staff have annual training across safer gambling issues, and also have to complete responsible gambling training provided by Gibraltar University. Additional training is provided for front line staff which includes accredited City and Guilds training.

FAIR WAGERING REQUIREMENTS & WITHDRAWAL PROCEDURES.

Are there any restrictions for players wishing to withdraw their winnings, such as minimum withdrawal amounts or wagering requirements on bonus money received? How often can a player make a withdrawal and how quickly are withdrawals processed?:



Most Socially Responsible

There are minimum deposit and withdrawal limits of £5, but no other restrictions apply. There are also no wagering requirements on any bonuses and all bonuses can be withdrawn as cash if the customer chooses. Withdrawals can be requested at any time. 97% of transactions below £2000 are processed within 1 hour and transactions up to £10,000 within 24 hours. Over £10,000 we advise that 48Hours is required, but this is due to verification of winnings checks being completed. Once these are completed, payment is made within 2 hours.

Additional Information (optional):

--