



Most Socially Responsible

Name of the brand / organization:

Entain

Email:

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<https://entaingroup.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.:

Please email bingoproduct@entaingroup.com if you need access.

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 have access to Safer Gambling tools directly from the header menu on our platforms which contains the following tools:

- Spending controls: players can set their deposit limits, max stake limit, and curfews
- Time management: players can take a break and get a reality check
- Account closing & reopening: players manage their account, including closure and time outs
- Self-exclusion: players can self-exclude and register with GAMSTOP, a free service that helps players restrict their online gambling activities

Any player can easily self-exclude for any amount of time between six months and five years. This timeframe can be extended at any time. Players can self-exclude on an individual site level, on all Entain Group labels, or on every UK-registered gambling website through GAMSTOP.

Players can also access budget calculators, safer gambling self-assessments, and guidance on finances, including the ability to track their profit/loss and net deposit activity. Everyone is encouraged to set a deposit limit at the point of registration, where they can set daily, weekly and monthly limits. They can also choose or change these at any time in the future.

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'? 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.:



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Our Advanced Responsibility and Care (ARC) programme offers tailored safer gambling tools to customers which ensure that they enjoy the safest possible experience. And our overarching commitment to safer gambling isn't just limited to in-game tools.

We've identified 26 markers of harm, including time spent on site between 10am – 4pm, the number of deposits made in the last 7 days, and the rolling withdrawal amount over the previous 28 days, all of which inform our safer gambling messaging.

Our promotions, marketing, advertising, and communications actively ensure that our brands reinforce the message of smart, sustainable play for our customers. 20% of all social media posts – one a week on the Gala Bingo, Gala Spins, and Foxy Bingo

Facebook and Instagram channels – include safer gambling messaging, encouraging customers to take breaks, set deposit limits, and stay in control. "Take Time to Think" and 'BeGambleAware.org' are also included on every asset we post on social media. See the links in the additional information section.

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?:

We have a number of betting options on our platforms, which vary on a game-by-game basis. We offer a range of daily free Bingo games.

Customers can make also play for as little as 1p, and the maximum number of tickets that can be purchased ranges from 1 (on bespoke speciality games like Bingo Beats and Fluffy Favourites) up to 120. Players can play up to three Bingo games and a slot game simultaneously.

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?:

Entain created our Advanced Responsibility and Care (ARC) programme in partnership with medical professionals, academics, industry specialists, and data scientists, including experts with experience in problem gambling from Harvard Medical School, EPIC Risk Management and Nottingham Trent University.

A groundbreaking approach to customer protection in the digital age, ARC safeguards our players against potential harm by offering tailored safer gambling tools to customers. It works behind the scenes, combining behavioural indicators, data science and analytics to assess potential risk.



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Using advanced artificial intelligence to learn and identify hazards in player activities, such as fluctuations in stake levels, erratic play in single sessions, and signs of players chasing losses, we can intervene with customers before a problem develops. If ARC spots potentially harmful actions, our team interacts and intervenes with a customer, live and in real-time.

Our interventions are tailored to the individual player's betting style which ensures that any content and recommendations are personalised, rather than pursuing catch-all approaches to prevent harm. ARC is more than just identifying harm before it occurs, though. It is also about making contact in a timely manner.

Our Customer Protection Contact Centre (CPCC) works every day of the year to make sure our customers can always access support resources. The Centre is not only there when the risk of harm is identified but encourages customers at different risk levels to use account tools and moderate their play, therefore increasing the touchpoints we have with our players.

The team is trained by experts EPIC Risk Management and GamCare and is instructed to transfer the most serious cases directly to GamCare.

ARC has made an immediate impact in making gambling safer for our customers.

An assessment of ARC's performance in the UK in 2022 found:

- Over 3.7m interactions and interventions proactively delivered for more than 670,000 unique players
- ARC is driving uptake in our gambling controls with 97% of higher risk, and over 73% of medium risk customers using gambling controls following interventions
- The most successful ARC model resulted in a 36% drop in customer risk rating following an intervention ARC has led to better player identification, greater uptake of controls by players, and reduced the risk profile of Entain's player base.

We constantly refine our approach as new data and real-time trials give us greater insights into how to make the technology more effective.

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?:

There are no restrictions or wagering requirements for our bonuses outside of the initial welcome bonus which is fixed at x4. The minimum withdrawal amount is £5 and the withdrawal time depends on the payment type. They can be processed within four hours of the request if using Visa Fast Funds, and within 1 – 4 banking days if using another method.

Additional Information (optional):

At the links below are examples of our social media posts: Gala Bingo Facebook (<https://www.facebook.com/GalaBingoOnline>):

<https://www.facebook.com/GalaBingoOnline/photos/a.10150159978654447/10162609885134447/>



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Gala Spins Facebook (<https://www.facebook.com/GalaSpins/>):

<https://www.facebook.com/GalaSpins/photos/a.1908501959383389/3450351168531786/>

Foxy Bingo Facebook (<https://www.facebook.com/RealFoxyBingo/>):

<https://www.facebook.com/RealFoxyBingo/photos/a.10150281691875204/10167189688890204/>

Gala Bingo Instagram (<https://www.instagram.com/galabingo/>):

<https://www.instagram.com/p/CqFdVL8tkox/>

Gala Spins Instagram (<https://www.instagram.com/galaspins/>):

<https://www.instagram.com/p/Cpe16-Slli7/> and <https://www.instagram.com/p/CqUzrE4ILW1/>