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Planning, Regulation and Research Directorate

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DECISION

Subject: Guidelines for drafting, submitting and managing the Commercial Communication Plans (CMCs) of Online Gaming License Holders and provision of clarifications on specific issues.

HEAD OF PLANNING, REGULATION AND RESEARCH DIRECTORATE

Whereas:

1. The provisions:

- a) Article 25 to 54 of Law 4002/2011 amending pension legislation for the Public Sector- Regulations for the development and consolidation of public finances- Responsibilities of the Ministries for Finance, Culture and Tourism and Labour and Social Security (Government Gazette 180/A);
- b) Law 4624/2019 on the protection of personal data, measures to implement the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data, and incorporating Directive (EC) 2016/680 of the European Parliament and of the Council of 27 April 2016 into national law and other provisions (137/A);
- c) Articles 18 and 19 of Law 4622/2019 on the executive state: organisation, operation and transparency of government, governmental agencies and the central public administration (Government Gazette 133/A);
- d) Chapter XI entitled 'DIGITAL TRANSPARENCY- DIAVGEIA: THE TRANSPARENCY PROGRAM INITIATIVE' of Law 4727/2020 on Digital Governance (Adoption of Directive (EU) 2016/2102 and Directive (EU) 2019/1024 on Electronic Communication (Adoption of

Directive (EU) 2018/1972) and other provisions (184/A);

- e) Articles 16 to 23 of Law 3229/2004 on the supervision of private insurance, supervision and control of games of chance, application of the International Accounting Standards and other provisions (Government Gazette 38/A) and in supplement the provisions of Law 3051/2002 (Government Gazette 220/A) on constitutionally established independent authorities, amendment and supplementation of the public sector recruitment system and related regulations (220/A);
2. Joint Decision No. 56660/1679/22.12.2011 of the Ministers of Finance and Culture & Tourism confirming the commencement of the Hellenic Gaming Commission (HGC) operations (HGC) (2910/B);
3. Decision No. 145940/ΕΞ 2020/21.12.2020 (Government Gazette, Volume of Special Position Employees and Administration Bodies of the Public Sector and the Broader Public Sector Agencies 1089) issued by the Minister of Finance in conjunction with similar Decisions Nos. 2/63389/0004/21.07.2016 (Government Gazette, Volume of Special Position Employees and Administration Bodies of the Public Sector and the Broader Public Sector Agencies 397), 2/3935/0004/24.07.2018 (Government Gazette, Volume of Special Position Employees and Administration Bodies of the Public Sector and the Broader Public Sector Agencies 428), οικ. 9433 ΕΞ 2019/13.02.2019 (Government Gazette, Volume of Special Position Employees and Administration Bodies of the Public Sector and the Broader Public Sector Agencies 64) and 3557 ΕΞ 2020/14.01.2020 (Government Gazette, Volume of Special Position Employees and Administration Bodies of the Public Sector and the Broader Public Sector Agencies 20) on the commencement of operation of the HGC;
4. HGC Decision No. 218/2/22.9.2016 approving regulation on the organisation, structure and operation of the HGC Service Units (3404/B), as in force;
5. HGC Decision No. 509/2/11.09.2020 transferring responsibilities to the Chairman of the Hellenic Gaming Commission under Article 23 (8) of Law 4141/2013 (81/A), as in force (4139/B);
6. Decision No. 12970/01.12.2020 issued by the HGC Chairman transferring responsibilities to the HGC Service Units' Heads (5651/B) allowing them to exercise relevant duties;
7. Decision No. 79835 / ΕΞ 2020 / 24.7.2020 on the enactment of Gaming Regulations for the organization and running of online games of chance (3265/B, Correction of errors BD 4441);
8. Decision No. 79292 ΕΞ 2020/23.7.2020 on the enactment of a Gaming Regulation on Commercial Communication regarding Games of Chance (3260/B), especially art. 1, pars. 4 and 5 of art. 3 and pars. 2 and 3 of art. 9;
9. The need to enact an HGC Directive on the provision of guidelines for the preparation, submission and management of Commercial Communication Plans (CMCs) of License Holders of Online Games of Chance and the clarification of specific issues;
10. The fact that this decision does not entail any burden on the budget of the HGC.

We hereby decide

To enact a Directive on providing guidelines for drafting, submitting and managing the Commercial Communication Plans (CMCs) of Online Gaming Licence Holders and relevant clarifications on specific issues as follows:

DIRECTIVE 4/2021

On setting the guidelines for drafting, submitting and managing the Commercial Communication Plans (CMCs) of Online Gaming License Holders and clarification of specific issues.

1. Purpose – Scope

1.1. This Directive provides the appropriate guidelines and instructions for drafting, submitting and managing the Commercial Communication Plans of Online Gaming License Holders. In addition, this Directive shall provide certain clarifications on specific issues related to the Commercial Communication of the aforementioned Holders.

1.2. Online Gaming License Holders are obliged to apply the provisions herein.

2. Submission – CCPs modification

2.1 CCPs are divided into the following categories:

- a) CCP I - Radio - Television
- b) CCP II - Internet
- c) CCP III - Product Placement
- d) CCP IV - Outdoor Advertising
(PRINTED- OUTDOOR)
- e) CCP V – Sponsorships
- f) CCP VI - Corporate Social
Responsibility (CSR)
- g) CCP VII - Reward Mechanisms
- h) CCP VIII - Website content

2.2 The CCPs are submitted electronically in .doc or .docx format, in accordance with the CCP formats referred to in sections 4 to 11 hereof.

2.3 The title of each CCP shall state its category as defined herein.

2.4 The above shall also apply in cases a request for modification of a CCP category is notified or submitted.

3. General strategy - CCP Objectives

In each CCP category submitted, the strategy and general objectives sought to be achieved through a specific CCP shall be described.

4. CCP I – Radio - Television

The Radio & Television CCP shall be structured as follows:

- a. The scripts of commercial announcements in the radio shall be submitted;

- b. The scripts and, if available, the audiovisual content of the TV commercial announcements shall be submitted;
- c. The content related to radio and television announcements shall be presented in detail;
- d. The radio broadcasting media shall be presented in detail;
- e. The television broadcasting media shall be presented in detail;
- f. Total duration of implementation shall be determined;
- g. Implementation budget shall be stated.

5. CCP II – Internet

The Internet CPPs shall be structured as follows:

- a. The creative material of the online commercial announcements shall be submitted;
- b. The scripts and, if available, the audiovisual content of the TV commercial announcements shall be submitted;
- c. The content of the online commercial announcements shall be presented in detail;
- d. The total duration of implementation shall be determined;
- e. The budget of the implementation shall be presented;
- f. The websites on which the content will appear shall be mentioned in detail and shall be also classified in the following categories:
 - Ad sites
 - Odds sites
 - Affiliation sites
 - Social Pages
 - Search Engines
 - Mobile Apps
 - Groups, Blogs etc.

Note: All online media are submitted in .xls or .xlsx format, with the corresponding designation for each registration unit (e.g. ad site, affiliation site, odds site, etc.), in ascending order and in a single sheet.

Attention: Not to be divided into sections.

In addition, the administrator of each site along with the contact person, his/her phone number and e-mail shall be listed in separate columns for each registration (excluding affiliation sites). Any Notification for a media to be included in an approved CCP, in accordance with paragraph 9.69.6 of Decision No. 79292 EE 2020, shall necessarily include the above data for the means that will be added.

Note: CCPs that include ad sites or affiliation sites in the form of Programmatic ad networks shall be not accepted. In any case, all websites and webpages where promotion shall take place shall be submitted. Relevant additions may be notified upon CCP approval.

Specific notes on Internet Media:

Social Networks

- In all cases where the commercial communication content is implemented on Social Networks, License Holders must provide information proving that they use tools to restrict age access, irrespective of whether this application concerns announcements on the websites they maintain, ad campaigns or announcements carried out through the websites, Groups or Blogs of third persons with whom they collaborate.
- Holders shall report to the Social Network's management body all cases where websites, channels, groups, blogs, etc., which do not own or are not communicated by them, use their commercial announcements without relevant approval.
- All commercial announcements and advertorials of the Holders on social networks (posts, tweets, etc.) should mention the harmful effects referred to in paragraph 8.9 of Decision No. 79292 EΞ 2020.

Affiliates

- With regard to the commercial communication carried out through Affiliates, Holders shall ensure that any commercial communication of the Affiliates shall take place under the same terms, restrictions, as well as any obligations and safeguards that concern them, based on the means and form of display.
- Affiliates shall not conduct the Holder's commercial communication directly with the players or the public (via newsletters, rss feeds or similar mechanisms).

Google Ads, Google Displays

- All Google Ads, Google Displays and internet advertorials, including Affiliates, should state the harmful effects referred to in paragraph 8.9 of Decision No. 79232 EΞ 2020.

Note: All contracts concluded between Holders and Affiliates with a view to promoting the Holders' commercial communication shall be structured according to the aforementioned instructions.

6. CCP III – Product Placement

Product Placement CCPs shall be structured as follows:

- Media and broadcasts of placement shall be listed in detail;

- Any creative material related to product placement shall be listed;
- The content related to placement announcements shall be presented in detail;
- Total duration of the implementation shall be determined;
- Implementation budget shall be presented.

7. CCP IV- Outdoor Advertising (PRINTED - OUTDOOR)

As far as outdoor advertising and print media are concerned, the following shall apply:

- a. All creative material of the printed and outdoor commercial announcements shall be submitted;
- b. The content of the printed and outdoor commercial announcements shall be presented in detail;
- c. Total duration of implementation shall be determined;
- d. Implementation budget shall be presented;
- e. All printed media and the places of display shall be clearly presented and classified in the following categories:
 - General printed press;
 - Sports press or predictions (including sports supplements);
 - Bus stops, trolleybuses, trams, subways, etc.;
 - Number of Public Transport Vehicles (buses, trolleys, trams, subway trains, etc.);
 - Number of Public Passenger Vehicles (PSV, taxis, tourist buses, etc.);
 - Number of Outdoor Billboards (panels, stands, etc.);
 - Other (including relevant description and clarifications).

Note: All printed media and places of display shall be submitted in .xls or .xlsx format, together with the corresponding designation for each unit registration (e.g. general press, sports press, bus stops, trolleybuses, trams, subways, taxis, advertising panel, etc.), in an ascending order and in a single sheet.

Attention: Not to be divided into sections.

In addition, for all printed content and outdoor billboards, the address, management body, contact person, his/her phone number and e-mail shall be listed in separate columns for each registration.

Note: In the case of bus stops and outdoor billboards, the legal representative of the management body shall submit a declaration to prove that display places are at a distance of > 200m. from primary and secondary schools as well as from boarding schools. This declaration shall also mention the address, managing body, contact person along with his/her phone number and e-mail.

Note: Under paragraph 9.6 9.6 of Decision No. 79292 ΕΞ 2020, any notification submitted for a media or display place to be included in an approved CCP shall necessarily encompass all the aforementioned data regarding the means that are to be added.

8. CCP V - Sponsorships

Sponsorship CCPs shall be structured as follows:

- a. The sponsors, their contact persons along with their phone number and e-mail shall be stated;
- b. All means of transmission along with the places and media of displaying sponsorship announcements shall be listed;
- c. Sponsorship announcements shall be clearly presented;
- d. The terms of the sponsorship agreement together with its envisaged reciprocal benefits shall be listed;
- e. Total duration of the sponsorship shall be determined;
- f. Implementation budget of the sponsorship shall be stated.

Specific notes on Sponsorships

- In all sponsorship actions, License Holders should make sure that along with the brand they use, age limit for participation in gambling (+21) shall be also indicated. Jerseys of the sponsored teams are exempted from this obligation. Individual sport athletes' outfits as well as artistic outfits shall not be exempted.
- Sponsored commercial announcements shall be limited in content and shall not use messages that encourage in a direct or indirect manner the purchase of products and services. General announcements shall be accepted if they are intended to promote identity, are in the form of a motto and are not linked to services, purchases, benefits or offers.
- Appearance of sponsored commercial announcements in a broadcast of a sport event (e.g. a football match) during the match and not at halftime shall not be included in the advertising time and can only be deployed as Product Placement.
- Sponsorship should not be confused with Product Placement and Corporate Social Responsibility actions. It is expressly clarified herein that the appearance of License Holders' trademark in an event they sponsor, which happens to be a rebroadcast on radio and television, a recorded or live broadcast, is considered to be a sponsorship of the event and not of its broadcast.

- Any actions of sponsoring minors, events addressed to minors, as well as school events are not allowed.

Note: The aforementioned conditions shall also apply where sponsored commercial announcements are made by presenters or columnists of the sponsors.

Note: It is allowed to post product ads in a place that is considered by the relevant sponsorship agreement as reciprocal benefit, provided that these product ads: a) have been submitted and approved as such (and not as sponsorship announcements) b) do not overlap in location and content with the sponsorship announcements c) do not refer to the License Holder as a Sponsor d) do not make use of means or materials that have been reserved for sponsorship announcements (e.g. T-shirts, equipment, badges, promotional materials, brochures, etc.).

Social Responsibility CCP actions shall be structured as follows:

- Beneficiaries shall be identified.
- All means of transmission, places and the ways of displaying the CSR announcements shall be listed.
- CSR announcements shall be presented in detail.
- Total duration of implementation shall be determined.
- Implementation budget shall be stated.

9. CCP VI - Corporate Social Responsibility (CSR)

Specific notes on CSR actions:

- CSR actions aim to promote the License Holder's contribution to issues of social interest, which presupposes that they are based on the social needs they are designed to meet and not on the License Holder's communication needs. This principle is reflected in both the setting out and content of the above actions.
- CSR actions and their beneficiaries should, to the extent possible, be identified in advance and should not overlap or be confused with any other product or sponsorship actions. Any benefits, competitions, lotteries, etc. run in a CSR framework shall be designed in such a way so that they are completely independent of the products, benefits or offers related to the games of chance or the creation of an Online Account.
- In all sponsorship actions, License Holders should make sure that along with the brand they use, the age limit for participation in gambling (+21) shall be also indicated.
- CSR that relates to the support and assistance of athletes and sportspeople in general shall be carried out irrespective of their age.

Note: With regard to CSR presentation/press conference events, the backdrop wall shall not be considered a Product Placement but instead a CSR commercial announcement, therefore it is designed, submitted and evaluated as such.

Note: This shall also apply where CSR actions are accompanied by announcements made by broadcast presenters or columnists of the content sections in which these actions are displayed.

10. CCP VII-Reward Mechanisms

CCPs regarding reward mechanisms shall be structured as follows:

- a. The mechanisms shall be described in detail.
- b. All means of transmission of the mechanisms shall be listed.
- c. Announcements of the mechanisms shall be presented in detail and shall also be divided in the following categories:
 - Mechanism announcements addressed to the general public
 - Mechanism announcements addressed to registered players

Special notes on reward mechanisms:

- Reward mechanisms, in addition to loyalty programs, shall also include competitions and lotteries run by the License Holder.
- Competition holders are not allowed to use rewards similar in structure, rules and content to the games of chance provided.
- All terms of the reward mechanisms shall be available exclusively on the License Holder's Website and to all persons interested in being informed about them.

Note: It is hereby clarified that the License Holder's websites on social media and in general their websites that are not used for the conduct of games of chance shall not be considered Websites within the meaning of Article 1 of Decision No. 79292 EΞ 2020. Hence, all the aforementioned websites shall be treated as communication channels aimed at the general public and not as hosting sites.

Note: It is explicitly clarified that odds on specific markets may be displayed, except those referred to in paragraph 3.11 of Decision No. 79292 EΞ 2020, on the License Holder's websites and on social media channels. However, promoting ads to users is not allowed.

- Any offer which directly or indirectly refers to reward mechanisms shall be displayed under the indication "*Terms and conditions apply" referring to the Holder's Website in case more information is needed.
- The content of the announcements referring to the reward mechanisms and addressed to the general public should not link the offers with specific betting events.
- Announcements addressed to the general public and referring to mechanisms should not mention odds.

- Announcements addressed to the general public and referring to reward mechanisms may not state, directly or indirectly, the specific rules governing rewards.
- Announcements addressed to the general public and referring to reward mechanisms are allowed to link an offer with an event.
- Reward announcements addressed to the general public may indicate the amount or type of prizes to be awarded to the winners of competitions and lotteries (not the mechanisms which include rewards related to participation, registration or deposit for participation).

Note: The aforementioned case shall also apply where License Holders operate competitions or lotteries conducted by third persons with whom they cooperate irrespective of the form of this cooperation (ad sites, Affiliation, etc.).

Note: When a competition - lottery is communicated to the general public, a reliable method should be applied to ensure that the age limits for participation in the competition, which is the same as the legal age limits for participation in games of chance (+21), shall be respected.

Note: Competition and lottery prizes which do not relate to the participation cost, but are credited to the player's online account, shall not be added to the License Holder's expense account for the purpose of calculating the Gross Gaming Revenue (GGR). In these cases, the License Holder shall submit a relevant statement along with the CCP. Upon completion of the competition, the License Holder shall submit a detailed report including the value of each prize awarded, full details of the beneficiaries/winners, the time of participation as well as the payment time.

Note: Whatever the case may be, all prizes from competitions held for the general public shall be awarded upon verification of the identity and age limits of the winners, according to the respective proof of payment and identification data.

Note: Competitions shall not include side games (e.g. red-black, small big, multipliers, etc.) that are part of the game cycle and have obtained the necessary certification.

11. CCP VIII-Website content

CCPs related to the content of the License Holder's Website shall be structured as follows:

- a. The content structure of the License Holder's website shall be mentioned.
- b. Screenshots shall be provided (indicative and depending on the structure designed for the site) for the:
 - Home page
 - Registration Form
 - Player's limits (Article 24 of Decision No. 79835 EΞ 2020)

- Betting
- Casino
- Live Casino
- Poker
- Special offers
- Blog
- Online Player Account (identification, balance, bonus, transaction history, etc.)

Note: The License Holder shall create his/her Website in a way that meets the minimum content requirements under Article 8 of Decision No. 79835 EΞ 2020.

In particular, the License Holder shall:

1. Ensure and make available easily and clearly to the public:

- a. The minimum age of persons allowed to participate in Games of Chance*
- b. Information and address of Greek rehabilitation centers*
- c. Contact details of the License Holders, as well as all necessary information for customer service and submission of complaints, in accordance with HGC Directive 3/2021.*
- d. The HGC trademark along with a hyperlink that leads to a special site managed by the HGC including the basic data to certify type and validity as well as other sub-data of the HGC License.*

2. Provide hyperlinks that lead to:

- a. The Accession Agreement, according to HGC Directive No. 1/2021.*
- b. The Games of Chance Guide including the description, procedures and specific rules of conduct as well as the winnings distribution system per Game or Group of Games.*
- c. Information about Responsible Gaming and the potential harm caused by playing Games of Chance.*
- d. A self-assessment test for gambling addiction, according to HGC Directive 2/2021.*

Note: The License Holder in virtue of the decision setting the beginning of the conduct of games of chance (Article 6(2) of Decision No. 79835 EΞ 2020), shall provide, in consultation with the competent Authorities, four (4) Online Accounts with access to the Website's trial environment credited with the equivalent of 300€ to perform all necessary trials.

12. Specific Issues

12.1 Announcements- Content

- Announcements are the most crucial content for the evaluation of CCPs. Verbal announcements submitted along with the CCPs should be limited to those that will actually be communicated and not to those which -while likely to be communicated- have not yet taken a definite shape and been finalized at the operational level.
- Any approved announcements may change by gender, number, case and tense, without prior notification, provided that such change does not alter neither their main concept nor their character.
- Generally speaking, the use of the imperative is not allowed. By way of exception, imperative may be used in phrases that promote responsible gaming, CSR actions and contribute to the handling of problematic gaming cases. Words/ phrases like "Click here", "Register", "More" are acceptable, as opposed to phrases like "Learn more", "Claim...", "Enter now", "Register now", "Play...", "Play Now", etc.
- Verbal and audiovisual contents must in any case respect the generally accepted principles of morality, customs and traditions, and not promote, in a direct or indirect manner, any superstitious perceptions and perceptions of sexism as well as gender, origin, age, colour-based perceptions or beliefs that offend human dignity.
- Folklore elements or elements related to a historically shaped social perception about specific social issues shall be examined in terms of the concept of stereotypes that they reproduce or suggest and always in relation to a broader context of the central idea (concept) of the campaign.
- Where verbal and audio-visual content includes humour, this should be done in a tactful and respectful manner towards persons and situations being imitated, without promoting discrimination of any kind.

Note: All contents, irrespective of whether it is communicated to the general public or only to players, shall comply with the aforementioned instructions.

Note: Affiliates shall also abide by said instructions.

12.2 CCP Duration

- Duration of each submitted CCP shall be determined in a realistic way and be based on the implementation planning of all actions that the specific CCP concerns. The main criterion for determining time is communication actions that are actually to be implemented and not those that although they are likely to be implemented, have not yet taken a definite shape and not been finalized at the operational level.

Note: Average duration of a CCP should not exceed two (2) years. Sponsorship CCPs, CSRs and Website Content CCPs can be extended to more than two years, depending on the duration of the sponsorship agreement or CSR action or the License Holder's business planning regarding the website content.

12.3 Budget - Report

- The budget of a submitted CCP shall cover the entire CCP duration. Moreover, each CCP's budget shall be divided per year.

Note: By 31 January of each year, the License Holder should submit in .xls or .xlsx format the implementation report regarding each CCP whose implementation took place during the previous year.

12.4 Notifications

- Any notification for an approved CCP, in accordance with paragraph 9.6 of Decision No. 79232 EΞ2020, should include the word "Notification" in the subject line as well as the HGC reference number of the approved CCP and the HGC reference number of the CCP initial approval decision.
- Notification shall concern the following changes:
 - Change in the number of means of transmission
 - Change in a CCP's Budget
 - Change in a CCP's duration
- Such notification may be implemented providing that ten (10) working days have elapsed from the day following its submission date.

Note: Where the License Holder wishes the notification content to be implemented before the expiration of ten (10) working days, he/she may request an immediate response from the HGC regarding the content. In any case and if they do not receive a relevant answer, they cannot implement said content before the aforementioned deadline.

- Each Notification on an approved CCP shall necessarily include all changes occurred in the CCP duration and budget.

Note: All notifications concerning media change shall be submitted in .xls or .xlsx format and be also encoded, i.e. including all media involved in the CCP implementation at the time when notification was submitted and indicating changes at the same time (removal or addition).

12.5 Promotion of RNG games

- The display/communication of creative and verbal RNG games or offers on RNG games is permitted solely on the License Holder's Website.
- Direct commercial communication regarding RNG games is only allowed by the License Holder and refers exclusively to players who maintain an Online Account and have accepted to receive commercial communication.

- Commercial communication related to RNG games through apps is allowed only as an ad in the application. Any use of push notification methods or equivalents is not allowed.

12.6 Harmful effects

Note: Any reference to the word "Casino", which, in contrast to the reference «Ζωντανό καζίνο» ή «Live Casino», indicates the conduct of RNG games, is allowed to be included only in the main advertising message accompanying the License Holder's Brand and provided that this message shall run horizontally and repeatedly throughout the campaign.

- The License Holders' commercial announcements should mention the relevant harmful effects as follows: "21+ | Competent Regulator HGC| Risk of addiction & loss of property KETHEA helpline: +30 210 9237777 | Play Responsibly |".
- Exceptionally, an acceptable abbreviation shall be as follows: "21+ | HGC Regulator |KETHEA helpline: +32 210 9237777 | Play Responsibly |".

Note: The License Holder shall ensure that the aforementioned harmful effects will be posted on all old posts on Social Networks, Webpages and the Licence Holders' and Affiliates' Websites, on videos that have been posted and remain available on YouTube or on similar distribution channels, google ads/displays, search engines, already published press releases and advertorials.

Head of the Directorate

True copy of the original document

Dimitrios Papadopoulos

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