

AFFILIATE CODE OF PRACTICE

Summary

The Group wishes to conduct its business lawfully. It requires its affiliate operators to do the same and as a consequence the Group will not ask any affiliates to conduct any activity which may be construed as unlawful or which may put the affiliate at immediate risk.

Obligations on an affiliate

The Group will require all of its affiliates:

- To source all databases legitimately.
- To communicate with all data subjects lawfully.
- To comply with the privacy statement of the Group as set out on the Group's website (www.sportingbet.com).
- To ensure that content is not unlawful and/or that it will not expose any entity disseminating it to legal action. Affiliate marketing content must not contain or include text or images that may be reasonably considered to be:
 - Obscene.
 - Racially provocative.
 - Defamatory.
 - Religiously insensitive.
 - Have specific appeal to minors or other categories of vulnerable persons;
 - Link participation to luck, fate or similar;
 - Create any superstitions or religious connection with participating in gambling;
 - Make any association with sexual prowess or similar;
 - Is not unreasonably or unnecessarily provocative or offensive, either generally having regard to local practices, customs or sensitivities; and
 - Does not portray gambling as taking precedence over normal life.
- Not to publish content that may depend upon consents or approvals of third parties, or the payment of a royalty or copyright fee for use of data or images unless it has obtained such obtained consents or approvals, or it has paid the relevant fees.
- To regularly cross refer databases to remove any self excluded end users.
- To verify in so far as possible that data subjects are over 18.
- To verify that sites or distribution environments are not targeted where there is clear appeal to under 18's.

If you have any queries about this code of practice please contact your territory manager in the first instance.

Sportingbet PLC