

## **Kindred Affiliates Advertising Guidelines**

As a licenced operator in multiple jurisdictions, Kindred Group ("Company") prides itself in being a leader in the areas of responsible gaming and Corporate Social Responsibility. The Company is a leading member of trade associations such as Remote Gambling Association (RGA) and the European Gaming and Betting Association (EGBA).

As a member of the Kindred Affiliates Program ("Program"), advertising on behalf of the Company and representing its brands ("Brands"), we expect Affiliates to share these values and any advertising carried out on behalf of the Company must follow the regulations and rules issued by the relevant authorities.

The purpose of this document ("Guidelines") is to supplement the Company's Affiliate Terms and Conditions ("Agreement"), published at <https://www.kindredaffiliates.com/terms-conditions/> and outline some clear 'Do's and Don'ts' in order for Affiliates to promote our Brands effectively and lawfully.

In case of any doubt regarding your obligations under the Agreement and/or Guidelines or under the relevant legal and/or regulatory requirements in the jurisdictions where you are located, please don't hesitate to contact your Affiliate Account Manager, or send an email to: [affiliates@kindredgroup.com](mailto:affiliates@kindredgroup.com).

### **Content:**

Affiliates can only use Content provided by the Company and located in the Media Gallery via its Program, or Content that has been approved by the Company. The Affiliate must not alter the appearance, design and content of the approved marketing material unless it obtains written authorisation from the Company.

If Affiliates use content that has not been provided and/or approved by the Company, it MUST be approved by their Affiliate Account Manager in writing prior to being published.

If you are found to be using any Content promoting our Brands that has not been approved in writing by an Affiliate Account Manager, this may lead to suspension and/or termination of your Affiliate account depending on the circumstance.

### **Customer Offers:**

When promoting Customer Offers, particularly Welcome Offers or Enhanced Price Offers, the Affiliate must be as clear as possible and not mislead existing customer(s) and/or future customer(s) in any way.

Prior to publishing any Offers, the following must be considered:

- An up-to-date list of welcome offers per brand/market/country can be found at <https://www.kindredaffiliates.com/welcome-offers/>. Where possible, repeat the same phrase to describe the welcome offer to your users.
- Refrain from using phrases such as 'Get free money' or similar which may mislead the customer. A good rule of thumb is to use the copy that is on

the banners or landing pages provided via the Company's Affiliate platform accessible at: [www.kindredaffiliates.com](http://www.kindredaffiliates.com).

If you are creating your own Content, which must then subsequently be approved in writing by an Affiliate Account Manager, the following terms are mandatory:

- In case space is limited (i.e. in banners) the following terms must be included:
  - 1) Targeted players
    - New players only / Existing players only / Selected players only
  - 2) Age restriction
    - The age restriction warning sign (+18) must always be displayed on all adverts, banners and campaigns
  - 3) Deposit info
    - No deposit required / Min deposit £xx etc
  - 4) Info about offer
    - Bonus is 100% match on 1st deposit up to £xx etc
  - 5) Wagering requirements and expiry
    - 35x Wagering requirement / 3-day expiry etc
  - 6) Info about bet limitations
    - Min bet £xx / Max bet £xx when playing with a bonus etc
  - 7) Game restrictions
    - Free spins on Starburst / selected games only etc
  - 8) Info about additional terms
  - 9) Full terms apply
- Terms and Conditions (T&C's) of promotional offers should be included by the Affiliate. In case space is limited, the term "T&C's apply" should be mentioned and the T&Cs must be one click away. The link should refer to either the Affiliate's page where the T&Cs are displayed or the Company's Brand site (where the full set of T&C's of the promotional offer must be visible). If the Affiliate is using Content provided via the Platform, this will always be the case.

## **Tipsters:**

Any Affiliate site or social media page which publishes betting tips or hosts challenges/competitions encouraging others to do so must make it clear that any subsequent betting activity is done at the customer's own risk. It must never be implied that success is guaranteed.

Under no circumstances should betting results be falsified or images manipulated to suggest that results were more favourable than they were. Any Affiliate that is found to have misrepresented betting results will have their Affiliate account terminated immediately.

## **Email marketing:**

If the Affiliate promotes the Brands via email marketing:

- We will require evidence of how you have sourced your email database with a clearly defined opt-in process to receive gambling related email communications.
- You must provide a preview of the actual email you are planning to send and gain permission from your Affiliate Account Manager before it is sent.
- Emails should never appear as if they have been sent by any of the Brands and Brand names must not appear in the 'From' field.
- It must be clear in the email that any potential complaint made as a result of this communication should be addressed directly to the Affiliate, and not to any of the Brands. The Company will not reply to such complaints.
- An unsubscribe link must be included in every email. The Company shall ask the Affiliate to provide examples of the unsubscribe process.

## **Social Media:**

Whilst we recognise that social media channels can be a beneficial way for Affiliates to engage with their audiences, it is our strong preference that any links posted by Affiliates on Facebook, Twitter and other relevant social media channels, links to the Affiliate's own website in the first instance, which in turn should contain links to the relevant Brand.

Whilst this adds an extra step to the user's journey, it reduces the likelihood that the user might mistake a link posted by an Affiliate for one posted by any of the Brands.

An Affiliate may not post any affiliate links directly on their social media page(s) without written permission from their Affiliate Account Manager. Any Affiliates found to have done so may have their Affiliates account suspended and/or terminated.

Affiliates found to be promoting the Brands via private groups and/or private messages on social media networks without written permission risk having their accounts terminated immediately.

The aforementioned guidelines on Content are also applicable to social media posts.

In addition, Facebook and Twitter have their own guidelines regarding the advertising of gambling products. For example, if promoting gambling through a Twitter handle, an 18+ statement (or 21+ in some jurisdictions) must be included in your bio.

Some useful links to Facebook and Twitter's advertising policies are included at the end of this document.

## **Paid Social Advertising:**

Any paid social advertising conducted by an Affiliate should promote the Affiliate's own site(s) and not the Brand site(s). It should not be possible for a customer to confuse an Affiliate's advertising for that directly carried out by any of the Brands. If in any doubt, please contact your Affiliate Account Manager before publishing the campaign.

In addition, depending on the jurisdiction you are targeting, the Affiliate may be required to sign an addendum to promote the Brands in this way. For more information, please contact the relevant social network via the links provided at the end of this document.

## **Advertorials:**

The Company does not wish for its Brands to feature in any advertorials.

If an Affiliate has a specific request to run this kind of campaign then they should contact their Affiliate Account Manager to seek written approval from them to do so.

Any Affiliate found to be running this sort of activity without permission will have their Affiliate account terminated.

## **Media Buying:**

Affiliates are not permitted to engage in any media buying through advertising exchanges, programmatic networks, etc without prior written consent from their Affiliate Account Manager.

## **Pop Under campaigns:**

As per the Agreement, Affiliates may not use framing techniques such as pop-up or pop-under windows to promote the Brands.

Any Affiliate found to be running this sort of activity may have their Affiliate account suspended and/or terminated.

## **PPC:**

Further to our Agreement, Affiliates wishing to run Pay-Per-Click (PPC) campaigns:

- must link to the Affiliate site and not the Brand site;
- must not bid on the Brand names or trademarks, or misspellings thereof;
- must not use the Brand names in display URLs or ad copy;
- must add the Brand names to the phrase match negative keywords list on their accounts.

Any Affiliate found to be in violation of the above risks having their Affiliate account suspended and/or terminated.

## **Domain names/URLs:**

As per the Agreement, Affiliates may not register or purchase any domain names which are identical or similar to, or misspellings of the Brand names or trademarks.

Any Affiliate who registers domain names in breach of this rule will have their Affiliates account terminated and further legal action may be taken.

## **Mobile Apps:**

Any Affiliates wishing to release mobile apps into the Apple, Google Play or other App stores must ensure that the App name does not include any Brand names or trademarks, or misspellings of Brand names. Any Affiliate found to have done so will be asked to remove the App immediately and may have their Affiliates account suspended and/or terminated.

## **SMS**

The Company has decided not to engage in any SMS activity through a third party for the foreseeable future. Any Affiliate found to be running SMS activity will have their Affiliates account terminated immediately.

## **Kindred's Affiliates Program Terms and Conditions and Useful Links**

At all times, the Affiliate must comply with the Agreement, a copy of which is available here: <https://www.kindredaffiliates.com/terms-conditions/>;

As per these terms, the Affiliates should be aware of and comply with EGBA standards which can be found here: <http://www.egba.eu/responsability/egba-standards/>

For more information on UK Gambling Commission advertising and marketing rules and ASA/CAP UK advertising guidelines, please visit:

<http://www.gamblingcommission.gov.uk/for-gambling-businesses/Compliance/General-compliance/Social-responsibility/Advertising-marketing-rules-and-regulations.aspx>

<https://www.asa.org.uk/advice-online/affiliate-marketing.html>

<https://www.asa.org.uk/type/non-broadcast/code-section/16.html>

Industry Group for Responsible Gambling Advertising code:

<http://igrg.org.uk/wp/wp-content/uploads/2017/10/igrgpr.pdf>

Facebook general advertising policies: <https://www.facebook.com/policies/ads>

Facebook policy on Real money gambling:

<https://www.facebook.com/policies/ads/restricted-content/gambling>

Twitter general advertising policies:

<https://support.twitter.com/articles/20169693>

Twitter policy on advertising Gambling content:

<https://support.twitter.com/articles/20170426>