

Newsletter

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Marketing of Gambling in Poland

GAMING
IN POLAND

Poland and Europe Gaming Law Newsletter

Advertising

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Marketing of Gambling in Poland

Advertising and promotion of mutual bets is not prohibited under the Polish Gambling Act and is therefore considered legal in Poland. However, online betting can only be promoted on the operator's website if such website is listed in the licence issued by the Regulator.

The operators sponsoring sports teams or individuals are entitled to present themselves as such sponsors in all media without limitations.

Advertising

Online betting can be advertised not only on the operator's website indicated in the betting licence but also in other media and at mass gatherings and sporting events with some limitations. Advertising is understood as public dissemination of any trademarks, graphic symbols and other markings. Further, the use of names and graphic symbols of entities providing mutual betting, the information about the website where the betting takes place, and the ways of participating in betting, are all considered advertising.

In any case, online betting operator must ensure that such advertising: (i) is not addressed to minors; (ii) does not give rise to any association with physical or intellectual prowess or opportunities for easy wins; (iii) does not assert that participation in gambling has a relaxing or calming effect on the participants or is a means of dealing with personal or financial problems; (iv) does not portray refraining from participation or moderate participation in gambling in a negative light; (v) does not encourage the staking of higher amounts as a way of increasing the chances for a win; (vi) does not give rise to associations with: sexual attractiveness, relaxation or rest, study or work, professional or financial success, or success in life.

Online advertising is permitted (outside the operator's website) at any time provided that it meets all of the above conditions.

Advertising on television or radio, in cinemas and in theatres is allowed between 10 p.m. and 6 a.m. Outside these hours advertising is permitted only during coverage of sporting events sponsored by entities providing the mutual betting or when the teams and athletes actively involved in these sporting events are sponsored by the operators.

Advertising in newspapers is permitted at any time, with the exceptions of press publications intended for children and youth, the covers of daily newspapers and periodical magazines.

Advertising in public places is allowed only at mass gatherings and sporting events sponsored by entities providing mutual betting or when the teams and athletes actively involved in these sporting events or the sport association involved in the given event are sponsored by the operators.

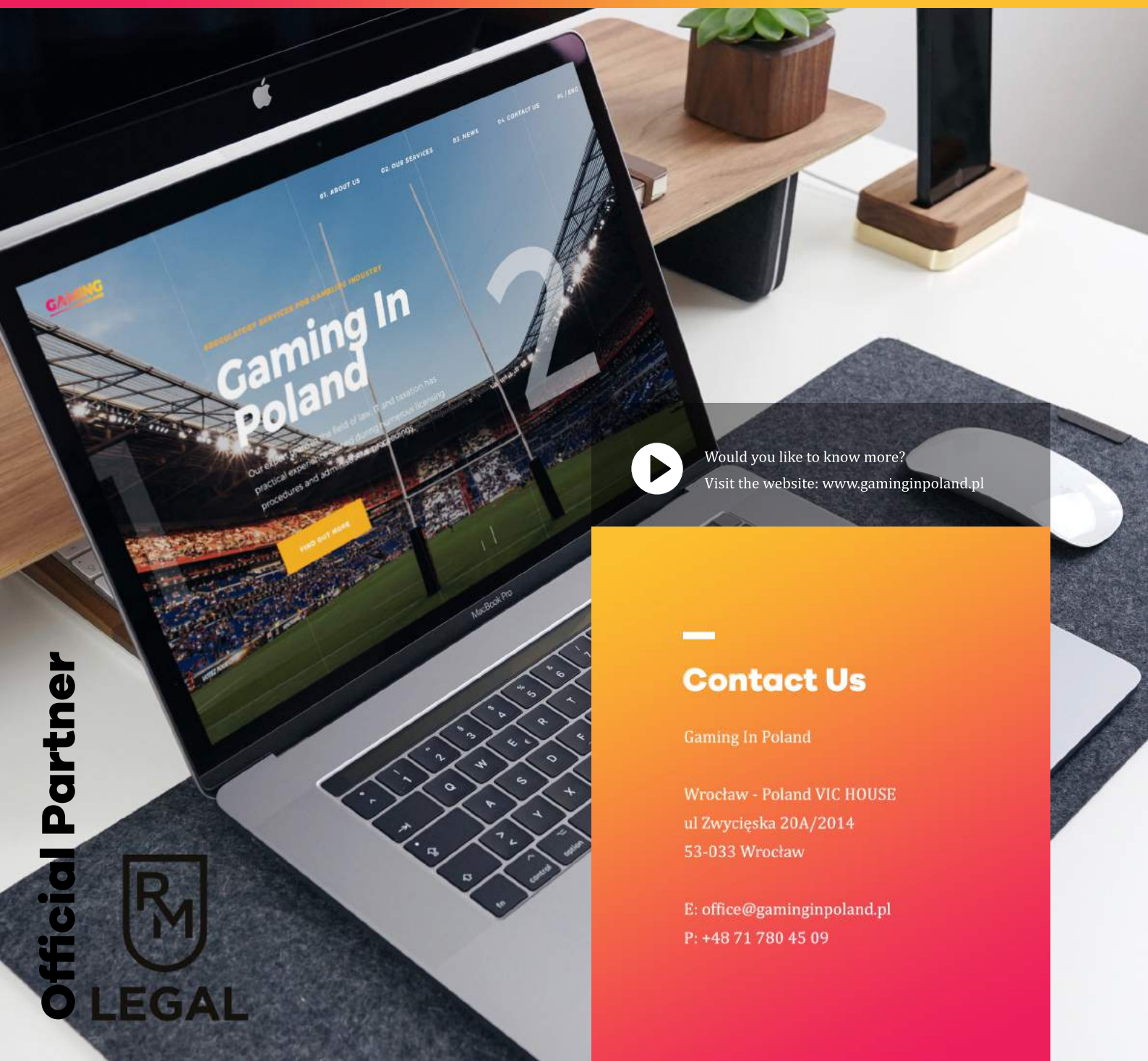


Promotion

Promotion is understood as public presentation of mutual bets, as well as other forms of public encouragement to participate in betting. Promotion is permitted only on the operator's website indicated in the licence. The element that distinguishes promotion from advertising is the concept of "persuasion", which should be assessed in each individual case. Any advertisement that contains elements of promotion will be considered incompatible with the Gambling Act.

Informing About Sponsorship

Informing about sponsorship may be used by betting operators to present themselves publicly as sponsors of sports teams or players. There are no restrictions as to the type of media or places which can be used to inform about sponsorship. However, the allowed content of such information is limited, and can only consist of the name or other form of identification of the sponsor such as a trademark, logo or brand icon, with no other promotional messages allowed



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