

**LOTTERIES AND OTHER GAMES ACT, 2001  
(ACT NO. XXIV OF 2001)**

**Issue of a Directive by the Malta Gaming Authority**

The Malta Gaming Authority is hereby issuing the following Directive for the purposes of the Lotteries and Other Games Act, 2001 (hereinafter referred to as "the Act"), whereby in exercise of the powers conferred upon it by Article 76 of the Act, the Malta Gaming Authority has made the following Code of Conduct, the title of which shall be the Code of Conduct on Advertising, Promotions and Inducements.

1. In this directive, unless the context otherwise requires:- "authorised game" has the same meaning assigned to it by the Act;

"Authority" has the same meaning assigned to it by the Act;

"gambling" means gaming or remote gaming or betting or playing an authorised game under the Lotteries and Other Games Act and regulations made there under, the Gaming Act and regulations made there under;

"licensee" means and includes a National Lottery licensee, an authorised game licensee, any other games licensee and a person who has a licence to operate a casino;

"other games" has the same meaning assigned to it by the Act;

"remote gaming" has the same meaning assigned to it by the Remote Gaming Regulations (L.N. 176 of 2004);

"player reward scheme" means a scheme in which the player earns rewards, other than the winnings through gaming.

2. This directive shall apply as from the Pt of December, 2004, to all licensees under:
  - a) the Lotteries and Other Games Act and regulations made there under;
  - b) the Gaming Act;
  - c) the Public Lotto Ordinance and regulations made there under:

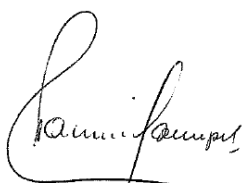
Provided that the provisions of this Code of Conduct shall be without prejudice to each and all obligations of the licensee under any of the above-mentioned legislation and the terms and conditions of the licence.

3. A licensee shall not publish in any manner whatsoever, through any medium and in any place advertising that:
  - a) encourages anyone to contravene a gaming law; or
  - b) shows people under eighteen years gambling; or

- c) encourages or targets people under eighteen years old to gamble; or
  - d) is false or untruthful, particularly about the chances of winning or the expected return to a gambler; or
  - e) suggests that gambling is a form of financial investment; or
  - f) suggests that skill can influence games that are purely games of chance; or
  - g) promotes smoking and, or the abuse of the consumption of alcohol while gambling; or
  - h) implies that gambling promotes or is required for social acceptance, personal or financial success or the resolution of any economic, social or personal problems; or
  - i) contains endorsements by well-known personalities or celebrities that suggest gambling contributes to their success; or
  - j) exceeds the limits of decency; or
  - k) tarnishes the goodwill and privilege that is associated or related in any manner whatsoever with being a licensee, or tarnishes the image or reputation of another licensee.
4. A licensee shall not:
- a) conduct a promotion that commits people to gamble for a minimum period of time to qualify for a player reward scheme; or
  - b) conduct a promotion that commits people to gamble a minimum amount to qualify for a player reward scheme:

Provided that the provisions of this section shall not apply to junket gaming and tournaments.

- 5. The licensee shall ensure that promotional material relating to gambling states where the rules, procedures and conditions of the promotion can be inspected.
- 6. Sections 4 and 5 of this directive shall also apply to promotions which are intended for patrons who may benefit from a player reward scheme.
- 7. When a licensee publishes any advertising or conducts a promotion that encourages people to engage in any activity other than gambling, he shall not refer, whether directly or indirectly, to the licensee's gambling facilities.
- 8. The breach of any of the provisions of this directive shall constitute an offence against the Act.



**Dr Joseph Zammit Maempel LL.D.**  
Chairman