

Responsible gambling policy

Gambling is an exciting form of entertainment that can be experienced in a range of environments with William Hill, namely our licensed betting offices ('LBOs'), on racetracks, through the internet and by telephone. Whilst, for most customers, gambling is an enjoyable leisure activity, for a very small number there can be problems and gambling can cease to be fun.

William Hill encourages a socially responsible attitude within the betting and gaming industry and within our own organisation. We are committed to protecting children and the vulnerable from being harmed or exploited by gambling.

We were heavily involved, both directly and through our trade associations, the Association of British Bookmakers and the Remote Gambling Association, in developing industry-wide responses to Gambling Commission and Department of Culture, Media and Sport proposals in the area of social responsibility. We are now working effectively with the Gambling Commission in the UK and our offshore regulators in Gibraltar and Malta to ensure that we continue to adhere to the highest industry standards in responsible gambling. We are also committed to listening to the views of relevant stakeholder groups and have an active dialogue with GamCare, the national centre for information, advice and practical help for anyone with a gambling problem.

Our commitment to implementing appropriate procedures within our organisation to deal with underage gambling and encourage responsible gambling is demonstrated by the following:

- We are a major contributor to the Gambling Research, Education and Treatment foundation ('GREaT'). GREaT aims to provide support to persons who experience problems with their gambling and their dependents; to educate vulnerable persons about the risk of gambling; and to conduct research into the best ways of providing that support and education.
- Information on the tools available to customers to monitor or control their gambling is available through leaflets on display in our LBOs and at racetracks; via our operational websites; and via our customer services departments. We also provide information to customers' relatives and friends who may approach us asking for help.
- We use clear notices in our LBOs and on gambling websites stating that the minimum age to use the facilities is 18. In our LBOs and on racetracks we have adopted a 'Think 21' approach which requires our staff to seek proof of age from any customer who appears to them to be under 21. In the UK and, where publicly available, overseas, we use an external agency to verify the ages of customers opening new internet or telephone accounts that use deposit methods that may be available to under 18. All parts of the business have established procedures to be followed in the event that we believe that a customer may be under the age of 18.

- We provide facilities for individuals to self-exclude themselves from identified licensed betting offices and telephone and internet accounts. Customers who wish to resume business with us at the end of their chosen self-exclusion period are required to complete a further 24-hour 'cooling off' period before they will be permitted to resume use of our gambling facilities.
- We provide a facility for telephone and internet customers to limit the amounts they are able to deposit with us in any 24-hour period. Once set, a deposit limit can only be increased after a 24-hour 'cooling off' period.
- Although there is no one set of behaviours definitively identifying customers with gambling problems, William Hill encourages its employees to use their experience and to be aware of customers whose behaviour may indicate problem gambling. We have procedures in place to escalate any concerns and to consider whether or not it is appropriate to initiate interaction with a customer. When interaction does take place the customer will be provided with contact details of a gambling charity and with detailed information on the tools available to control their gambling behaviour. William Hill provides customers with the information required to enable them to make informed decisions about their level of gambling but does not take those decisions on customers' behalf.
- William Hill takes particular care not to target advertising at people under the age of 18. All our advertising is carefully considered in light of the Gambling Commission's licensing objectives; the specific requirements of the Gambling Commission's licence conditions and codes of practice; and the Committee of Advertising Practice and Broadcast Committee of Advertising Practice codes. In addition, we adhere to an industry code of practice designed to promote socially responsible advertising and the 'gamble aware' information website. The advertising agencies we use are fully briefed on our responsible gambling requirements.
- William Hill does not enter into contracts of employment with any individual under the age of 18.
- All William Hill employees receive training giving them an overall awareness of our commitment to social responsibility and the detailed procedural knowledge appropriate to their specific business role. We will continue to monitor best practice in the area of responsible gambling as it develops and will review our policies and procedures on a regular basis in the light of guidance from regulators, gambling charities and our own practical experience.

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