



QMRA Belgium Assessment (<https://qmra.eu/>)

Name Applicant/Affiliate (Website): **Guidecasino.be**

Date: **10-06-2024**

Assessment by: **XY Legal Solutions B.V.**

Website Compliant / Non-Compliant: **Compliant**

The [QMRA Code for Belgium](#) is generally based upon the legislation that is relevant for your affiliate website within the regulated Belgium market.

The QMRA BE Code has been set up to assess your website on the most important parts of the legislation. Guidecasino.be has been assessed by our consultants, where we gathered information based upon:

1. Channelling objectives and limited advertising

- 1.1. The affiliate shall only advertise for licensed operators on its channels.
- 1.2. If the affiliate provides coverage on illegal operators, it shall remain only objective and factual. The messages shall be devoid of any elements or statements that are advertising in nature or may give the impression it be a "good idea" to partake in the unlicensed offer of these operators.
- 1.3. The affiliate shall only advertise for operators by means of (paid) search results within the search program or search function on their own website. Coverage of operators outside of paid search programs or search functions shall be limited to factual and objective content.

2. Responsible advertising

- 2.1. The affiliate shall not target people under the age of 21 in their marketing activities by design or intent.
- 2.2. The affiliate must include the warning phrase "Gokken kan verslavend zijn. Stop op tijd! Meer info op www.stopoptijd.be" and a characteristic depicting the applicable age limit in their marketing activities.
- 2.3. The affiliate must include the warning phrase and a characteristic depicting the applicable age limit on every webpage of their website. Both must be present in the footer and at the top of the website. Both must be clearly visible by appropriate use of size, position and placement.

3. Balanced design of content

- 3.1. The affiliate ensures careful and balanced design of advertising and/or marketing expressions.
- 3.2. The affiliate shall not negatively portray people who choose not to partake in the gambling offer, have chosen to seek help for a gambling addiction or that play responsibly. Inversely, the affiliate shall not praise people that do the opposite.
- 3.3. The affiliate shall not promote, incite or praise financially irresponsible behaviour in relation to gambling, or portray gambling as a means to (quickly) obtain financial gain, solve (financial) issues, or as an alternative to working, saving and other financially responsible choices and behaviour.
- 3.4. The affiliate shall not, by design or intent, use imagery, persons, expressions, or other marketing practices to target or appeal to vulnerable groups, minors or excluded persons.
- 3.5. The affiliate shall not promote, incite or praise irresponsible gambling behaviour.

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4. Preventing deception

- 4.1. The affiliate shall ensure transparency and clarity on the promoted offer and ancillary activities outside of advertising games of chance. To this end, the design and content of the messaging shall not omit important information or otherwise create an unrealistic/incorrect impression of a gambling offer.
- 4.2. The affiliate shall provide clear information regarding the nature and workings of the gambling offer. This shall be done by design and intent, avoiding making misleading statements, omissions or using elements that may be construed to mean or imply something other than a truthful representation of gambling.

5. Contributing to responsible gaming

- 5.1. The affiliate shall provide a 'Responsible Gambling' webpage on their website, clearly findable by means of a reference in the footer. This webpage shall include information on the risks of gambling addictions, as well as tips in the context of responsible gambling.
- 5.2. The affiliate offers sufficient means and resources for obtaining information and help for a gambling addiction.

Below, you can find our assessment of your website. If feedback is needed, we will make sure to explain the action points to be taken.

1. Channelling objectives and limited advertising

The affiliate shall only advertise for licensed operators on its channels, to comply with only advertising for in Belgium licensed operators as required by article 4 of the Law of May 7, 1999, on games of chance, bets, gaming establishments and the protection of players.

If the affiliate provides coverage on illegal operators, it shall remain only objective and factual. The messages shall be devoid of any elements or statements that are advertising in nature or may give the impression it be a “good idea” to partake in the unlicensed offer of these operators, as to not advertise unlicensed gambling providers complying with article 4 of the Law of May 7, 1999, on games of chance, bets, gaming establishments and the protection of players.

The affiliate shall only advertise for operators by means of (paid) search results within the search programme or search function on their own website. Coverage of operators outside of paid search programmes or search functions shall be limited to factual and objective content, as to comply with article 2, the deliberation of article 3, article 5 and article 10 of the Royal Decree of 27 February 2023 determining the detailed rules regarding advertising for games of chance and article 5 of the Royal Decree of 25 October 2018 on the conditions for operating games of chance and gambling via computers.

ACTION POINTS BASED UPON INFORMATION AND ASSESSMENT ABOVE:

Guidecasino.be offers various reviews about gambling providers licensed in Belgium. Guidecasino.be indicates in plural that they only show licensed gambling providers and does not show advertising activities for gambling providers not licensed in Belgium. Guidecasino.be clearly shows the licensed status of the various gambling providers shown on the website. In various articles even the license numbers are shown to quickly show the website visitor that the various operators are licensed in Belgium and enabling the website visitor to view the licenses of the various operators. Guidecasino.be furthermore objectively reviews the in Belgium licensed gambling providers in compliance with the new Royal Decree of 27 February 2023. Guidecasino.be only provides information about gambling operators and does not directly incite people to participate with a gambling offer.

Guidecasino.be is fully compliant with point 1 of the [QMRA Code for Belgium](#), as Guidecasino.be does not have articles that purposely incite players to participate in gambling and only provides information to inform people of the in Belgium licensed gambling offer.

2. Responsible advertising

The affiliate shall not target people under the age of 21 in their marketing activities by design or intent, as to not advertise to people under the age of 21 complying with article 3 paragraph 3 of the Royal Decree of 25 October 2018 on the conditions for operating games of chance and gambling via computers.

The affiliate must include the ‘Gokken kan verslavend zijn. stop op tijd! Meer info op www.stopoptijd.be’ characteristic in their marketing activities, as to adhere to article 2 paragraph 3 of

the Royal Decree of 25 October 2018 on the conditions for operating games of chance and gambling via computers and the deliberation made by the Belgian Gambling Commission regarding the Royal Decree determining the detailed rules regarding advertising for games of chance.

The affiliate must include the “Gokken kan verslavend zijn. stop op tijd! Meer info op www.stopoptijd.be” characteristic on every webpage of their website. The characteristic will be present in the footer and at the top of the website. The characteristic shall be clearly visible by appropriate use of size, position and placement. For the assessment of the characteristic, the legal requirements given by article 2 paragraph 3 of the Royal Decree of 25 October 2018 on the conditions for operating games of chance and gambling via computers and the deliberation made by the Belgian Gambling Commission regarding the Royal Decree determining the detailed rules regarding advertising for games of chance, must be taken into account.

ACTION POINTS BASED UPON INFORMATION AND ASSESSMENT ABOVE:

Guidecasino.be only provides advertising activities for the licensed gambling offerings in Belgium. Guidecasino.be clearly states that participation in the gambling offerings in Belgium is only possible from the age of 18+ (21+ when playing casino games). Guidecasino.be has included various clearly visible age characteristic in their website (among which a clearly visible 21+ characteristic under various articles) and in the header of the website. Guidecasino.be solely targets adults and does not contain content intended for minors or individuals who are not allowed to participate in gambling. Guidecasino.be furthermore has the official Belgium age characteristic in their footer. In the footer of Guidecasino.be the official age characteristic “Gokken kan verslavend zijn. stop op tijd! Meer info op www.stopoptijd.be” is shown.

Guidecasino.be is fully compliant with point 2 of the [QMRA Code for Belgium](#) as Guidecasino.be has various age characteristics that are clearly visible and show that various age groups may not participate in the Belgium gambling offer.

3. Balanced design of content

The affiliate ensures careful and balanced design of advertising and/or marketing expressions, as to not incite players to play in an irresponsible manner adhering to article 2 paragraph 1 of the Royal Decree of 25 October 2018 on the conditions for operating games of chance and gambling via computers.

The affiliate shall not negatively portray people who choose not to partake in the gambling offer, have chosen to seek help for a gambling addiction or that play responsibly. Inversely, the affiliate shall not praise people that do the opposite as to adhere to article 2 paragraph 1 of the Royal Decree of 25 October 2018 on the conditions for operating games of chance and gambling via computers.

The affiliate shall not promote, incite or praise financially irresponsible behaviour in relation to gambling, or portray gambling as a means to (quickly) obtain financial gain, solve (financial) issues, or as an alternative to working, saving and other financially responsible choices and behaviour, to be compliant with article 2 paragraph 1 of the Royal Decree of 25 October 2018 on the conditions for operating games of chance and gambling via computers.

The affiliate shall not, by design or intent, use imagery, persons, expressions, or other marketing practices to target or appeal to vulnerable groups, minors or excluded persons as to not aim their advertising activities to these peoples and to comply with article 2 paragraph 1 of the Royal Decree of 25 October 2018 on the conditions for operating games of chance and gambling via computers.

The affiliate shall not promote, incite or praise irresponsible gambling behaviour, to comply with article 2 paragraph 1 of the Royal Decree of 25 October 2018 on the conditions for operating games of chance and gambling via computers.

ACTION POINTS BASED UPON INFORMATION AND ASSESSMENT ABOVE:

Guidecasino.be is careful in its formulations and content. Guidecasino.be is clear about the licensed gambling offerings in Belgium and provides extensive explanations of the gambling sector. Guidecasino.be never encourages excessive participation in a gambling offer to the website visitor and mentions in plural that responsible gambling behaviour is important.

Guidecasino.be is fully compliant with point 3 of the [QMRA Code for Belgium](#).

4. Preventing deception

The affiliate shall ensure transparency and clarity on the promoted offer and ancillary activities outside of advertising games of chance. To this end, the design and content of the messaging shall not omit important information or otherwise create an unrealistic/incorrect impression of a gambling offer, to comply with article 2 paragraph 1 of the Royal Decree of 25 October 2018 on the conditions for operating games of chance and gambling via computers.

The affiliate shall provide clear information regarding the nature and workings of the gambling offer. This shall be done by design and intent, avoiding making misleading statements, omissions or using elements that may be construed to mean or imply something other than a truthful representation of gambling in accordance with article 2 paragraph 1 of the Royal Decree of 25 October 2018 on the conditions for operating games of chance and gambling via computers.

ACTION POINTS BASED UPON INFORMATION AND ASSESSMENT ABOVE:

Guidecasino.be is clear in their content and informs their website visitors extensively about the gambling market in Belgium and the workings of various games of chances. Guidecasino.be describes the Belgian gambling market in an objective and non-misleading manner. Guidecasino.be is clear about the possible workings of a bonus and the chances of winning when playing various games of chances.

Guidecasino.be is compliant with point 4 of the [QMRA Code for Belgium](#).

5. Contributing to responsible gaming

The affiliate shall provide a 'Responsible Gambling' webpage on their website, clearly findable by means of a reference in the footer. This webpage shall include information on the risks of gambling addictions, as well as tips in the context of responsible gambling, in accordance with article 40 of the Act amending the legislation on gambling, article 61 of the Gambling Act of 7 Mai 1999.



The affiliate offers sufficient means and resources for obtaining information and help for a gambling addiction, in accordance with article 40 of the Act amending the legislation on gambling, article 61 of the Gambling Act of 7 Mai 1999.

ACTION POINTS BASED UPON INFORMATION AND ASSESSMENT ABOVE:

Guidecasino.be mentions in plural that responsible gambling behaviour is important and that it is important to gamble for fun and not because of an addiction. Guidecasino.be does have a centralized webpage where information regarding responsible gambling behaviour is given, with a clearly visible reference in the footer of each webpage. The webpage regarding responsible gambling behaviour provides ample information and third parties to furthermore inform and help website visitors regarding responsible gambling behaviour.

Guidecasino.be is compliant with point 5 of the [QMRA Code for Belgium](#).