



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

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

Date: **15-03-2025**

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.

*XY Legal Solutions B.V. (QMRA Owner)
Euclideslaan 1, 3584 BL, Utrecht
Netherlands
EUIPO Reg. 018788941
Company Nr. 73716855*

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 detailed reviews of gambling operators that hold an official Belgian license. The platform features only licensed providers and does not promote or reference operators without a valid Belgian license.

Each listed operator clearly displays its licensing status, including the relevant license numbers, enabling visitors to verify an operator’s legitimacy with ease. This approach ensures full transparency and allows users to quickly confirm the official authorization of every provider.

In accordance with the Royal Decree of 27 February 2023, Guidecasino.be presents impartial and factual assessments of licensed Belgian gambling operators. All content is strictly informational in nature and does not encourage or promote participation in gambling activities.

Guidecasino.be is fully compliant with point 1 of the [QMRA Code for Belgium](#).

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 provides information exclusively related to licensed gambling offerings in Belgium. The platform clearly states that participation in gambling activities is permitted only from the age of 18+ (and 21+ for casino games). A visible 21+ indication is included in the website header.

The platform is solely intended for adults and does not contain content aimed at minors or individuals who are not legally permitted to participate in gambling. Guidecasino.be also displays the official Belgian age notice in its footer. The footer includes the legally required message: “Gokken kan verslavend zijn. Stop op tijd! Meer info op www.stopoptijd.be.”

Guidecasino.be is fully compliant with point 2 of the [QMRA Code for Belgium](#).

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 uses carefully considered wording and content. The website clearly outlines which gambling offerings are licensed in Belgium and provides extensive explanations about the Belgian gambling sector. Guidecasino.be never encourages excessive participation in gambling activities and clearly emphasizes the importance of responsible gambling.

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 uses careful wording and content throughout the website. The platform clearly explains which gambling offerings are licensed in Belgium and provides extensive information about the Belgian gambling sector. Guidecasino.be never encourages excessive participation in gambling activities and clearly highlights the importance of responsible gambling.

Guidecasino.be is fully 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 repeatedly emphasizes the importance of responsible gambling and states that gambling should be for entertainment purposes only, not as a result of addiction. The platform provides a centralized webpage containing information on responsible gambling, which is clearly accessible through a link in the footer of every page as well as via the 21+ logo in the header. This dedicated “[Verantwoord Spelen](#)” page offers extensive information and lists third-party organizations that can further inform or support visitors regarding responsible gambling practices.

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