

SOCIAL RESPONSIBILITY POLICY

UNICEF UK's society lottery operates for the sole purpose of raising funds for our work supporting children around the world. The lottery is managed on behalf of UNICEF UK by our External Lottery Manager (ELM), Postcode Lottery Limited (trading as People's Postcode Lottery (PPL)).

UNICEF UK is committed to ensuring that the Lottery is operated in a crime free, fair and open way and to endorsing responsible gambling amongst its players.

The Gambling Commission regulates gambling to ensure that:

- It is crime free;
- It is fair and open; and,
- Children and vulnerable people are protected.

This document sets out UNICEF UK's approach to ensuring the gambling activities carried are approached in a socially responsible way:

1. Preventing gambling from being a source of crime and disorder

When a player joins the Lottery, our ELM will check that:

- a. The individual is aged 16 or over
 -) Players need to provide their date of birth, need to have a bank account or other age-verified payment methods.
- b. The individual is resident in Great Britain.
 -) Lottery tickets are dependent on the provision by a player of their valid GB postcode.

To prevent fraud and criminal activity, our ELM will:

- a. limits the number of subscription sold in one transaction to three;
- b. only pay prizes back to the account used to pay for the winning subscription or an account verified electronically in line with PPL's Prevention of Money Laundering and Terrorist Funding Policy;
- c. ensure draws are adjudicated by an independent legal representative and completed on a secure, standalone and certified draw engine;
- d. offer no cash subscriptions; and,
- e. report suspicious activities to the Gambling Commission and to the Police, under the Proceeds of Crime Act 2002.

3. Ensuring that gambling is conducted in a fair and open way

We do this by ensuring:

- a. Players' funds are protected from insolvency, with lottery proceeds held separately from any other trading income and in approved accounts;
- b. Promotion of draws is carried out by our ELM and is in line with consumer law and follows the Committee on Advertising Practice and ClearCast guidelines;
- c. Providing players access to clear information on matters such as the rules of the lottery and the prizes that are available, and notification of changes are submitted to the Gambling Commission 28 days in advance;

- d. Tickets are provided clearly indicating the promoting society, details of the society, dates of the draw, price of the tickets and licensed by the Gambling Commission;
- e. A complaints process that is in place to deal with any issues in a clear and procedural way including Alternative Dispute Resolution.

4. Protecting people and other vulnerable persons from being harmed or exploited by gambling.

Our ELM, People's Postcode Lottery, who run and advertise the lottery on our behalf:

1. Works with regulated third parties that have a process for age verification
2. Adheres to advertisement rules laid out by the Committee of Advertising Practice, summarised below:
 -) To not encourage gambling that may lead to socially irresponsible acts or could lead to financial, social or emotional harm.
 -) To not exploit children or other vulnerable persons.
 -) To not suggest gambling can solve financial problems or debts.
 -) To not suggest gambling can increase attractiveness or sexual success.
 -) To not link gambling to youth culture or attempt to attract young persons to gamble.
 -) A customer care process that creates an alert when a player subscribes with more than six tickets.

We will endeavour to address the following issues:

-) **Underage Gambling:** It is illegal for individuals under the age of 16 to enter into a lottery. If for whatever reason, upon winning any individual is unable to prove that they are 16 or over then any winnings will be forfeited
-) **Gambling Limits:** The number of tickets purchased by an individual in a single transaction are limited to three by our ELM. Those subscribing to six or more tickets will be contacted on a regular basis to discuss the number of playing subscriptions and reduce, where appropriate.
-) **Self-Exclusion :** Our ELM, People's Postcode Lottery, are required to close any customer accounts of an individual who has entered a self-exclusion agreement and return any funds held in the customer account. The minimum self-exclusion period for non-remote gambling is of a duration of not less than six months and no more than 12 months. In terms of remote gambling the minimum self-exclusion period is six months up to five years. At the end of the period, the self-exclusion remains in place, unless the customer takes positive action in order to gamble again.

No marketing material should be sent to the individual unless the individual has taken positive action in order to gamble again, and has agreed to accept such material. Where a customer chooses not to renew the self-exclusion, and makes a positive request to begin gambling again, the customer is given 24 days to cool off before being allowed to reactivate their play. (see Self-Exclusion Policy – *to provide link when active*).

-) **Access to Player History:** Any player will be provided with a full history of their Lottery subscription, including complete payment and winnings history upon request. This will be provided by our ELM [ADD LINK WHEN CONTRACT APPROVED]

-) **Provide Information on gambling support organisations:** On our website we provide a clickthrough logo to the BeGambleAware website. In the event that a player feels their level of gambling is causing difficulties, our customer care team will actively refer them to these services.

8. Staff Training

-) Relevant staff are trained and made fully aware of these social responsibility policies.

9. Guidelines for Responsible Gambling

Whilst the majority of people do gamble within their means, for some, gambling can become a problem. As part of our commitment to promoting socially responsible gambling. The following guidance is provided on PPL's website, to which we provide a link, for the benefit of individuals who participate in the UNICEF UK lottery:

-) Gambling should be entertaining and not seen as a way of making money
-) Avoid chasing losses
-) Only gamble what you can afford to lose
-) Keep track of the time and amount you spend gambling
-) If you are concerned that gambling may have taken over your own or someone else's life, then then please contact a service such as GambleAware, www.gambleaware.co.uk or 0808 8020 133, alternatively a full list of organisations which provide help and advice is available through the Gambling Commission website and select responsible gambling or [click here](#).
-) If you want to have a break from gambling, you can use our self-exclusion option by contacting us.