

SERVICE-SPECIFIC GUIDANCE NOTE

Betting tipster services

EXECUTIVE SUMMARY

Quick summary on the use of betting tipster services:

- Promotional material should state that any claims can be substantiated with supporting evidence.
- Providers should be careful about insinuating any element of certainty.
- Providers should be aware that, if the service contains any means of facilitating a bet, then it will be deemed as a 'remote gambling service' (for more information on remote gambling services, please see the instructions on prior permission available on the website at www.phonepayplus.org.uk).

1. Introduction

- 1.1. The purpose of this Service-Specific Guidance Note ('the Guidance') is to assist registered parties/providers ('providers') by clarifying PhonepayPlus' expectations around the use of betting tipster services.
- 1.2. For the purpose of this Guidance, betting tipster services are defined by PhonepayPlus as those premium rate services where either an individual, or company, provides knowledge and/or specific information, based on the outcome of an uncertain event that is likely to be relied upon by a consumer.

2. The role of Service-Specific Guidance

- 2.1. Service Specific Guidance does **not** form part of the Code of Practice; neither is it binding on PhonepayPlus' Code Compliance Panel ('the Tribunal'). However, we intend it to help providers understand how compliance with the Code might be achieved.
- 2.2. Providers are not obliged to follow this Guidance but, in the event of an investigation, a Tribunal will adjudge whether the alternative actions that providers took delivered compliance with the Code. We recommend that those looking to radically depart from this Guidance contact our Compliance Advice Team in reasonable time ahead of launching the service.

3. Requirements

- 3.1. All promotional material used for betting tipster services should clearly indicate that all claims can be substantiated with supporting evidence.
- 3.2. Betting tipster services should not:
 - Insinuate any element of certainty, either about tips or likely profits, where this is not the case;
 - Express an opinion in a way that implies it is fact (for example, about odds for future selection);
 - Make any claim or recommendation that is fabricated or otherwise untrue (for example, about the previous record of a tipster).

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- 3.3. If the service offers advice, rather than tips (i.e. information tailored to the caller's circumstances or questions), then it is recommended that providers read the Service-Specific Guidance Note on 'Advice services'.
- 3.4. Services with any element of gambling may be subject to regulations set out by the Gambling Commission. For more information, please visit the Gambling Commission's website: www.gamblingcommission.gov.uk

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