

## **CORPORATE SOCIAL RESPONSIBILITY POLICY**

### **Statement of Intent**

BPO is committed to caring for our customers and players providing them with one of the safest and most secure products to gamble. Whilst the responsibility for an individual's gambling is their own, we have a responsibility to exercise a duty of care. BPO recognises that for a very small minority of players, gambling can become addictive which can lead to a range of problems for both individuals and their families. As a result of this BPO believe that we have a social responsibility to act positively in relation to responsible gambling.

### **Policy Elements**

BPO wants to be a responsible business that meets the highest standards of ethics and professionalism.

Our company's social responsibility falls under two categories: compliance and proactiveness. Compliance refers to our company's commitment to legality and willingness to comply with the law and codes of practice. Proactiveness is every initiative to promote safer responsible gambling.

### **Compliance**

#### **Legality**

Our company will:

Conduct its business with integrity, due care, and diligence

- Take care to organise and control its affairs responsibly and effectively, with risk systems and controls to protect the three licensing objectives of the Gambling Act 2005
- Respect the law and work with law enforcement
- Comply with the Gambling Act 2005 and the Commissions Licence Conditions and Codes of Practice (LCCP)
- Honor its internal policies
- Ensure that all its business operations are legitimate
- Keep every partnership and collaboration open and transparent
- Comply with codes of conduct for advertising campaigns with the Advertising Standards Authority (ASA, technical standards, and certification)

## **Business ethics**

Our company will always conduct business with integrity and respect. We will promote:

Safety and fair dealing.

- Respect toward the consumer.
- Anti-bribery and anti-corruption practices.
- Annual verification exercises are also undertaken to ensure our policies remain current and relevant.

## **Proactiveness**

Our company will:

Participate with trade industry bodies to support new social responsibility trials and initiatives.

- Supporting and being proactive in Industry-wide events like Responsible Gambling Week.
- Actively engage with regulatory bodies like the ASA as well as review internal practices to ensure our marketing campaigns are legal, decent, honest, and truthful.

## **What Is Corporate Social Responsibility?**

Our Corporate Social Responsibility (CSR) company policy outlines our efforts to give back to the world as it gives to us.

Social responsibility is about going above and beyond what is called for by the law. Ideally, proactively identifying signs of problem behaviours is better than reacting to a problem. We apply our social responsibility through three levels:



Company



Employees

## Customers and players

Social responsibility is being responsible to people, for the actions of people, and for actions that affect people. BPO has clear policies, procedures and codes of practice which outline and support the development of the way in which staff carry out their duties. The Company then monitors and supports the development of the awareness and knowledge of its staff.

The idea of being responsible to players has long been embedded in the ethics of business, treating players with respect, attention and genuinely caring about what the player wants and needs. As a Company we understand our responsibility to help people.

The Commission regulates gambling in the public interest. The regulatory framework introduced by the Gambling Act 2005 is based on three licensing objectives. These are to:

- Keep crime out of gambling.
- Ensure that gambling is conducted in a fair and open way; and
- Protect children by preventing their entry and vulnerable people from being harmed or exploited by gambling.

It is always our responsibility to comply with these licensing objectives.

To support the licensing objectives and in addition to our Social Responsibility Policy we also:

- Ensure that all our customers hold either a Gambling Commission licence or appropriate Local Authority Permit
- Adhere to the technical standards issued by the Commission.
- Send all our product that requires third-party homologation to Gaming Labs International (GLI) and/or BMM for accreditation.
- Make an annual financial contribution for gambling research, prevention, and treatment as required by the LCCP to one or more of the organisations on the Commission's list.

## **Employees**

The Company ensures that all employees are inducted responsibly into our organisation through:

- Induction checklist.
- Staff Handbook.

- Reviews and sign off.

The above documentation includes comprehensive coverage of the following:

- Responsibility Gambling Policy.
- Anti-Money Laundering Policy.

Ongoing training is available to all our employees as part of our staff gambling policy.

- We will continue to monitor best practice in the area of responsible gambling as it develops and will review our own policies and procedures on a regular basis in the light of guidance from regulators, gambling charities and our own practical experience.
- Company will take all reasonable steps to ensure that all staff involved in supply of gaming machines are made aware of advice on socially responsible gambling, and where to get confidential advice should their gambling become hard to control.
- We will not enter into contracts of employment with any individual under the age of 18.

In addition, employees will receive refresher training on an annual basis.

We recognise that employees may engage in gambling outside of working hours and as an employer we are committed to:

- Assisting employees who may be experiencing problem gambling behavior.
- Raising awareness through information and resources available for employees who gamble.
- Employees are encouraged to report to their line manager as soon as possible if they show signs of problem gambling/have taken steps to stop gambling or know of another employee who may be experiencing gambling-related problems. This will allow the company to offer/provide the necessary support.

### **Customer**

Information is clearly provided to the customer to enable them to understand the machine/game they are playing and the percentage returns that apply on all games.

The customer is made aware of and given advice on responsible gambling and help available through appropriate advertising, notices, information on the help page of the games we offer on the machine.