



# Gambling Act 2005

## 2005 CHAPTER 19

### PART 16

#### ADVERTISING

#### 327 Meaning of “advertising”

- (1) For the purposes of this Act a person advertises gambling if—
  - (a) he does anything to encourage one or more persons to take advantage (whether directly or through an agent) of facilities for gambling,
  - (b) with a view to increasing the use of facilities for gambling, he brings them or information about them to the attention of one or more persons, or
  - (c) he participates in or facilitates an activity knowing or believing that it is designed to—
    - (i) encourage one or more persons to take advantage (whether directly or through an agent) of facilities for gambling, or
    - (ii) increase the use of facilities for gambling by bringing them or information about them to the attention of one or more persons.
- (2) For the purposes of subsection (1) a person shall be treated as bringing facilities for gambling to the attention of one or more persons with a view to increasing the use of the facilities if—
  - (a) he enters into arrangements (whether by way of sponsorship, brand-sharing or otherwise) under which a name is displayed in connection with an event or product, and
  - (b) either—
    - (i) the provision of facilities for gambling is the sole or main activity undertaken under that name, or
    - (ii) the manner or context in which the name is displayed is designed to draw attention to the fact that facilities for gambling are provided under that name.