



# 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.

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*Changes to legislation: There are currently no known outstanding effects  
for the Gambling Act 2005, Section 327. (See end of Document for details)*

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**Commencement Information**

- II** [S. 327](#) in force at 1.9.2007 by [S.I. 2006/3272](#), art. 2(4)(5), **Sch. 3B** (with arts. 7-11, 7-12, Sch. 4) (as inserted by S.I. 2007/2169, arts. 3, 6, Sch.)

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