

# Responsible Gambling Advertising with Facebook



## WHAT'S GOOD FOR PEOPLE IS GOOD FOR BUSINESS

Supporting and protecting at-risk and vulnerable people across Facebook's apps and technologies is important to us. As such, we've made significant progress to expand our advertising controls.

This guide will inform gambling businesses or firms about these controls and tools, helping them to implement campaigns responsibly, while helping to protect people who use our services.



## 1 Approving operators to advertise gambling on Facebook

Before advertising real money gaming on our platforms, operators must apply for written permission.

Our strict approval process, includes:



### LEGAL REVIEW

Operators are reviewed on a case-by-case basis



### LICENCE SUBMISSION

Operators must submit copies of relevant, government-approved licences



### ADDENDUM

Operators must sign up to additional commitments, over and above our standard terms



### TARGETING

Operators may only target people over 18. If age restrictions are higher in targeted territories, advertisers must comply. Approved operators must only target territories they are approved to target

Please review our [gambling ads policy](#) for more information.



## 2 Operational Controls

These are the controls and tools your media teams can utilise across Facebook apps and technologies, to manage activity in a responsible manner.

### CUSTOM AUDIENCE LISTS

Custom audiences enable you to connect with your most valuable audiences.

#### 1. Inclusion target list

Speak to your existing customers while they are on the Facebook platform. When you upload your customer list in Ads Manager to create a Custom Audience, the information in your list is hashed before it's sent to Facebook. This is done by using a cryptographic security method which turns the information in your customer list into randomized code. The process cannot be reversed. After your Custom Audience is created, the matched and unmatched hashed information is deleted.

#### 2. Exclusion target list

Exclude known vulnerable users from seeing your advertising by uploading their identifiers and excluding them from targeting (as long as the platform can match a profile to them). We advise that clear and specific nomenclature is used to avoid any confusion between inclusion and exclusion lists by client advertising teams.



Read more about custom and lookalike audiences [here](#).

### AGE AND GEO TARGETING GAMBLING CONTROLS

Ads, Pages and Accounts

	AGE TARGETING	GEO TARGETING
Facebook Page		
Instagram Account		
Audience Network		
Facebook Post		
Instagram Post		



## 3 Advertising controls

We offer several tools that allow advertisers to prevent their ads from appearing next to content which is not conducive to their brand, within Audience Network, Instant Articles, and in-stream video:



**Placement controls:**

Control the areas where your ads appear on our platform



**Inventory filter (new):**

Stop your ads from appearing alongside sensitive content



**Publisher list:**

A complete list of publishers and places where your ads could run



**Block list:**

Stop your ads from appearing on specific websites, apps or pages



**Publisher delivery report:**

Control the areas where your ads appear on our platforms



**Third party partners:**

Manage your brand safety preferences with partners you know and trust

Read more about implementing advertiser controls [here](#).

In addition, a complex system of both manual and automated reviews is employed to try to identify violations of our ads policies before they go live. Read more [here](#).

## 4 Influencer, affiliate and agency controls

To help ensure any commercial message you co-sponsor or are associated with on our platform is age-gated and geo-gated correctly, there are specific steps you can take with your partner.



Affiliates and agencies can only promote a gambling brand if they co-sign an addendum with the gambling client they are promoting.



Affiliates and influencers must appropriately age-gate and geo-gate any content promoting online gambling.

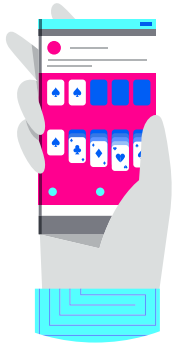


Partner brands, influencers and affiliate advertising must use our [Branded Content tool](#) to share assets and ensure accurate age and geo targeting is applied. This is our preferred recommendation as it affords the brand the greatest control and transparency.



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## Creative restrictions



Advertisers are responsible for ensuring that gambling ads adhere to local legal or regulatory requirements around offers and messaging.

When Facebook develops any new ad formats, particularly those focused around interactivity, there is special consideration given to sensitive categories such as gambling.

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## Platform integrations review and approval



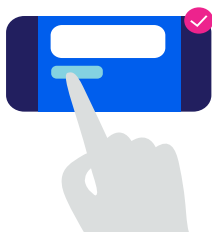
Platform integrations must be approved by both our policy and legal teams. A clear use case for the product must be outlined and a platform addendum must be signed by the relevant party for approval before submission in the App Dashboard.

- Facebook Login and other plugin applications must be submitted via account management for approval with a signed platform addendum.
- Messenger Integration must be submitted via account management for approval with a signed platform addendum.

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## Brand safety

### User-generated content transparency and controls

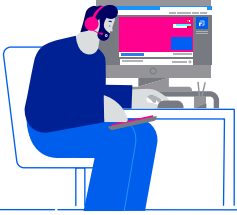


A lot of Facebook apps and technologies include content created by people through their curated feeds. These are also monitored through AI and manual reviews.

- Ads that are independent of publishers, appear in your target user audience's Feed, Stories or Messenger alongside content from the people and pages they follow.
- Strict Community Guidelines are enforced through manual and automated systems.



## 8 Industry collaboration with leading brand safety partners



Brand safety is a challenge for the entire advertising industry, which is why we collaborate with industry partners to share knowledge, build consensus, and work towards making all online platforms safe for businesses.

- Facebook collaborates with partners across the industry, and are partners with the **World Federation of Advertisers Global Alliance for Responsible Media (GARM)**, to establish shared definitions, develop common tools and systems, and ensure independent oversight.
- Facebook continues to establish alignment with industry-leading third party brand safety partners.

