



## **World Snooker Limited's Code of Conduct covering Sponsorship agreements for WST with Gambling Companies**

The following document outlines the voluntary Code of Conduct that World Snooker Limited will adhere to when working with sponsors from the gambling industry within the UK.

### **World Snooker Limited**

World Snooker Limited (WSL) is the commercial entity responsible for the commercial exploitation and promotion of the World Snooker Tour (WST), and is the custodian of the WST's commercial rights.

WSL's commitments below are made in context of the roles of its two largest shareholders, Matchroom Sport Limited (MSL, a global sports promoter) and the WPBSA (the sport's Governing Body).

It is the role of the WPBSA to promote the global development of snooker at the grassroots, amateur, and professional levels, which includes educating players, coaches and referees, enforcing conduct regulations and disciplinary procedures.

WSL is a significant source of funding for the WPBSA to enable them to conduct this role, paying an annual license fee to the WPBSA, in addition to the WPBSA receiving a management charge in relation to functions performed on behalf of WSL.

MSL operates the Matchroom Sport Charitable Foundation, the central body for the benevolent efforts of all the Matchroom group of companies and contributions centre on sporting and community initiatives. WSL donates £1 of the sales proceeds from each ticket sold to its UK events to the Matchroom Foundation.

### **1. Summary**

WSL commits to ensuring that a proportion of income raised from UK gambling sponsorships is reinvested into improving professional and grassroots sporting infrastructure.

This commitment also includes activity that helps; protect children and young people, underpins the integrity of sport, and delivers services and educational resources that highlight the importance of responsible and safe gambling.

WSL recognises that the relationship between gambling and sport needs to be conducted responsibly to protect the sporting community – including its participants and supporters - from any possible gambling related harm. As such, WSL commits to the following principles when entering into sponsorship arrangements:

- In respect of sponsorship arrangements that provide consumers in the UK with facilities for gambling, WSL will only enter into sponsorship arrangements with **companies that are licensed under arrangements set by the Gambling Commission** permitting them to offer marketing and sponsorship services.
- **Reinvestment into sport** – a proportion of the commercial income raised from UK gambling sponsorships is reinvested back into UK snooker infrastructure and programmes that serves fans and communities. This includes investment in staging strong sporting competitions, improving infrastructure at amateur clubs and training facilities, and providing community



and grassroots participation opportunities for local communities.

- **Maintaining sporting integrity** – ensuring that sponsorship agreements do not compromise the integrity of sporting competitions nor harm the welfare of those participants who take part in them.
- **Protecting children and other vulnerable people** – sponsorship arrangements will be specifically designed to limit their reach and promotion to those under the age of 18 and those at risk of gambling related harm.
- **Ensuring the promotion of gambling is undertaken in a socially responsible way** – all sponsorship agreements must be promoted and delivered in a socially responsible way. This includes ensuring that education and awareness messages are provided as part of all marketing activities.

## 2. Monitoring and Compliance

WSL will comply with this Code of Conduct and monitor its implementation. This Code will be published on the World Snooker Tour website (WST.TV), along with helpful links and guidance, including:

- WPBSA rules and guidance for gambling;
- A list of all WSL gambling sponsorships, with their agreement to follow the WSL Code of Conduct;
- Information on how to make representations on the Code's implementation;
- An annual compliance statement including providing real time examples of the reinvestment principle and responsible gambling messages being applied.

## 3. Applying the Code

The following are examples of how WSL applies and delivers against the four main principles set out in the above Code of Conduct.

### *Reinvestment into Sport*

- The WPBSA - it is estimated that in 2023/24 more than £250,000 was reinvested into the sport through the following:
  - Amateur club development and grass roots initiatives
  - Women in Sport initiatives
  - Disability Sport
  - Training and development of coaches
  - Training and development of referees and officials
  - Welfare programmes
  - Player education and training
- The Matchroom Foundation – through which WSL makes a contribution from every WST ticket sold for UK events - will continue to support to a wide-range of charities, including



sports and community charities.

#### *Maintaining sporting integrity*

- The WPBSA provides a specific education and training programme for all players on the World Snooker Tour covering their betting rules.
- Any contractual arrangement entered into with a gambling company includes specific provision that the gambling company will comply with all aspects of the British Gambling Commission's LCCP, including those that relate to protecting the integrity of sport, including:
  - I. sharing information that they know or suspect may relate to a breach of the sport's betting rules;
  - II. taking all reasonable steps to familiarise themselves with the rules applied by that sport on betting; and
  - III. ensuring that a condition of their accepting bets is that for a bet to be valid, customers placing such bets must not be in breach of any relevant rules on betting or misuse of inside information.
- Any gambling sponsor, subject to and in accordance with its obligations under data protection law and the Gambling Commission's LCCP (particularly in relation to Schedule 6 of the Gambling Act 2005), will comply with all reasonable requests for relevant information that relates to a breach of the sport's rules.
- WSL will ensure that relevant members of the media and partnerships teams, along with tournament officials are fully aware of these Codes, and where required have received appropriate levels of education and training to implement them.

#### *Protecting children and other vulnerable people*

- Any sponsorship of WST events or activities is specifically designed to limit their reach and promotion to those under the age of 18, and those at risk of gambling related harm.
- Promotion on social media of a betting sponsorship in the UK will predominantly be focused on Facebook, Twitter/X and YouTube.
- Any links associated with digital activations for a betting partner to their website will always lead to an age-gated service.
- No betting logos or promotional material on merchandise and products will be aimed at children.
- Any family areas or enclosures within our venues will be free of gambling branding and no specific promotional activity to be specifically targeted at their area.
- Any activations for a gambling sponsor at a WST venue will not target people under the age of 18, and reasonable processes will be in place to ensure that under 18s do not participate.

#### *Ensuring the promotion of gambling is undertaken in a socially responsible way*

- WSL will not use images of players under the age of 18 to exclusively promote any gambling sponsor.
- Where a gambling company is the named sponsor of an event, WSL will not use players



under the age of 18 to promote that event.

- No player under the age of 18 on the World Snooker Tour will be asked to wear a patch branded with the logo of a gambling sponsor.
- A proportion of the sponsorship inventory will be dedicated to safer gambling messaging, including social media posts, website advertising, and programme advertising.
- The WPBSA delivers a Player Support Programme and Player Education Sessions that includes explaining the rules around gambling within our sport and the risks associated with it, and signposting where and how to find support if needed.
- WSL will support the awareness of support services for gambling addiction to be made signposted to professional sportspeople (participants) where necessary.
- Participation in industry wide national safer gambling campaigns, such as those promoted by the Betting and Gaming Council, Gamble Aware and others, including Safer Gambling Week

#### **4. WSL Obligations**

##### *Transparency and Disclosure:*

- All employees, players, officials, and stakeholders associated with WSL must disclose any financial or contractual relationships they have with betting partners.
- Any potential conflicts of interest arising from these relationships must be promptly disclosed to WSL.

##### *Prohibited Activities:*

- Engaging in insider betting, match-fixing, or any other form of unethical behavior that could compromise the integrity of snooker events is strictly prohibited.
- If an individual is a registered professional or official, they are unable to bet on Snooker

##### *Protection of Confidential Information:*

- Confidential information related to snooker events, players, schedules, or outcomes must be protected and not misused for betting purposes.
- Individuals associated with WSL must adhere to strict confidentiality protocols to prevent unauthorized access or disclosure of sensitive information.

##### *Maintaining Independence and Impartiality:*

- Participants must maintain independence and impartiality when engaging with betting partners, refraining from actions that could unduly influence betting markets or outcomes.
- Individuals associated with WSL must not use their positions to manipulate betting markets for personal gain or advantage.

##### *Compliance with Laws and Regulations:*

- Compliance with all relevant laws, regulations, and industry standards related to sports betting and gambling is mandatory.



- Individuals associated with WSL must report any potential legal or regulatory violations related to betting activities promptly.

*Consequences of Non-Compliance:*

- Violations of this code of conduct will result in disciplinary actions, which may include warnings, fines, suspension, termination of contracts or partnerships, or legal consequences as appropriate.
- Non-compliance with the code of conduct may also result in reputational damage to individuals and WSL as an organization.

*Education and Training:*

- WSL will provide regular training and educational programs to all stakeholders to raise awareness of the risks associated with betting partnerships and to promote ethical behavior.
- Resources and support will be offered to individuals to understand their responsibilities and obligations under this code of conduct.

*Regular Review and Updates:*

- This code of conduct will be reviewed periodically to reflect changes in laws, regulations, industry standards, or best practices.
- Feedback from stakeholders will be solicited to improve the effectiveness and relevance of the code over time.

By adhering to this code of conduct, WSL and its stakeholders commit to upholding the highest standards of integrity, transparency, and ethical behavior in their involvement with betting partners