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Gambling business changing its promotions

A further gambling operator has changed the terms of its online promotions following an investigation.

BGO Entertainment Ltd has made formal commitments to change the way it offers bonus promotions to customers playing online games.

The commitment follows a Competition and Markets Authority (CMA) investigation, in collaboration with the Gambling Commission, to tackle shared concerns about unfair terms and practices within the gambling sector.

Ladbrokes, William Hill, and PT Entertainment gave similar commitments in response to the CMA's concerns that certain terms in these promotions were likely to be unfair, in breach of consumer protection law, and could mislead their customers. On 1 February, the [Commission warned operators](#) to take immediate action to meet consumer law requirements and make changes to their promotions.

BGO has also separately agreed that it will not include terms which could be used to unfairly change promotions after players have opted in. We also expect operators to remove any similar terms they may have by 3 April 2018.

[Details of the commitment are set out in the CMA release.](#)

Ian Angus, Programme Director at the Gambling Commission said: "It's very important that consumers feel that the odds are not stacked against them when they gamble and we expect all online operators to look closely at their terms and practices to ensure they treat customers fairly.

"We will soon commence a programme of compliance activity and if necessary we will not hesitate to take robust regulatory action."

Notes to editors