

# **Gambling and Racing Control (Code of Practice) (Direct Marketing) Guidelines 2019**

**Notifiable instrument NI2019-329**

made under the

**Gambling and Racing Control (Code of Practice) Regulation 2002, schedule 1, section 1.30D (Direct Marketing Guidelines)**

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## **1 Name of instrument**

This instrument is the *Gambling and Racing Control (Code of Practice) (Direct Marketing) Guidelines 2019*.

## **2 Commencement**

This instrument commences on 26 May 2019.

## **3 Guidelines**

I make the guidelines about direct marketing as set out in Schedule 1 to this instrument.

Gordon Ramsay MLA  
Attorney-General  
24 May 2019

## **Schedule 1**

### **Guidelines about direct marketing**

Schedule 1, Section 1.30D of the *Gambling and Racing Control (Code of Practice) Regulation 2002* (the Regulation) provides that the Minister may make guidelines about direct marketing by a totalisator licensee or sports bookmaking licensee. These guidelines are made under Schedule 1, Section 1.30D for that purpose, and must be read in conjunction with the Regulation.

A totalisator licensee or sports bookmaking licensee must operate in accordance with the following requirements.

1. Where direct marketing material is sent electronically, the material must contain a clearly visible and functional hyperlink that allows the person to unsubscribe from receiving the direct marketing.