



Social Responsibility Policy

Heartbeat operates a Society Lottery for the general public in Lancashire and the surrounding area, for the sole purpose of raising funds for Heartbeat, including beneficiaries. Heartbeat is committed to ensuring that the lottery is operated in a secure, fair and socially responsible way and to endorsing responsible gambling amongst its members.

The Gambling Commission regulates gambling in the public interest. The regulatory framework introduced by the Gambling Act 2005 is based on three licensing objectives:

- 1) Preventing gambling from being a source of crime and disorder, being associated with crime and disorder, or being used to support crime.
- 2) Ensuring that gambling is conducted in a fair and open way.
- 3) Protecting children and other vulnerable persons from being harmed or exploited by gambling.

This document sets out Heartbeat's policies and approach to ensure we approach any gambling activities in a socially responsible way.

1. Preventing gambling from being a source of crime and disorder

- When an individual joins the lottery we will require their full name and address details
- When an individual joins the lottery we will check that the individual is resident in Great Britain.
- When an individual joins the lottery we will check the age of apparently underage purchasers, asking them to produce proof of identity and age, to ensure that players are over 16 years of age.
- When an individual joins the lottery we will check that we do not suspect money laundering in any way, in line with the Proceeds of Crime Act.
- We retain the right to cancel any membership should we suspect criminal activity.
- We train staff to be wary of anyone purchasing a significant number of entries over a short period of time and to report any incidents to the Lottery Manager.
- We will record any incidents for future reference.
- All lottery related computers and software is password protected and accessible only by authorised members of staff.
- Heartbeat employ a Suspicious Activity Policy to provide the Gambling Commission with any information that may, or suspect may, relate to an offence under the Gambling Act

2. Ensuring that gambling is conducted in a fair and open way.

We will ensure that:

- Players have access to clear information on matters such as the rules of the lottery, the prizes that are available and the chances of winning.
- The rules are fair.
- Any advertising and promotional material is clear and not misleading.
- The results are made public.
- A complaints procedure is in place to deal with any issues in a clear and procedural way, including an independent arbitration service.

3. Protecting children and other vulnerable persons from being harmed or exploited by gambling.

We will use our best endeavours to address the following issues:

- **Under age Gambling.** It is illegal for individuals under the age of 16 to enter into a lottery. If for whatever reason, upon winning any individual is unable to prove that they are 16 or over then all stakes are refunded and any winnings will be forfeited.

Heartbeat will not accept Lottery entries from children who Heartbeat knows to be under 16 years of age or suspect of being under 16 and cannot prove otherwise by providing acceptable identification documents such as a valid driving licence, passport or identity card.

If a person under 16 years of age does play the Heartbeat Lottery, once Heartbeat are aware of this they will terminate the membership, withhold prizes and return any unwagered and historic stake monies.

Sales staffs are trained to avoid persons who are or who appear to be under 16. Heartbeat will make potential customers aware that underage gambling is an offence.

All attempted breaches of underage gambling will be recorded. A log will be kept of all attempts to breach this policy and incidences must be reported to the Heartbeat Lottery Office.

Heartbeat will ensure that the Lottery rules and any Lottery marketing and promotional literature, adequately and effectively advertise the minimum legal age limit.

- **Gambling Limits.** Heartbeat may impose limits on the value of entries into a lottery that can be purchased by an individual.
- **Self-Exclusion.** Customers will be given the opportunity to self-exclude either by telephone or in writing. On completion of a Self-Exclusion Form, we will close any player's lottery membership(s) for a minimum period of six months during which time the membership(s) cannot be reinstated. During this period we will also try to ensure that the individual does not try and open a new membership.

All self-exclusions will be recorded.

- **Access to Player History.** We will reasonably provide any player with a full history of their lottery membership, including complete payment and winnings history upon request.
- **Provide Information on gambling support organisations, self-help and awareness Information.** We will provide contact details or links on any lottery websites or via other appropriate media to GamCare and other relevant / appropriate organisations. As a member of the Lotteries Council, Heartbeat provides financial support to the Responsible Gambling Trust. The Responsible Gambling Trust is committed to minimising the level of problem gambling and gambling-related harm in Britain through effective education and prevention techniques, which stop people getting into problems with their gambling, and ensuring that those that do develop problems receive fast and effective treatment and support.
- **Staff Training.** All relevant staff are trained and made fully aware of our social responsibility policies.

Responsible Gambling

Heartbeat encourages people to gamble responsibly and to seek help should they feel gambling is becoming a problem.

Whilst the majority of people do gamble responsibly, for some people gambling can become a problem. It may help you to keep your gambling under control by remembering that:

- Gambling should be fun and should not be seen as a way of making money
- Keep track of the time and amount of money you spend gambling
- Only gamble money that you can afford to lose
- Avoid chasing losses
- Players can request self-exclusion from Heartbeat lotteries and raffles. Their details will be held on a log and they will be excluded from playing and from receiving raffle/lottery promotional material for a defined period
- If you are concerned and need to talk to someone about problem gambling then contact GamCare.

Problem Gambling

For some people gambling can be a problem. If you are concerned about your gambling or that of someone you know, please consider the following questions:

- Do you stay away from work to gamble?
- Do you gamble to escape from a boring or unhappy life?
- When gambling and you run out of money, do you feel lost and in despair and need to gamble again as soon as possible?
- Do you gamble until your last penny is gone?
- Have you ever lied to cover up the amount of money or time you have spent gambling?
- Have others ever criticised your gambling?

- Have you lost interest in your family, friends or hobbies?
- After losing, do you feel you must try and win back your losses as soon as possible?
- Do arguments, frustrations or disappointments make you want to gamble?
- Do you feel depressed or even suicidal because of your gambling?

The more you answer 'yes' to these questions, the more likely you are to have a serious gambling problem. To speak to someone about this contact the GamCare confidential helpline on 0845 6000 133 or visit their website www.gamcare.org.uk for further information.

Gamcare

GamCare provides information, advice, support and free counselling to anyone who is affected by problem gambling.

GamCare operates confidential national telephone and online helplines and provides both face to face and online counselling, free to clients.

Trained counsellors can help with any concerns you may have on your behalf or on behalf of family or friends. If you are concerned about the amount of time or money that you or someone you know is spending gambling, you can talk in confidence to GamCare advisers, one to one, by phone or online.

Call the GamCare HelpLine on 0845 6000 133 (8am to midnight, 7 days a week).

Please visit the GamCare website for more information and advice www.gamcare.org.uk

Customer Interaction

Heartbeat operates a customer interaction policy as part of a socially responsible approach to gambling.

Heartbeat will initiate customer interaction with the intention of ensuring that the customer is aware of the level of gambling currently being undertaken, when approached by customers who:

- Are suspected problem gamblers
- Wish to take out more than 20 lottery entries per week

Customer verification checks will be completed by the appropriate Lottery Officer in order to try and identify the reasoning behind the proposed gambling transaction. All communications must be treated tactfully, with care and discretion, as a supporter may be buying the large number of lottery tickets as a 'donation'. Therefore telephone or face to face communications are preferred for this check.

Once the checks have been successfully made the Lottery Officer will determine whether or not to accept the high number of entries required by the prospective customer.

If the decision is to reject the application, then the prospective customer will be advised in writing of the limit imposed via the rules of the Lottery which is adhered to for the purposes of supporting and maintaining a socially responsible approach to gambling. The customer will also tactfully be signposted to GamCare.

In the event that the prospective customer disputes the decision made by the Lottery Officer then the decision will be referred to the Lottery Manager, whose decision shall be final.

Each initiation on the customer interaction policy will be logged by Heartbeat for future Gambling Commission Annual Regulatory Returns reporting purposes.