



## White Hat Gaming Affiliate Guidelines

Version 3.0 - July 2025

### Quick overview:

Great Britain / Ontario	Rest of World
Affiliates must be approved by WHG	Affiliate content reviewed periodically by WHG
All affiliate content/traffic sources must be pre-approved	Certain ads must be pre-approved (SMS + Post / TikTok + Snapchat / Media Buying)
Disallowed traffic sources	Disallowed traffic sources

### Affiliate Approval:

Before servicing any brand on the WHG network in any jurisdiction within the **red category** above, you need to be approved and onboarded. This will be managed by WHG's Ad Compliance team. The white label partner you'll be working with will reach out to you with any details and requirements that may be necessary to complete this process.

As part of the affiliate onboarding process, we may ask for proof of identity (or in the case of companies, proof of ultimate beneficial ownership), proof of address (or registration), as well as an overview of the traffic sources you'll be deploying to promote the WHG brands.

Please note that you will not be able to start promoting any WHG brand within the red category before you're fully approved by WHG. Your full and timely cooperation in this process is appreciated.

### Traffic sources:

We don't allow certain traffic sources, depending on the target jurisdiction. The dots below reflect whether a traffic source is disallowed just for countries in the red category (●) or for all territories (●●).

Adult content	●●
Copyright infringement websites	●●
Political news and current affairs	●
Gossip and entertainment news	●
Mobile games	●
Teen / young adult culture	●●
Arts, crafts and hobbies	●●
Educational resources	●●
Gambling advice, mental health resources, addiction support	●●
Alcohol	●●
Financial advice, debt support	●●
Cryptocurrency, Forex, Investments, Arbitrage etc.	●●
Messaging apps (WhatsApp, Telegram, Signal, etc.)	●●
Live streaming and game chat platforms (Discord, Twitch, Kik)	●●
SMS	●
Post	●

**Email / SMS / Post campaigns:** We allow email campaigns on a case-by-case basis, and in the case of SMS and Post, only in **green category** jurisdictions. You'll need to demonstrate that:

- a) Your database has been collected in full compliance with GDPR on the basis of informed and express consent.
- b) You will cross-check your recipient list against our self-excluded database before submission and have robust measures in place to ensure that self-excluded individuals do not receive any communications.
- c) You must offer recipients a clear option to opt out from receiving further communications.
- d) You must clearly identify yourself in your email "From" field (envelope in the case of postal marketing).
- e) The content of the email is fully compliant with our guidelines and has been pre-approved.

**SEO/PPC activity:** We allow this on a case-by-case basis, subject to pre-approval in the case of activity in **red category** territories. You must not engage in any 'black hat' activity which would generate considerable risk and reputational damage with search engines. 'Black hat' practices seek to surreptitiously generate a higher ranking for a website using unethical tactics. This includes activity such as:

- Keyword stuffing: Filling sites with repeated keywords, multiple variations of the same keyword, or irrelevant keywords with the aim of manipulating page ranking.
- Cloaking: Attempting to hide the true content of a website or webpage to a search engine crawler.
- Sneaky redirects: Seeking to redirect a search engine crawler to a different website or webpage than the one which users would ultimately be directed to when clicking on a link; or redirecting users to a different website or webpage than the one described in the search results. Another example is the use of multiple backlinks which are merely deployed to boost search results.

Search ads must include:

GB (in the main ad text)	ROW
18+	18+
Safer Gambling message (e.g. "Gamble Responsibly")	Safer Gambling message
BeGambleAware	Terms Apply (if promoting an offer)
Terms Apply (if promoting an offer)	
Negative Keywords list	

To approve search ads, we require:

- A full list of keywords which shall be bid on, along with the matching option (broad/phrase match modifier or exact match modifier) per keyword; and
- The headline, display URL, and description text (all variations if more than one will be used).

**Social Media:** We only accept affiliates who use social media for generating traffic to their own websites. You must not, at any point whatsoever, publish anything on social media that promotes, mentions, or references any of our brands, unless we have specifically given our prior written approval to do so.

In addition, before using social media, you must disclose to us which platforms you intend on using, along with URLs to all relevant profiles. This applies to any platforms that you might choose to use in the future as well. We require these details to continually review and monitor your ads via social media.

If you choose to use social media for your ads, you must:

- Clearly show '18+' messaging in all ads and on your profile description.
- Include a responsible gambling message (e.g., Please Gamble Responsibly) as well as [www.begambleaware.org](http://www.begambleaware.org) for GB and [www.gamblingtherapy.org](http://www.gamblingtherapy.org) for ROW.
- Be able to prove that your ads are targeted and displayed to those above the age of 18. You must use all demographic targeting criteria to target towards the appropriate audience (e.g. interests, account activity) and target away from minor audiences.
- Be careful around the content posted in any non-promotional material published on any social media account.
- Abide by platform policies, guidelines, and limitations.

Ads on TikTok and Snapchat in both **red** and **green** jurisdictions are subject to pre-approval.

**Media Buying:** Media buying activity is allowed, subject to several strict requirements. The following rules must be followed with respect to such campaigns:

- Any media buying activity in both **red** and **green** jurisdictions may not be carried out without our express consent. This includes any reruns of previously approved campaigns. Requests submitted for pre-approval must include:
  - The target categories of sites that will be used for the campaign;
  - The duration of the campaign;
  - The offer/s that will be promoted; and
  - The landing page/s that will be used for traffic redirection.

Additionally, any requests must be accompanied with a written undertaking that no ads will be placed on the disallowed traffic sources found in page 1. This must be backed up by detailed evidence on how this would be achieved.

The third-party provider must further consent and undertake to immediately take down any ads placed on website/platforms which by their nature or reasonable audience share may present a regulatory risk. We reserve the right to determine, at our sole discretion, any placement that would fall within this category.

A full report outlining all the URLs where ads have been placed must be provided to us for review no later than 48 hours following the commencement of a media buying campaign, and at regular intervals thereafter for the duration of the campaign as instructed by us.

#### **Disallowed Claims:**

You must not feature certain phrases or keywords in your ads or make claims that are misleading or incorrect. Examples include:

- Suggesting that our brands accept credit cards in Great Britain
- Suggesting that we accept "Buy Now, Pay Later" payment methods (e.g. Klarna, Clear Pay)
- Using phrases such as: "Quick Payouts", "No Verification", "Risk Free" / "Low Risk"

You may not list our brands with any brand that is unlicensed or in the context of brands that have low compliance standards (e.g. “Not on GAMSTOP” or “No Self Exclusion”).

**Assisting with compliance requests:**

As an affiliate partner of one of our white label brands, you may be asked to assist us with making sure that all content promoting our brands remains compliant, fair, and honest. Our Ad Compliance team may (through our respective white label partner) require you to provide us with information or evidence, amend or remove content, or revise a particular marketing strategy.

For non-urgent requests, you will usually be given up to thirty days to action such a request, which may be extended if a reasonable justification is provided. Urgent requests must be replied to within the period specified.

Failure to cooperate with our requests may lead us to suspend the operability of any of your affiliate links with our brands until the compliance issue is resolved. Your affiliate agreement may also be suspended or terminated by our white label partners.