

Flutter

Flutter brands receive top certification from GamCare for leadership in safer gambling

Flutter is pleased to announce that its leading brands – Sky Betting & Gaming, Paddy Power and Betfair – have been awarded the Advanced Safer Gambling Standard by GamCare for their progressive approach and continuous focus toward safer gambling.

GamCare's Safer Gambling Standard is an independent mark of quality attributed to gambling operators that go above and beyond their licensing obligations to best protect customers from gambling related harm.

The brands were awarded Gold Advanced Level 3 – the top level of certification available – following a recent assessment, meaning that Flutter's three largest online-focused brands within its UK and Ireland (UK&I) division are now providing the highest levels of customer protection according to GamCare. Our leading online bingo brand, tombola, also operates to Advanced Level 3 standards and is set to be reassessed by GamCare in the coming months.

This latest achievement demonstrates Flutter's leadership in safer gambling which has seen our UK&I brands drive introduce an industry first in mandatory deposit limits for customers under 25, a £10 limit on slot products, and our pioneering Affordability Triple Step approach that enhances existing customer protection.

Luke Sugden, Director of Risk and Safer Gambling, Flutter UK and Ireland, commented: "It is a hugely proud moment for everyone at Flutter to have all of our online brands awarded the highest gambling changes by GamCare. A core pillar our global sustainability strategy – the [Positive Impact Plan](#) – is our [Play Well](#) strategy, which focusses on providing customers with a positive, entertaining and safe experience at all times. This certification not only signals progress against this commitment, but is a credit to our fantastic colleagues, who continue to put safer gambling at the heart of everything we do as a business."

Since its last assessment in 2020, Flutter has made several notable improvements to its safer gambling strategy and approach in the UK&I, including the integration of safer gambling KPIs into objectives and remuneration; improvements made to our compliance and assurance processes; and further investment in the size and expertise of our safer gambling team, which now has over 200 colleagues working in roles that directly help the business to protect its customers.

Following a comprehensive review that involved several teams across the UK&I division, assessors from GamCare also praised Flutter for fostering a positive culture regarding safer gambling amongst its UK&I brands, as well as integrating its processes across internal systems such as e-learning, employee communications, and support services.

For further information, please contact corporatemedias@flutter.com.

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