



Enforcement Notice:

Gambling ads with strong appeal to under-18s

Who we are

The [Committee of Advertising Practice](#) (CAP). We write the advertising rules, which are enforced by the Advertising Standards Authority (ASA), the UK's independent advertising regulator. You can read about the UK advertising regulatory system, including what to expect when dealing with CAP and our procedures, [on the ASA website](#).

Why are we contacting you?

In 2025, CAP updated its Advertising Guidance on [Gambling and lotteries advertising: protecting under-18s](#). The guidance provides further clarity on the rules on gambling advertising and sets out what should be considered to reduce the likelihood of a gambling ad having "strong appeal" to under-18s in breach of rule 16.3.12. It reflects learnings from ASA rulings, stakeholder input and recent ASA [Research on the 'strong appeal' of personalities in advertising to young people](#).

The ASA has published numerous [rulings](#) outlining its considerations on whether an ad is likely to be of strong appeal to under-18s.

Nevertheless, CAP and the ASA occasionally identify gambling ads that include sports stars, club logos, stadiums or branding that are likely to make the ads of strong appeal to under-18s.

Therefore, please ensure that you review your advertising, including your social media content, to ensure compliance with the CAP Code.

- Any live ads likely to be of strong appeal to under-18s should be amended or withdrawn immediately.
- Avoid publishing future ads that are likely to be of strong appeal to under-18s.

We will begin actively monitoring and enforcing compliance with this Enforcement Notice from **11 June 2026**, with the assistance of our [AI-based Active Ad Monitoring System](#) and partnerships with social media platforms. If we identify ads that break the rules, we will require you to amend or remove the ad immediately and, if you fail to comply, we will impose sanctions, which may include referral to the platform hosting the ad and/or the Gambling Commission.

Our [Remit statement: 'content marketing' for gambling products online](#) makes clear that where social media content does not fall within our remit but would still be likely to be of strong appeal to under-18s, we will refer the content to the Gambling Commission. In the statement the Gambling Commission confirms that the principles included in the CAP Code should be applied to such content as if it was explicitly covered by the CAP Code. Therefore, you should ensure all your social media content is not likely to be of strong appeal to under-18s.

Guidance

Does your online content include one or more visual elements that are likely to be of strong appeal to under-18s?

As confirmed by ASA rulings, visual elements that are likely to be of strong appeal to under-18s and therefore in breach of rule 16.3.12 include, but are not limited to:

- (i) **Current Premier League footballers** or **UK footballers who play for top European clubs**: [Hillside \(UK Sports\) ENC t/a bet365 \(16 August 2023\) - Granit Xhaka](#), [Cyan Blue Odds Ltd t/a Oddschecker \(27 May 2026\) - Erling Haaland and Harry Kane*](#).
- (ii) **Current England national football team players**, including AI representations of them: [Dribble Media Ltd t/a Midnite \(17 September 2025\) - Trent Alexander-Arnold](#).
- (iii) **'Star' football players** for other national teams: [Dribble Media Ltd t/a Midnight \(26 November 2025\) - Son Heung-Min](#) and [BV Gaming Ltd t/a betvictor \(19 April 2023\) - Jordi Alba and Sergio Busquets](#).
- (iv) **Logos of high profile football teams** that go beyond the exemption granted – in the guidance - for their limited use in referencing the subject of the advertised bet e.g. team X to score first: in [Betway Ltd \(22 October 2025\) - Chelsea FC logo](#) – the logos appeared on fans' scarves, lanyards, hats, team shirts and on backdrops within the stadium.

Of particular relevance to the 2026 World Cup, fans featured in content **displaying a national team logo would be of high risk** of breaching this ruling and the strong appeal rule.

- (v) Retired players-cum-**pundits**, when their wider work and social media profile indicate they have **a significant number of under-18 followers**: [Bonne Terre Ltd t/a Sky Bet \(22 October 2025\) - Gary Neville](#).

If wider considerations and the social media profile of the individual pictured in the ad do not indicate a large under-18 follower base, the ASA may conclude the ad is not likely to be of strong appeal to under-18s: [Betway Ltd t/a Betway \(27 May 2026\) - Thierry Henry](#).

- (vi) **Notable "star" sportspeople** involved in more adult-centric sports, like F1, where their social media metrics indicate a significant under-18 following, and/or considerations about their public profile, commercial partnerships and media appearances indicate they would be well known to under-18s: [Eaton Gate Gaming Ltd t/a Kwiff \(22 October 2025\) - Lewis Hamilton](#).

The ASA reached a 'Not Upheld' decision in [Fitzdares Ltd \(16 April 2025\)](#) when they considered the profile of former cricketer Stuart Broad. The sportsman did not have, at the time the ad was seen, a significant role in cricket. His social media profile had low absolute numbers of under-18 followers. Wider considerations did not indicate strong appeal to under-18s, and there was nothing in the ad itself that would strongly appeal to under-18s.

The ASA has clarified through several rulings that advertisers should not conclude that their social media accounts – or the posts from those accounts – are restricted to adults only based on self-reported user age data. Research commissioned by Ofcom and other trusted sources find that a significant percentage of children are registered on social media with false dates of birth, and in many of those cases the account holder is falsely presented as 18 or older. The ASA has reaffirmed this in rulings such as [Eaton Gate Gaming Ltd t/a Kwiff \(22 October 2025\)](#), [Cyan Blue Odds Ltd t/a Oddschecker \(27 May 2026\)](#) and [Betway Ltd \(22 October 2025\)](#), which relate to ads hosted on X, Instagram and YouTube.

Scope

This Notice applies to gambling ads primarily on social media that fall within the [remit of the CAP Code](#). This includes paid-for ads and non-paid-for ads, including those posted on an advertiser's own social media account. If content posted by your company is likely to have strong appeal to under-18s but, ultimately, does not fall within the remit of the CAP Code (see [Remit statement: 'content marketing' for gambling products online](#)), we will refer the content to the [Gambling Commission](#).

These rules apply across all non-broadcast media and the same restriction applies to broadcast media under rule 17.4.5 of the BCAP Code.

* The Scope of Section 16 (Gambling) of the CAP Code stated that the ASA could draw on the principles established in the rules to assess whether ads for products likely to encourage gambling [...] met the standards required by the general social responsibility provisions of the Code (Section 1).

Appendix: Relevant Code rules, legislation and useful reading

This guidance should be read in conjunction with CAP's Advertising Guidance on [Gambling and lotteries advertising: protecting under-18s](#) and the ASA's [Research on the 'strong appeal' of personalities in advertising to young people](#).

Please refer to the following relevant [CAP Code](#) rules:

1.3 Marketing communications must be prepared with a sense of responsibility to consumers and to society.

16 Gambling

16.1 Marketing communications for gambling must be socially responsible, with particular regard to the need to protect children, young persons and other vulnerable persons from being harmed or exploited.

16.3 Marketing communications must not:

16.3.12 be likely to be of strong appeal to children or young persons, especially by reflecting or being associated with youth culture.

They must not include a person or character whose example is likely to be followed by those aged under 18 years or who has a strong appeal to those aged under 18.

Where appropriate steps have been taken to limit the potential for an advertisement to appeal strongly to under-18s, this rule does not prevent the advertising of gambling products associated with activities that are themselves of strong appeal to under-18s (for instance, certain sports or playing video games).

CAP has published [guidance](#) on the application of the rule, including for advertising of gambling products associated with activities that are themselves of strong appeal to under-18s.

Other useful reading

Please also refer to the following articles which outline the ASA's current position on a number of relevant topics:

[Make sure you don't need VAR - keeping your World Cup ads inside](#)

[Remit statement: 'content marketing' for gambling products online](#)