



Enforcement Notice:

Disclosure of random-item purchases (“loot boxes”) in app stores

Who we are

The [Committee of Advertising Practice](#) (CAP) writes 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 [on the ASA website](#).

Why are we contacting you?

CAP [Guidance](#) states that the presence of random-item purchases (hereinafter “loot boxes”) is [material to a consumer’s decision](#) to purchase or download a game, particularly for those with specific vulnerabilities. The ASA has [ruled](#) that app store listings for such games must make clear whether they contain loot boxes.

It has come to our attention that some mobile game publishers are failing to prominently disclose the presence of loot boxes in app store listings for their games.

We ask that you carefully review your advertising to ensure compliance with the CAP Code, as set out in the guidance below. The guidance is not prescriptive and sets out what we consider to be best practice. We will begin actively monitoring from **26 May 2026** followed by targeted enforcement action.

Scope

This Notice applies to listings on the Apple App Store and Google Play Store, within the [remit of the CAP Code](#), which advertise mobile games containing loot boxes that can be purchased with real money or virtual currency that can only be obtained by purchasing.

Principle

Consumers must know before purchasing or downloading a game whether it contains loot boxes. The best way to achieve this is by including a prominent disclosure statement.

Guidance

How might loot boxes be disclosed?

A statement such as “**Includes random-item purchases**” or “**Contains loot boxes**” could be used to inform consumers about the presence of this practice.

Where should the disclosure appear?

The disclosure should appear in a [prominent location](#).

Consumers should not be expected to expand an “[About this Game](#)” section (or [equivalent](#)), or to [scroll through several paragraphs](#) of a description, in order to discover that a game contains loot boxes. A disclosure statement positioned prominently at the top of this section is likely to provide sufficient clarity.

References to products within the [itemised list](#) of in-game purchases required by some app stores do not, in and of themselves, constitute sufficient disclosure.

What about platform disclosure tools?

Some app stores have a built-in disclosure label to indicate when a game includes in-game purchases. However, the ASA has ruled that labels such as “[Offers In-App Purchases](#)” are insufficient on their own to ensure consumers understand that those purchases may include loot boxes.

Mention of loot boxes [should be](#) immediately next to (or part of) information about in-game purchasing more generally. If this information cannot be presented using a built-in disclosure label, it should be manually incorporated, as per the guidance above.

Appendix: Relevant Code rules, legislation and useful reading

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

1 [Compliance](#)

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

3 [Misleading Advertising](#)

3.1 Marketing communications must not materially mislead or be likely to do so.

3.3 Marketing communications must not omit material information or information required to be included by law. This includes providing such information in a way that is unclear or untimely, or in a way that the consumer is unlikely to see or hear it.

Regard will be had to any limitations (e.g. as to time or space) resulting from the means of communication used and steps taken by the marketer to overcome these by providing the information by other means. “Material information” is information that the average consumer needs to take an informed transactional decision (as defined in Appendix 1).

Please also refer to the following guidance which outline the ASA’s current position on some relevant topics:

- [Guidance on advertising in-game purchases](#)
- [Entertainment: Video Games and Mobile Games](#)

Other useful reading

This guidance should be read in conjunction with the UK video games industry [principles](#) on paid loot boxes.

You can also contact the CAP [Copy Advice team](#), which offers a confidential and bespoke pre-publication advice service for advertisers.