

## **Consultation: Scheduling and targeting of National Lottery advertising**

### **Response from Camelot UK Lotteries Ltd**

**6<sup>th</sup> May 2021**

**Do you agree with CAP and BCAP's proposed new rules to raise the age for targeting and scheduling National Lottery products ads to 18? Please set out your arguments for supporting or disagreeing with the proposal.**

1. As operator of The National Lottery, Camelot's objective is to maximise returns to National Lottery Good Causes through selling tickets in an efficient and socially-responsible way. While National Lottery advertising is necessary to continue to maximise returns to Good Causes and maximise broad participation, Camelot's strategy is to encourage lots of people to play while spending only relatively small amounts.
2. Ensuring that our products do not particularly appeal to young people or vulnerable groups has always been a central part of our strategy to prevent underage play. We constantly assess products from the earliest stage of their development as to whether there could be appeal to young people.
3. Following the Government's decision to increase the minimum age to play The National Lottery to 18 years of age Camelot implemented the change from 22 April 2021, in advance of the legal change on 1 October 2021. Even before this change, we were not targeting those under 18 with National Lottery marketing, and had been specifically excluding 16/17 year olds from promotions and communications wherever we can, even when they could set up online accounts and play.
4. We agree that the CAP and BCAP rules should reflect the legislation on age to play The National Lottery, and agree with the proposed new rules to raise the age for targeting and scheduling National Lottery products ads to 18. As set out in paragraph 3, this is already standard practice in Camelot's existing marketing communications and ads, and we will continue to ensure that we do not target audiences below the age of 18 in the future.