

Code of Ethics (CoE)

1. **Integrity:** Conduct all operations transparently and honestly.
2. **Fair Play:** Promote responsible betting and anti-cheating measures.
3. **Privacy:** Protect user data and comply with GDPR/regional laws.
4. **Inclusivity:** Foster a discrimination-free environment.
5. **Accountability:** Take responsibility for platform actions and errors.
6. **Customer Focus:** Prioritize user satisfaction and feedback.
7. **Legal Compliance:** Adhere to gambling, e-commerce, and digital content laws.
8. **Sustainability:** Minimize environmental impact (e.g., eco-friendly packaging).
9. **Transparency:** Clearly disclose terms for betting, purchases, and subscriptions.
10. **Community Engagement:** Support grassroots sports and ethical partnerships.