1. INTRODUCTION
   1. Responsible Gambling is a key corporate strategy endorsed by BetNare and championed by all staff. BetNare recognizes the importance of putting in place practices and processes to achieve a high standard of gaming. We design proprietary communications and related collaterals to promote the importance of playing responsibly with the "PLAY RESPONSIBLY" message featured in all communications materials and incorporated into betting merchandise, marketing materials, etc. Our information on games is factual and transparent and the betting gaming rules on products are always available for our customers to assist them in making informed decisions.
   2. At BetNare, we are committed to providing a safe and enjoyable gambling environment for our users. We recognize the importance of responsible gambling practices to ensure that our customers can engage in betting activities in a secure and controlled manner. This Responsible Gambling Policy outlines our commitment to promoting responsible gambling and the measures we have implemented to protect our users.
2. OBJECTIVES
   1. The primary objectives of our Responsible Gambling Policy are as follows:
      1. To promote responsible gambling behavior among our users.
      2. To provide tools and resources to help users manage their gambling activities.
      3. To identify and assist users who may be experiencing gambling-related problems.
      4. To comply with all applicable laws and regulations related to responsible gambling.
3. PROTECTION OF VULNERABLE GAMBLERS
   1. One of the most salient areas of Responsible Gambling is concerned with the protection of vulnerable players. There is a risk that some players may become addicted to sports betting activities and that their normal lives may be adversely affected by their spending too much money. Among the main measures that we impose in the industry are self-exclusion programs and limits on the amount of money and time that players can spend on our gaming website. We also implement a variety of other tools to assist players in enjoying responsible gaming sessions, such as the possibility of setting financial limits on their accounts. For example, to avoid potential hasty decisions, an increase in their deposit limit will not take effect until a period of 24 hours.
   2. RESPONSIBLE GAMBLING TOOLS
      1. To assist our users in maintaining control over their gambling activities, we provide a range of responsible gambling tools, including:
         1. Deposit Limits: Users can set daily, weekly, or monthly deposit limits to control their spending.
         2. Time Limits: Users can set session time limits to manage the duration of their gambling activities.
         3. Self-Exclusion: Users can choose to self-exclude from our platform for a specified period if they feel the need to take a break.
   3. MONITORING AND DETECTION
      1. We employ advanced monitoring systems to identify and address potentially problematic gambling behavior. This includes:
         1. Analysis of user behavior patterns to detect signs of compulsive or excessive gambling.
         2. Regular reviews of user account activities to identify any unusual patterns.
         3. Implementation of automated triggers to flag accounts that may require intervention.
   4. SUPPORT AND INTERVENTION
      1. If we identify users who may be experiencing gambling-related problems, we are committed to providing support and intervention. This may include:
         1. Contacting users to discuss their gambling activities and provide information on responsible gambling resources.
         2. Offering assistance in setting personalized limits or implementing self-exclusion measures by contacting [operations@betnare.com](mailto:operations@betnare.com)
         3. Referring users to external support organizations that specialize in gambling addiction counseling; <https://gamhelpkenya.com/>
      2. BetNare is dedicated to providing continuous support to users who have self-excluded. Our responsible gambling resources, helpline information, and assistance in seeking external support services are readily available to those in need.
   5. SELF-EXCLUSION
      1. Self-exclusion is a critical component of our Responsible Gambling Policy, designed to empower users who recognize the need to take a break from gambling activities. This voluntary program allows individuals to exclude themselves from accessing our gaming platform for a specified period. The self-exclusion process is straightforward and can be initiated by users on our website under responsible gambling <https://www.betnare.com/responsible-gambling>
      2. Users can choose the duration of their self-exclusion, ranging from a minimum period to an extended timeframe based on their individual needs.
      3. We are committed to maintaining open lines of communication with users who choose to self-exclude. Our customer support team is available to provide information and support during the self-exclusion period.Users will receive a confirmation email upon initiating self-exclusion, outlining the details of the exclusion period and providing additional resources for responsible gambling support.
      4. During the self-exclusion period, users will be barred from accessing their accounts and participating in any gambling activities on the BetNare platform. Once self-excluded, users will not be able to reverse or shorten the exclusion period until the predetermined timeframe expires.
      5. Users who self-exclude will not receive any promotional materials, marketing communications, or advertisements from BetNare during the exclusion period. This extends to both online and offline marketing channels to ensure a comprehensive exclusion from any potential triggers.
      6. At the conclusion of the self-exclusion period, users can request the reinstatement of their accounts. However, reactivation is subject to a thorough review process to assess the individual's readiness to resume gambling activities responsibly
      7. For users who recognize the need for a more enduring break from gambling, we offer the option of permanent self-exclusion by contacting [operations@betnare.com](mailto:operations@betnare.com) Permanent self-exclusion signifies a commitment to a long-term cessation of gambling activities on the BetNare platform.
4. HOW TO GAMBLE RESPONSIBLY
   1. Regard gambling as a recreational activity rather than a means of generating income.
   2. Wager only amounts that you can comfortably afford to lose and utilize Deposit Limits to manage your expenditures.
   3. Avoid pursuing losses, as doing so can lead to complications.
   4. Monitor the duration of your gameplay, employing time limits to remind yourself of your logged-in time.
   5. Maintain a balance between gambling and other leisure activities; reconsider if gambling becomes your sole source of entertainment.
   6. Take regular breaks from gambling to prevent losing track of time and perspective.
   7. Refrain from gambling under the influence of alcohol or during periods of emotional distress, as impaired decision-making may result.
   8. Reflect on the time and money spent on gambling, and ttrack your gaming history.
   9. Comprehend your odds of winning and familiarize yourself with the mechanics of the game.
   10. Recognize that seeking assistance for problem gambling is a viable option, and contact a problem gambling support organization if needed.
   11. Interested in understanding your gaming habits and gauging the positivity of your play? Take a brief and straightforward Responsible Gaming Quiz to assess your current approach to gaming. Find the quiz at: <https://gamhelpkenya.com/gambling-addiction-test/gambling-addiction-test>
5. PROBLEM GAMBLING
   1. Problem gambling refers to engaging in gambling activities to an extent that jeopardizes, interrupts, or harms family, personal, or recreational aspects of life. A person experiencing problem gambling is commonly defined as an individual who has invested more money and/or time in gambling than they can reasonably afford.
6. SIGNS OF PROBLEM GAMBLING
   1. Spending beyond your financial means and dedicating excessive time to gambling
   2. Struggling to control or cease gambling activities.
   3. Engaging in arguments with family or friends regarding financial matters related to gambling.
   4. Losing interest in regular activities or hobbies, such as socializing with friends or spending time with family.
   5. Persistently thinking or talking about gambling.
   6. Engaging in deceitful behaviors, such as lying or concealing gambling activities from others.
   7. Chasing losses or gambling as a solution to financial difficulties.
   8. Continuing to gamble until all available funds are depleted.
   9. Seeking funds for gambling through borrowing, selling possessions, or neglecting bill payments.
   10. Requiring larger amounts of money or extended durations of gambling to achieve the same level of excitement.
   11. Neglecting work, education, family, personal needs, or household responsibilities due to gambling.
   12. Experiencing feelings of anxiety, worry, guilt, depression, or irritability
       1. When contemplating placing a bet, whether on a sports event, or casino game, it is imperative to understand the mechanics of the product. If not, refraining from placing a bet is advised. While it may seem obvious, the primary risk in gambling is the potential loss of money. Acquiring knowledge about your bets enables informed decision-making about the funds allocated to gambling activities.
7. PREVENTION OF UNDERAGE GAMBLING
   1. The prevention of underage gaming is one of the most important aspects of responsible gambling and it needs to be emphasized that individuals who have not reached the legal age (18) must not be allowed to gamble for real money. BetNare takes all the necessary steps to make sure that underage gambling activities do not take place on our website and that the laws protecting minors in their targeted jurisdictions are respected.
   2. We retain the authority to conduct verification checks to confirm that every account holder is a minimum of 18 years old and may temporarily suspend an account until satisfactory verification is provided.We explicitly state in both our Terms and Conditions and during the account registration process that engaging in gambling while underage is against the law.
   3. Allowing minors to engage in gambling activities is prohibited by law, and we urge our customers to actively prevent such occurrences. It is the duty of all our customers to ensure that their accounts are not utilized for underage gambling. If you kow a registered user below the lawful age, please contact us [operations@betnare.com](mailto:operations@betnare.com)
   4. Parental controls can be accessed through third-party applications that parents or guardians can use to monitor and restrict the use of their computer’s access to the internet; [www.netnanny.com](http://www.netnanny.com) [www.cybersitter.com](http://www.cybersitter.com)
8. EMPLOYEE TRAINING
   1. All BetNare employees undergo comprehensive training on responsible gambling practices. This training includes:
      1. Recognizing signs of problem gambling.
      2. Understanding the features and functionality of responsible gambling tools.
      3. Knowing how to communicate effectively with users who may need assistance.
      4. Complying with all relevant laws and regulations related to responsible gambling.
9. SAFETY MEASURES AGAINST CRIMINAL ACTIVITIES
   1. Gambling websites can be affected by online criminals’ activities just like any other sites dealing with e-commerce or financial transactions. To accomplish their goals and obtain private and financial data, online criminals deploy malicious software that targets websites’ vulnerabilities. To stop this growing tendency, we have inserted procedures and software programs that detect and block money laundering activities and hacking devices.
10. INFORMATION PRIVACY
    1. We protect our customers’ private details from prying eyes. This is connected to the need to keep players’ private details from unauthorized access that may occur due to illegal online criminal attacks. By introducing several strong policies to control access to important private data, starting with gamblers’ names, addresses, and phone numbers, BetNare ensures information privacy is respected and that we are in line with regulators’ requirements.
11. ONLINE PAYMENT PROTECTION
    1. We ensure that players access a reliable software platform that protects our customer's personal data and financial details. This is an important reason why we must give major attention to choosing the most appropriate gaming solution for the purposes of our players to safely deposit, transfer, and withdraw money on our gambling websites or mobile wallets.
12. ETHICAL AND RESPONSIBLE MARKETING
    1. We comply with the relevant regulatory advertising codes of practice which typically ensure that advertisements are factually correct and do not target underage or vulnerable gamblers, such as players who have self-excluded themselves from gambling. BetNare seeks permission from the customer prior to engaging in direct marketing through the use of the customer’s personal details.
    2. We are committed to responsible advertising and marketing practices. Our advertisements:
       1. Do not target underage individuals.
       2. Do not glamorize or promote excessive gambling.
       3. Include responsible gambling messaging and resources.
13. CONTINOUS IMPROVEMENT
    1. We are committed to regularly reviewing and updating our Responsible Gambling Policy to ensure its effectiveness. This includes:
       1. Periodic assessments of our responsible gambling tools and features.
       2. Ongoing training for our staff to stay informed about the latest developments in responsible gambling practices.
       3. Soliciting feedback from users and external organizations to improve our responsible gambling initiatives.
14. CONCLUSION
    1. BetNare takes responsible gambling seriously and is dedicated to providing a secure and enjoyable experience for our users. By implementing robust tools, educating our users, and collaborating with external organizations, we aim to promote responsible gambling practices and create a safe environment for all. We encourage our users to play responsibly and seek help at <https://gamhelpkenya.com/> or call toll free line 0800 000 023 if they feel they may be experiencing gambling-related problems.