

Responsible Gambling

Dear Valued Players,

At KY, our utmost priority is to create a secure and enjoyable environment for all our players, ensuring that you can have a safe and enjoyable gambling experience with us. It's imperative for us to emphasise the importance of staying KY Safe!

Online casino gambling should be a source of entertainment that enriches your life without causing harm to other aspects of it. To achieve this, KY is committed to the following measures:

1. **Providing Informed Choices:** We offer comprehensive information about your gaming activity and spending, empowering you to make well-informed decisions regarding your gambling habits.
2. **External Support:** We share resources and information about external support services designed to prevent gambling harm and address problem gambling.
3. **24/7 Customer Support:** Our dedicated Customer Service Team is available around the clock to assist with any inquiries related to safer gambling. Our Team is always on hand to help with limits, breaks, and self-exclusion options, and are available to all customers at any time to help you stay in control of your gambling.
4. **Preventing Minors:** We maintain stringent measures to ensure that minors cannot create accounts on our platform.

What is Safe Gambling?

Understanding safe gambling is essential to maximize your KY experience. Here are some tips to ensure you gamble safely:

- Balance gambling with other recreational activities and pastimes.
- Set a budget and time limit for your gambling sessions.
- Wager only what you can comfortably afford to lose.
- Take regular breaks or stop gambling for the day.
- Educate yourself about odds and the associated risks of gambling.
- Avoid letting losses affect your emotional well-being. Remember, it's all part of the game.

For more insights, explore our responsible gambling guide.

Knowing the Odds

Understanding the odds of gambling is crucial for putting your winning chances into perspective. KY offers two products, Casino and Sportsbook, each with different win rates and probabilities. Understanding these aspects helps you grasp the risks associated with gaming.

House Advantage/House Edge

All games have a house edge to ensure a portion of the total wagers is returned to KY (the house). This is a standard practice in the industry.

Randomness

Gambling inherently involves an element of randomness. The outcome of any casino game or sporting event cannot be controlled.

Independent Outcomes

Each game or spin is independent, with outcomes not influenced by previous play. How much or how long you've played before does not impact the results.

Odds and Probability

Odds and probability describe your winning chances. While odds may seem low, there are no certainties in betting.

What is Problem Gambling?

A small percentage of gamblers may develop a gambling problem, which can negatively affect their mental well-being, physical health, personal relationships, and finances. Signs that you may be developing a gambling problem include chasing losses, inability to stop or cut back on gambling, hiding gambling habits, neglecting responsibilities, and using gambling to escape other issues.

Additional Resources to Assist

If you or someone you know is struggling with gambling, there are external support agencies available to provide advice and assistance. Reach out to a trusted friend, family member, or a health professional.

Minors

We strictly prohibit underage gambling at KY. Anyone under 18 years old at the time of account registration is ineligible to play, and winnings will not be paid to such individuals.

Tips for Parents

To ensure child safety on the internet and prevent underage gambling, please follow these tips:

- Do not leave your computer unattended with casino software running.
- Password-protect your casino program.
- Do not allow minors to participate in any gambling activities.
- Keep your casino account number and payment card(s) out of reach of minors.
- Do not save passwords on your computer.
- Limit your children's online time and utilise filtering software to block access to inappropriate content.

Your safety and well-being are our utmost concern at KY. We are dedicated to promoting responsible gambling and providing you with a safe and enjoyable gaming experience. If you have any questions or need assistance with any aspect of safer gambling, please do not hesitate to contact our 24/7 Customer Service Team.

Stay KY Safe and enjoy your gaming responsibly!

Warm regards,

KY Customer Support Team