

Letter to Trading Standards and/or the Advertising Standards Authority complaining about a promotion

[Your address]

[Your local trading standards department or the Advertising Standards Authority address]

Dear Sir/Madam,

Re: [Bookmaker name] - Referral of potential breach of Consumer Protection from Unfair Trading Regulations 2008.

On [date] I [opted into or registered with this bookmaker as part of] the following promotion:

[provide full details of the promotion]

I am referring this on to you for your deliberation, because I am concerned that the promotion may potentially be misleading under the Consumer Protection from Unfair Trading Regulations 2008 for the following reasons:

[provide details of why you think the promotion was misleading, with copies of adverts, etc., e.g. monetary rollover requirements weren't clear; it wasn't clear that bets might be turned down or restricted; it wasn't clear that you may be stopped betting before the promotion is complete and/or bets would be restricted so soon after completion of the promotion]

I look forward to your response with great interest.

Yours faithfully

[Your name]

Very important note: *Consumer Protection from Unfair Trading Regulations 2008* – this is a very interesting piece of legislation, not just for misleading promotions, but for what follows these promotions, e.g. restrictions and closures of accounts. If you read the following information provided by Which (<http://www.which.co.uk/consumer-rights/regulation/consumer-protection-from-unfair-trading-regulations-2008>) it becomes apparent that it may be illegal to stop people completing advertised free bet roll-over requirements or even illegal if 'too many' encouragements to gamble are sent. The latter, of course, is very subjective, but if a bookmaker won't let you have sports bets, but continues to send you emails/texts about casino games regularly are they pestering you to do

something you don't wish? Whatever, this piece of legislation does appear to open quite a few doors? If you come up with any ideas please do let us know.