

Gambling Content (United Kingdom Only)

“Acceptable Gambling Content” means: (i) Content related to sports betting; (ii) lottery related Content; (iii) Content providing gambling related tutorials and tips; (iv) gambling related Content such as odds and tips; and (v) online fantasy sports Content.

Customer acknowledges and agrees that:

- 1) the validity of this Insertion Order is conditional on the Customer having and maintaining the necessary and valid gambling licence which permits Customer to operate its business and promote the Acceptable Gambling Content in accordance with this Insertion Order (and more particularly regarding targeting UK) (the “Gambling Licence”). Customer shall provide a copy of its Gambling Licence prior to signing an Outbrain insertion order relating to Acceptable Gambling Content. Outbrain may refuse to sign any insertion order relating to Acceptable Gambling Content if it is not satisfied of the validity of the Gambling Licence provided by the Customer; and
- 2) the Customer is solely responsible for ensuring that its Gambling Licence remains valid for the duration of this Insertion Order and all other insertion orders entered into between Outbrain and Customer relating to Acceptable Gambling Content; and
- 3) Customer shall only provide Outbrain with Acceptable Gambling Content. Customer shall not promote or provide or make available Content related to “free bets” or “free money”, content related to fixed odds betting terminals or any other Content which is likely to be classed as sensitive or controversial gambling content; and
- 4) all Acceptable Gambling Content provided by the Customer shall comply with all applicable laws and regulations (including without limitation the CAP code and the Gambling Commission’s National Gambling Industry Code for Socially Responsible Advertising); and
- 5) it shall at all times display responsible gambling information on its online properties including the properties to which the Acceptable Gambling Content links to; and
- 6) Outbrain reserves the right in its sole discretion to remove any Acceptable Gambling Content for any reason.