

Gambling and Betting

The gambling sector is booming in the UK. In particular, the online gambling sector continues to go from strength to strength and e-sports betting is quickly becoming a global sensation. But with great power, comes great regulation. As a result of our recognised expertise in advertising, sponsorship, entertainment, sport and direct regulatory experience, we are well placed to service our clients' needs in this exciting and constantly evolving sector.

The gambling sector, despite its continued success, faces significant challenges in 2021 and beyond, as UK regulators and legislators turn up the pressure on this sector. The Gambling Commission of Great Britain has been rolling out changes to raise compliance standards for the industry in an effort to reduce overall gambling related harms (particularly among young people), with an increased scrutiny on high value customer incentives, online advertising and responsible product design. In-game loot box mechanics and sports sponsorship are also under the spotlight. There are even more significant changes to come, when the Gambling Act is reformed or replaced.

Our specialist lawyers have in-depth industry knowledge (including in-house experience) and are well equipped to guide gambling companies, and those who work closely with gambling companies, through the ever-changing regulatory landscape. Our clients include leading gambling brands, from long-established gambling companies through to new entrants in the sector and challenger brands. They also include other key players, such as leading creative and media agencies who represent the biggest and best gambling operators. Our team advises on a wide range of commercial and regulatory issues relevant to this sector, from regulatory gambling compliance, technology, intellectual property, sports law and sponsorship, advertising, marketing and social media, through to data privacy, employment, tax and real estate.



Our expertise



Regulatory

- Gambling Act and licensing compliance
- Loot boxes and in-game gambling mechanics
- Financial Services and AML regulation
- Consumer and Competition law
- Data Protection
- Employment issues, immigration and worker status



Technology

- Digital, web, mobile & apps
- SaaS
- Data Security
- Software development and licensing
- Consultancy contracts
- Cryptocurrency & NFTs



Advertising & Marketing

- Programmatic advertising
- Defending against ASA investigations
- Prize promotions
- Sponsorship
- Social media, including influencer marketing



IP and Disputes

- Trade mark registration and portfolio management
- Trade mark and copyright infringement
- Commercial disputes
- Media and communications disputes

Key contacts



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