

RESPONSIBLE GAMING CODE OF CONDUCT



LOTO
QUÉBEC

Our mission

Loto-Québec's primary mission is to assure the systematic and effective operation of games of chance in the province. Created in 1969 to implement a public lottery, the Corporation has diversified its gaming activities over the years in order to carry out new mandates entrusted to it by the Government.

It is responsible for channelling gaming within controlled circuits, supervising consumer use of games of chance and increasing the efficiency and overall performance of the Corporation.

In addition to lottery games, the Corporation – through its subsidiaries – today operates State-owned casinos, related restaurant and hotel services, a video lottery network including two gaming halls and network bingo games. The Corporation also exports products and services developed within its fields of expertise to international markets, and is an equity partner in Casinos Développement Europe, the third-largest casino operator in France.

Loto-Québec returns the fruits of its commercial activities to the Government and to all of Québec society. In recognition of its responsibilities, the Corporation is committed to combating excessive gaming and to promoting healthy gaming behaviour. Moreover, in 2005 it began a policy of sustainable development that is founded on the will to manage responsibly and that governs the economic, social and environmental dimensions of its operations. Loto-Québec manifests its social commitment through the sponsorship of events that bring people together, throughout Québec.

Our values

In exercising its mandate, Loto-Québec is guided by a number of fundamental values that are shared by its employees, throughout the organization:

- Demonstrate innovation and take a leadership role in the field of gaming
- Show a strong sense of responsibility and remain a good corporate citizen
- Be transparent and proactive and retain a high level of public trust
- Contribute to the economic and social development of Québec
- Respect employees, whose energy and performance are essential to the Corporation's success

Loto-Québec

As a leader in the gaming industry, Loto-Québec conducts its business in a spirit of integrity, dynamism and innovation. This allows the Corporation to continue to offer the population of Québec responsibly managed entertainment while making a significant contribution to the economy of the province.

Our Responsible Gaming Code of Conduct describes the commitments, objectives and actions on our part that allow us to maintain the equilibrium between our business goals and societal responsibility in the course of our daily operations. Our code of conduct was designed to portray our cultural and regulatory environment and be a statement of the measures we take to fulfill our mission while ensuring that our undertakings honour our responsibilities as a member of the World Lottery Association (WLA).

Responsible gaming at the WLA

When they adopted the Responsible Gaming Principles and Framework in 2006, the 140 public corporations that are members of the World Lottery Association, including Loto-Québec, made a common commitment to responsible gaming. With the help of major stakeholders including governments, regulatory authorities, researchers, players and community groups, WLA members play an essential role in the promotion of responsible gaming.

Adherence to the Responsible Gaming Principles is now a mandatory condition for becoming a WLA member. Member corporations make major efforts to ensure that responsible gaming remains an integral part of their daily workflow that includes activities involving employees, clients, retailers and other stakeholders.

As an active member of the WLA, Loto-Québec has undertaken to respect the following Responsible Gaming Principles:

1. WLA Members will take reasonable and balanced measures to meet their objectives while protecting the interests of their customers and vulnerable groups; at the same time upholding their respective commitments to contribute to the defence of public order within their own jurisdiction.
2. WLA Members will ensure their practices and procedures reflect a combination of government regulations, operator self-regulation and individual responsibility.
3. WLA Members will develop their practices concerning responsible gaming-related issues on the fullest possible understanding of relevant information and analysis of documented research.

4. WLA Members will work with stakeholders — including governments, non-governmental organizations, regulators, researchers, public health professionals, and the general public — to share information, develop research and promote responsible gaming as broadly as possible, and encourage a better understanding of the social impact of gaming.
5. WLA Members will promote only legal and responsible gaming in all aspects of their activities, including the development, sale and marketing of their products and activities; and will make reasonable efforts to ensure their agents do the same.
6. WLA Members will provide the public with information in an accurate and balanced manner to enable individuals to make informed choices about gaming activities within the lotteries' jurisdiction. This commitment requires the following:
 - a. That the marketing of lottery activities and products be subject to reasonable operator self-regulation, and promote responsible gaming practices and informed choices; and,
 - b. That individuals shall be provided with accurate information about gaming and the risks associated with it by, for example, organizing educational programs.
7. WLA Members will make a reasonable effort to monitor, test, and revise as appropriate, those activities and practices related to responsible gaming. Their findings will be publicly reported.

Loto-Québec's Responsible Gaming Code of Conduct is divided into nine action areas that are identical to those of the WLA Responsible Gaming Framework, each one including both an objective and specific commitments.

- Research
- Employees
- Retailers
- Game design
- Advertising and marketing
- Player education
- Commitments to stakeholders
- Industry initiatives
- Public disclosure

Objective

- Take responsible decisions concerning our clientele and our operations and make recommendations in collaboration with other stakeholders based on the results of research on responsible gaming

Actions

- Directly fund research into responsible gaming initiatives related to our operations to ensure their constant improvement
- Through our funding of government research projects and participation in various committees, support research into high risk behaviour and behaviour attributed to compulsive gambling, as well as their solutions
- Collaborate with interested stakeholders and support them in regard to research into responsible gaming
- Support the dissemination of the results of research into responsible gaming

Objective

- Ensure that our employees are aware of our commitment to responsible gaming, understand the myths and risks involved in gaming, are capable of playing a proactive role in identifying vulnerable players and, when appropriate, are able to refer them to support resources

Actions

- Inform our employees as to the most current information available about our policies, our programs and our achievements in the field of responsible gaming
- Train new employees in our fields of endeavour in compliance with our programs on responsible gaming
- Offer employees in selected areas, well-tailored information and training on the specific risks and impacts related to their activity sector
- Offer ongoing training to designated employees including those working in the infirmary so as to maintain and enrich their knowledge and aptitudes in the field of responsible gaming

Objective

- Ensure that our retailers – and whenever Loto-Québec businesses are involved, our employees and attendants – understand their legal obligations and are conscious of their frontline role in the area of responsible gaming; provide support with respect to responsible sales of products that are prohibited to minors

Actions

- Work with retailers and industry associations to publicize information about our Responsible Gaming Code of Conduct as well as the contractual and regulatory requirements that apply to retailers, as the case may be
- Work with retailers to ensure that they understand and apply our programs designed to prevent gambling among minors
- Communicate information to retailers, including through the use of training sessions, to allow them to play a proactive role in identifying vulnerable players and are able to refer them to resources that can help them
- Curtail access to Corporation sites (for example, casinos and gaming halls) by persons that are not of legal age

Objective

- Improve the efficiency and overall performance of the Corporation in regard to the development and distribution of our products, while assuring that their potential for contributing to the development of high risk or compulsive behaviour is, as much as possible, mitigated

Actions

- With the help of our suppliers and other stakeholders, support the design and development of new gaming products whose risks, as identified by best available scientific research, are mitigated as much as possible
- Contribute to research into improvements to the tools for responsible gaming and information about existing games with the help of our suppliers and other stakeholders
- See that retailers and players are made aware of the myths and risks involved in individual games (for example, the probabilities of winning) and of the existence of tools for responsible gaming
- Design our product distribution network, and more particularly the video lottery terminal network, so as to curtail access and minimize any impact on players

Objective

- Ensure that information concerning societal responsibility and responsible gaming is conveyed in communications about our products and establishments and that the public at large (particularly, minors and vulnerable players) is made aware of the law and of the risks associated with gaming

Actions

- Ensure that advertising and marketing messages conform to the advertising guideline code and that the code is regularly revised
- Clearly communicate gaming-related risks, including the probabilities of winning, using various methods including information appearing on lottery tickets or available in casinos, on video lottery terminals, in our publications and on our website
- Make resources available for public awareness campaigns that promote responsible gaming behaviour
- Work with employees, retailers and other stakeholders to encourage the responsible marketing of gaming products

Objective

- Ensure that players, particularly those displaying high risk and compulsive behaviour, are made aware of gaming-related risks, and see that the resources required to help them are made available

Actions

- Promote responsible gaming to players
- Make available to our employees, retailers and other stakeholders, the tools they need to assist them in identifying vulnerable players so that they can refer them to help resources
- Supply information to players about gaming-related risks, including the probabilities of winning
- Provide support resources to casino and gaming hall patrons in order to help them to better understand gaming and risky behaviour and in order that they can, as the case may be, obtain any help they need. These resources include both information centres staffed by qualified personnel and automated tools (on websites, online and by telephone)
- Support proactive player intervention programs including the self-exclusion program
- Fund government research and development programs on efficient treatment for players, as well as referral resources

Objective

- Ensure that our principal stakeholders including employees, retailers, the government, regulators and community groups are made aware of and participate in the development, implementation and improvement of our policies and programs in regard to responsible gaming

Actions

- Identify, monitor and improve our understanding of the needs and expectations of our stakeholders, on an ongoing basis
- Ask for proactive feedback from our key stakeholders relating to the development, implementation and improvement of our policies and programs in regard to responsible gaming
- As much as possible, incorporate the opinions and suggestions of our key stakeholders into the development, implementation and improvement of our policies and programs in regard to responsible gaming
- Open a dialog with stakeholders to avoid potential disagreements, even though we recognize that for many reasons we cannot always incorporate their recommendations into our decisions

Objective

- Actively participate as a member of the global gaming and lottery industry by sharing our experience and knowledge with other regulated state-owned corporations and learning from their own commitments, actions and performance

Actions

- Identify and prioritize opportunities for participation and collaboration in international, national and regional initiatives of the responsible gaming industry
- Support responsible gaming initiatives that encourage program research, development, implementation and assessment
- Develop and employ channels of communications that support the ongoing dialog and sharing of information between Loto-Québec, the other members of the World Lottery Association and other associations in which we are active members
- Through our relationships with other industry partners, contribute to the development of best practices in the field of responsible gaming and incorporate them into our operations

Objective

- Ensure that the population of Québec and more specifically our key stakeholders, know, understand and support our efforts to balance our economic mission with societal responsibility, and above all, comprehend our commitment to responsible gaming

Actions

- Show transparency and responsibility in our communications related to responsible gaming
- Communicate information to the public concerning our policies, practices and performance in the field of responsible gaming
- Use all available communications platforms including our Internet site and promotional and marketing communication and by publishing our annual Profile of Societal Contributions
- Support and encourage gaming industry public disclosure initiatives