

La Française des Jeux

Ethical charter

Paris, June 2007 – French Version Stated – January 2008 translation.

La Française des Jeux holds a public order monopoly for the organisation and operation of lotteries and sports betting throughout France. Its role is to ensure regularity, transparency and proper conduct while offering a gaming model which is both measured and balanced.

In this context, the company ensures strict compliance with the legislation governing draw-based games and sports betting and presents all of its new products to the governing authorities for approval.

La Française des Jeux has opted for competitive and responsible development. It ensures the diversity of its offering while remaining faithful to the fundamental values underpinning its activity.

This Ethical Charter reflects the Fundamental Value of La Française des Jeux, in order to:

- Guarantee the integrity of the game and the security of gaming operations
- Prevent undesirable behaviour and excessive gambling

The company ensures that management and personnel, at every level, understand and apply the ethical principles in all their technical and commercial activities.



Guaranteeing the integrity of the game and the security of gaming operations

The integrity of the game and the financial security of the gaming operations represent the key elements in the contract of trust which La Française des Jeux has entered into with its players and the public authorities.

1. THE INTEGRITY OF THE GAME

The security of transactions and the stringency of control procedures are two essential elements for La Française des Jeux. They are ensured with maximum reliability thanks to implementation of state-of-the-art techniques.

>Scratch games cards

Production of La Française des Jeux scratch games cards is entrusted to independent fiduciary printers whose manufacturing process is fully secure. Their certification is guaranteed by an official body.

Random printing of ticket batches is controlled by computer. In the course of the manufacturing process, the printers subject the tickets to physical, chemical and computerised testing in order to ensure that the highest standards of security are maintained.

The random distribution of products in La Française des Jeux sales network means that the geographical location of the winning tickets cannot be identified.

La Française des Jeux provides its network with terminals enabling automated reading of scratch games cards in order to optimise their traceability and reinforce the security of prize payments.

>Draw-based games and sports betting

Thanks to the proven methods used, La Française des Jeux ensures maximum security when collecting stakes. Each betting terminal located in a point of sales is recognised by the central site of La Française des Jeux which identifies and rejects all other attempts to connect.

Safety procedures are used to eliminate all attempts at pirating and/or modification of information transmitted by the retailer's validation terminal to La Française des Jeux central computer site.

Transactions made by the terminals are transmitted to La Française des Jeux central computer site and simultaneously stored on several computer systems, some of which are non-rewriteable.

The draw machines are certified by an official body and subject to regular checks.

The draws take place under the supervision of a judicial officer and are most often broadcast on television. In the main, results are published in the Journal Officiel. They are notified to the public by all appropriate means.

>The multimedia channel

By developing a multimedia games offering, La Française des Jeux was keen to provide players with all possible assurances as to the integrity of transactions.

The sophistication of the equipment used by La Française des Jeux enables the procedures for registration, game validation and payment, benefit from a level of security which is considered greater than what is usually judged acceptable.

Use of encryption to ensure protection against attempted intrusions provide all possible guarantees to players concerning the confidentiality of personal and banking information that they provide to La Française des Jeux.

2. FINANCIAL SECURITY

La Française des Jeux is committed to the close respect of the rules of financial transparency which contributes to players' confidence. Its conduct is characterised by careful attention and unflinching integrity.

In order to control the security of financial flows, La Française des Jeux has chosen to limit the settlement of small cash payouts by introducing thresholds above which payments must be made by cheque in payment centres approved by the company. These thresholds are below current legal thresholds.


La Française des Jeux ensures the confidentiality of prize payments to winners. Media coverage of winners by La Française des Jeux requires their prior express consent.

La Française des Jeux ensures that jackpot winners are given support in order to help them manage this exceptional event under optimum conditions.

In particular, jackpot winners are given a guide enabling them to prepare for their new life and take all necessary precautions to define the best asset management strategy.

La Française des Jeux is forbidden by a code of ethics from interfering in the financial decisions of winners.

La Française des Jeux guarantees players the confidentiality of personal data entrusted to it. For the multimedia channel, it certifies that the operation of transaction and payment are encrypted and highly secure.



Preventing undesirable behaviour and excessive gambling

Responsible marketing of lottery games and sports betting must ensure that all excessive participation is prevented. In this context, La Française des Jeux has a duty to ensure the protection, even against their will, of certain people whether it concerns minors or players who are potentially addictive gamblers.

1. PROTECTION OF MINORS

In all states, management of gambling is primarily concerned with protecting minors.

In this context, La Française des Jeux refrains from designing and marketing games that directly target minors.

Samples of the population regularly tested in order to identify public expectations are made up exclusively of adults. La Française des Jeux requires the various service providers which work alongside it in designing a product to sign a contractual undertaking not to target areas specifically associated with children.

La Française des Jeux makes every effort to ensure that its advertising does not depict minors participating in gambling.

La Française des Jeux undertakes not to promote its games via any purchasing of advertising space in press, television and radio media which are specifically aimed at children or teenagers.

Concerning distribution of its products, since July 1st 2007, Lottery and Sports Betting Games are prohibited by Law for minors (State decree n°78-1067 & 85-390 modified). La Française des Jeux ask its network of retailers not to accept stakes from minors aged under 18 years. The company provides point of sales equipments and warnings (stickers, leaflets, video etc.) to the general public and insists on this point via the training material and modules intended for its retailers.

To access the multimedia channel of La Française des Jeux, the future player must be identified, have a resident bank account and declare on his honour that he is an adult.

2. PREVENTION OF ADDICTION TO GAMBLING

La Française des Jeux ensures the responsible nature of its product offering and undertakes to remain an operator of moderate gaming. Its commercial policy continually takes into account of this key concern.

Wherever possible, La Française des Jeux shares its experience with foreign lotteries and carefully monitors the measures which they take to prevent or control excessive gambling. La Française des Jeux also cultivates close relations with associations involved in helping problem gamblers.

La Française des Jeux carefully observes the consumption habits of players. During training courses for retailers, La Française des Jeux regularly draws their attention to the need to detect and regulate problem gambling at their points of sale. Its network of retailers thus contributes to regulating the behaviour of players.

Conversely, access to the multimedia channel of La Française des Jeux is about individual practice. Also, on trading sites, the company has introduced a system of placing upper limits on stakes and the players have the option of forbidden access to their account for seven consecutive days. After three bans, La Française des Jeux cancels their registration.



In summary, via its various principles and areas of vigilance, La Française des Jeux ensures that it conducts its activity in a responsible manner under the control of the state.

La Française des Jeux develops its activity in strict compliance with the letter and the spirit of gaming laws by ensuring players do not engage in excessive behaviour liable to be prejudicial to their own interests.

The security of the processes and infrastructures of La Française des Jeux, like the stringency of control procedures, meet the requirements for integrity expressed by the public authorities and which players rightly expect.