

Player Care Charter

Play a little.
Dream a lot.

Our commitment to Responsible Gambling

Lotto NZ is committed to providing a safe environment that encourages positive play.

Most people buy lottery tickets for entertainment and recreational purposes. However, we recognise some people may experience gambling problems while playing our games.

Lotto NZ is committed to Responsible Gambling and we work to ensure the potential risks of problem and underage gambling are minimised. Our Responsible Gambling programme is certified under the World Lottery Association's Responsible Gambling Framework. This programme consists of policies and practices designed to prevent and reduce potential harm associated with our games.

We aim to educate and empower players to make informed choices and develop positive play habits. Lotto NZ is proud to provide tools and support to all players and is committed to offering additional support for those who may need assistance.

Our games

Lotto NZ operates Lotto, Powerball, Strike, Keno, Bullseye, and a number of Instant Kiwi games.

Instant Kiwi is an age-restricted game, which means:

- ▼ No one under the age of 18 years can purchase an Instant Kiwi ticket.
- ▼ Anyone over the age of 18 is prohibited from buying Instant Kiwi tickets for anyone aged under 18.
- ▼ Lotto NZ and its retailers cannot pay Instant Kiwi prize money to anyone aged under 18.



To prepare Lotto NZ retailers for this role, they are required to:

- ▼ Complete training in the responsible sale of lottery products, to identify and provide information to those potentially at-risk from gambling harm.
- ▼ Communicate to their Lotto NZ representatives about customers they are concerned about.
- ▼ Provide information in-store on our products, including how they are played, how prizes are redeemed, and the odds of winning each game.
- ▼ Display Lotto NZ's 'Play Smart' brochure.
- ▼ Keep customers' personal information confidential at all times. Lotto NZ retailers must not disclose any information that could identify major prize winners, or players with potential gambling problems, without their consent.
- ▼ Ask for age verification if customers appear to be under 25 years of age and wish to purchase or validate an Instant Kiwi ticket.

Game design

Lotto NZ adheres to strict gaming rules which build integrity into our games. These rules are developed by us in consultation with the Department of Internal Affairs and signed off by the Minister of Internal Affairs.

- ▼ All new games, or game changes, are subject to review and approval by the Minister of Internal Affairs.
- ▼ The Ministry of Health is consulted on all new games and game changes to ensure harm minimisation is a key consideration in the planned game design.
- ▼ All games are reviewed during the design stage using an independent, external game evaluation tool to assess the potential risk of a game and to identify any features that may need to be addressed to minimise the potential risk.

Our retail network

Our retailers play a central role in responsible gambling at Lotto NZ, ensuring our products are provided in a safe environment.



Responsible marketing and advertising

Lotto NZ marketing, including advertising and promotions, is intended to promote our games as entertaining and recreational. We have strict marketing and design principles in place to ensure our products are not directed at, nor primarily appeal to, minors, vulnerable groups, or those at risk of gambling harm.

- ▼ We do not promote reliance on gaming as a means of relieving financial difficulty.
- ▼ We do not encourage consumers to participate excessively or beyond their means.
- ▼ We do not imply a promise of winning nor portray unrealistic outcomes.
- ▼ We do not exaggerate the chances of winning or the size of the prize.
- ▼ We do not imply a player's skill can influence the outcome of our games.
- ▼ All Lotto New Zealand advertising adheres to the Advertising Standards Authority Gambling Advertising Code.

Player education and access to information

Lotto NZ is committed to ensuring that our players have access to information on our games. We understand that knowing how our games work is important for positive play behaviour.

Lotto NZ offers:

- ▼ Information about positive play, including the odds of our games, available in-store and online.
- ▼ Our 'Play Smart' brochure is available in English, Māori, Samoan, Tongan, Hindi, Mandarin and Korean.
- ▼ R18 representation on all Instant Kiwi tickets, advertising and point of sale.
- ▼ An overview of the age restriction for Instant Kiwi, including acceptable forms of identification, is available in all stores.
- ▼ Reminders to Play Smart ('Play a little. Dream a lot.') are included on all coupons and tickets.
- ▼ Self-exclusion for those who wish to stop playing our games in-store.
- ▼ Information about Responsible Gambling and tools to support positive play is available on mylotto.co.nz/playsmart.
- ▼ The telephone numbers for the Gambling Helpline and the Safer Gambling Aotearoa website are promoted in written material in all Lotto NZ stores and on our website.



Digital channels

For Lotto NZ players who choose to play our games on a digital channel we offer additional information, support, and tools.

- ▼ Information online about our games including how they are played, how prizes are redeemed, and the odds of winning for each game.
- ▼ There are mandatory spending limits for all registered MyLotto players. These limits were set in conjunction with the Department of Internal Affairs and the Ministry of Health.
- ▼ Customers can set their own 7-day spend limit, of up to a maximum of \$150. This will update daily depending on how much they have spent over the last 7 days.
- ▼ We also have a rolling 7-day deposit limit of \$150. Similar to spend limits, this updates daily based on how much you top up your MyLotto wallet.
- ▼ Customers can self-exclude from playing any of our games online.
- ▼ The maximum online account balance is \$999. If any customer has a balance higher than this, they cannot purchase tickets until they withdraw money to reduce their balance.
- ▼ We actively monitor customers' play behaviour, including spend, and provide information and support to customers when we identify a higher risk for potential gambling harm.
- ▼ All electronic communications to customers include a reminder to 'Play a little. Dream a lot.', and a link to our Play Smart website.

Our stakeholders

We work with professionals outside our business to offer appropriate support and useful tools.

- ▼ We work with problem gambling treatment providers to improve the tools and resources we provide our players, retailers, and staff to educate and enable positive play choices.
- ▼ Lotto NZ employees are all trained in responsible gambling and our Responsible Gambling programme forms a key part of our day-to-day decision making throughout the business.

Where to get help

We want all our players to know where to get help if they, or a loved one, are experiencing gambling-related harms.

- ▼ Free and confidential support is available 24-7 by calling the Gambling Helpline on **0800 654 655** or texting **8006**.
- ▼ safergambling.org.nz has a list of treatment service providers around the country.

For more information about Lotto NZ's Responsible Gambling programme, visit mylotto.co.nz/playsmart, email playsmart@lottonz.co.nz, or call our helpdesk on **0800 695 6886**.