?Genting Casinos Demonstrate Superior Player Protection with GamCare Certification

Friday 29 July, 2016

Genting Casinos, one of the largest gambling operators in the UK, has successfully renewed its five-star GamCare Certification, demonstrating an ongoing commitment to social responsibility and player protection across more than 40 casinos located from Edinburgh to Plymouth.

GamCare is the leading national provider of information, advice and support for problem gamblers, and also works with gambling operators to embed socially responsible gambling and player protection at the heart of their businesses.

GamCare Certification is a voluntary process of an independent audit assessment of the operator's player protection measures and social responsibility standards, policy and practice. Certification is awarded to both online and land-based gambling companies that have successfully implemented player protection policy and practice relevant to their platform and gambling service.

Stella Dalton, Head of Education and Prevention at GamCare, says: *"GamCare recognise the importance of acknowledging those organisations that achieve high standards of social responsibility and player protection. We also believe that it's important that players can identify companies that operate to these high standards. GamCare Certification is a quality mark that shows operators are offering relevant player protection tools for their customers to minimise risk of harm."*

Lynda Atkinson, Head of Social Responsibility at Genting UK, says: *"We have always worked closely with GamCare and value their advice and expertise to ensure we are able to offer a great customer experience whilst minimising the risk of harm."*

Informed by extensive experience of problem gambling, the GamCare Code of Practice is regularly reviewed to ensure that it remains at the forefront of player protection and incorporates sustainable measures designed to strengthen social responsibility policy and practice, thereby minimising the risk of gambling-related harm.

For more information, visit www.gamcare.org.uk

ENDS

For more information or accompanying images please contact Catherine Sweet, Marketing and Communications Manager, at catherine.sweet@gamcare.org.uk or on 020 7801 7000.

Notes to editors:

- GamCare is the leading national provider of information, advice, support and free counselling for the prevention and treatment of problem gambling. Our expert services are confidential and non-judgemental.
- GamCare operates the National Gambling HelpLine on Freephone 0808 8020 133 or via web chat at www.gamcare.org.uk. Advisers are available 8am – Midnight, seven days a week. Moderated chatrooms are also open daily, and peer-to-peer support is available through the GamCare Forum. For more information on GamCare counselling services, visit www.gamcare.org.uk/free-counselling
- For more information on GamCare Certification and Social Responsibility Training visit www.gamcare.org.uk/training-and-certification
- Genting UK is part of the Genting Group, one of Malaysia's biggest and most respected corporations. For more information about Genting UK visit http://www.gentingcasinos.co.uk/

Related Sectors:

Charities & non-profits :: Leisure & Hobbies ::

Related Keywords:

Gambling :: Problem Gambling :: Gambling Operator :: GamCare :: Genting :: Casino :: Casinos :: Social Responsibility :: Player Protection :: Certification ::

Scan Me:

Company Contact:

GamCare

T. 02078017000
E. press@gamcare.org.uk
W. https://www.gamcare.org.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.gamcare.pressat.co.uk