

Customer relations policy

William Hill PLC is one of the leading providers of bookmaking services in the UK through its estate of licensed betting offices ('LBOs'), by telephone, online and via interactive television. We also operate an online casino and two greyhound stadia.

William Hill is committed to high standards of customer service and to conducting its gambling operations in a fair and open way. Our customers are key to our ongoing success.

We have dedicated customer service departments for each of our main operations, who handle enquiries on a large range of issues relating to our business. Service complaints are given serious consideration, and consistent procedures are in place across all of our operations to ensure that complaints are dealt with effectively. The issues raised are closely reviewed and we are committed to continual improvement in this area.

We have a comprehensive set of betting rules which detail the terms and conditions under which all transactions placed with William Hill are accepted. A copy of these rules is available in our LBOs, online or can be obtained by calling our Customer Relations Department on 08705 181715 (within the UK) or +44 20 8918 3965 (from outside the UK).

We endeavour to resolve all betting disputes in a fair, consistent and equitable manner. However, if we are unable to resolve a dispute to the customer's satisfaction they are entitled to refer the matter to the Independent Betting Adjudication Service (IBAS). William Hill is registered with IBAS and has agreed to abide by any ruling it makes.

We are also committed to operating in a socially responsible way and have a separate policy dealing with responsible gambling.