

## Fair and open gambling policy

September 2008

William Hill is committed to high standards of customer service and to fair and open conduct in its gambling operations.

### Actions

- We make available to our customers details of the regulatory bodies to which we are subject and the full terms upon which our gambling services are offered. Our business terms are drafted in accordance with applicable consumer law and any service complaints are considered in a fair, consistent and equitable manner. Our complaints handling procedure is available to customers on request.
- William Hill has a number of products the outcome of which is determined by a random number generator ('RNG'). RNGs are administered either by external third-party suppliers or by ourselves. We follow rigorous procedures to ensure that the randomness of our RNGs is certified; that game outcomes are fair and payouts are correct; that games are free from defects and function to specification; and that games are secure and do not compromise either the player or William Hill.
- We continue to work with our third-party suppliers with the objective of ensuring that we operate in compliance with the Gambling Commission's technical standards and the Gambling Act 2005 both online and in respect of the gaming machines present in our licensed betting offices.
- William Hill provides customers with easily accessible information about their account balances both online and via our telephone betting service.
- Our websites provide full descriptions of the way games work and the likelihood of winning, and ensure that customers are not unfairly disadvantaged by technical factors such as the speed of response or interrupted play.
- We have measures in place to deter and detect collusion and cheating in peer-to-peer games such as online poker.
- The integrity of sports betting is vital both to William Hill and our customers. We will continue to work with the Association of British Bookmakers to identify potential sporting integrity issues. We provide the Gambling Commission with information we suspect may lead to the making by the Commission of an order to void a bet. In addition, we take reasonable steps to be familiar with the rules applied by certain sporting bodies and provide the relevant sport governing bodies with any information we suspect may relate to a breach of a rule applied by that sport governing body.
- We co-operate fully with gambling regulatory authorities and all employees are trained both to be aware of the rights of entry to our premises held by Gambling Commission enforcement officers and to co-operate with them.
- Where there is any difference in transmission of pictures between what the Company sees and uses for 'in-running' betting offerings, and the pictures seen by our customers for placing their bets, we will not seek to exploit that difference to the commercial disadvantage of our customers.