

World Professional Nineball Pool Corporation's Code of Conduct covering Sponsorship agreements for WPNPC with Gambling Companies

The following document outlines the voluntary Code of Conduct that the WPNPC will adhere to when working with sponsors from the gambling industry within the UK.

WPNPC

The World Professional Pool Corporation (WPNPC) is wholly owned subsidiary limited company of Matchroom Multi Sport (MMS). The WPNPC is the commercial entity responsible for the commercial exploitation and promotion of the World Nineball Tour (WNT) events around the world, and is the custodian of the WNT's commercial rights.

The WPNPC officially recognises the World Nineball Rankings, all World Nineball Tour events and the official World Nineball Event Rules, providing clarity for players.

MMS works alongside the Matchroom Sport Charitable Foundation, the central body for the benevolent efforts of all the Matchroom group of companies and contributions centre on sporting and community initiatives. MMS donates an amount from the proceeds of each ticket sold for its UK events to the Matchroom Foundation.

Pool Regulation Authority (PRA)

The Pool Regulation Authority (PRA) is an independent not-for-profit Company limited by guarantee registered in the UK. Its primary role is to ensure good governance within the sport of Pool.

The PRA Conduct Regulations are the cornerstone of its activities and include the following:

1. Conduct regulations for players,
2. Anti-Corruption and Betting rules,
3. Disciplinary Rules
4. Anti-Doping Rules
5. Safeguarding

1. Summary

WPNPC commits to ensuring that a proportion of income raised from UK gambling sponsorships is reinvested into improving professional and grassroots sporting infrastructure.

This commitment also includes activity that helps; protect children and young people; underpins the integrity of sport; and delivers services and educational resources that highlight the importance of responsible and safe gambling.

WPNPC recognises that the relationship between gambling and sport needs to be conducted responsibly to protect the sporting community – including its participants and supporters -

from any possible gambling related harm. As such, WPNPC commits to the following principles when entering into sponsorship arrangements:

- In respect of sponsorship arrangements that provide consumers in the UK with facilities for gambling, WPNPC will only enter into sponsorship arrangements with **companies that are licensed under arrangements set by the Gambling Commission** permitting them to offer marketing and sponsorship services.
- **Reinvestment into sport** – a proportion of the commercial income raised from UK gambling sponsorships is reinvested back into UK Nineball pool infrastructure and pathways for players across the UK.
- **Maintaining sporting integrity** – ensuring that sponsorship agreements do not compromise the integrity of sporting competitions nor harm the welfare of those participants who take part in them.
- **Protecting children and other vulnerable people** – sponsorship arrangements will be specifically designed to limit their reach and promotion to those under the age of 18 and those at risk of gambling related harm.
- **Ensuring the promotion of gambling is undertaken in a socially responsible way** – all sponsorship agreements must be promoted and delivered in a socially responsible way. This includes ensuring that education and awareness messages are provided as part of all marketing activities.

2. Monitoring and Compliance

WPNPC will comply with this Code of Conduct and monitor its implementation in line with the PRA regulations. This Code will be published on the Matchroom Pool website, along with helpful links and guidance, including:

- PRA rules and guidance for gambling;
- A list of all WPNPC gambling sponsorships, with their agreement to follow this Code of Conduct;
- Information on how to make representations on the Code's implementation;

3. Applying the Code

The following are examples of how WPNPC applies and delivers against the four main principles set out in the above Code of Conduct.

Reinvestment into Sport

- Developing junior pathways at grassroots level to WNT
- Community support- WPNPC nominated dedicated staff to attend local schools and local billiard clubs to encourage awareness and activity of playing Nineball pool as well as education to local/potential players about the game

- The Matchroom Foundation – through which MMS makes a contribution from every WNT ticket sold for UK events - will continue to support to a wide-range of charities, including sports and community charities.

Maintaining sporting integrity

- The PRA provides a specific education and training programme for all players on the WNT covering their betting rules.
- Any contractual arrangement entered into with a gambling company includes specific provision that the gambling company will comply with all aspects of the British Gambling Commission's LCCP, including those that relate to protecting the integrity of sport, including:
 - I. sharing information that they know or suspect may relate to a breach of the sport's betting rules;
 - II. taking all reasonable steps to familiarise themselves with the rules applied by that sport on betting; and
 - III. ensuring that a condition of their accepting bets is that for a bet to be valid, customers placing such bets must not be in breach of any relevant rules on betting or misuse of inside information.
- Any gambling sponsor, subject to and in accordance with its obligations under data protection law and the Gambling Commission's LCCP (particularly in relation to Schedule 6 of the Gambling Act 2005), will comply with all reasonable requests for relevant information that relates to a breach of the sport's rules.

Protecting children and other vulnerable people

- Any sponsorship of WNT events or activities is specifically designed to limit their reach and promotion to those under the age of 18, and those at risk of gambling related harm.
- Promotion on social media of a betting sponsorship in the UK will be predominated by focused on Facebook, Twitter/X and YouTube
- Any links associated with digital activations for a betting partner to their website will always lead to an age-gated service.
- No betting logos or promotional material on merchandise and products will be aimed at children.
- Any family areas or enclosures within our venues will be free of gambling branding and no specific promotional activity to be specifically targeted at their area.
- Any activations for a gambling sponsor at a WNT venue will not target people under the age of 18, and reasonable processes will be in place to ensure that under 18s do not participate or enter the space.

Ensuring the promotion of gambling is undertaken in a socially responsible way

- Images of players under the age of 18 will not individually be used by any gambling sponsor to promote their brand or products.
- No player under the age of 18 will be asked to wear a patch branded with the logo by the gambling sponsor where required.
- Where, required, a proportion of the sponsorship inventory will be dedicated to safer gambling messaging, including social media posts, website advertising, and programme advertising.
- WPNPC delivers a Player Support Programme and Player Education Sessions that includes explaining the rules around gambling within our sport and the risks associated with it, and signposting where and how to find support if needed.
- WPNPC will support the awareness of support services for gambling addiction to be made signposted to professional sportspeople (participants) where necessary.
- Participation in industry wide national safer gambling campaigns, such as those promoted by the Betting and Gaming Council, Gamble Aware and others, including Safer Gambling Week

4. WPNPC Obligations

Transparency and Disclosure:

- All employees, players, officials, and stakeholders associated with WPNPC must disclose any commercial relationships they have with betting partners.
- Any potential conflicts of interest arising from these relationships must be promptly disclosed to WPNPC.

Prohibited Activities:

- Engaging in insider betting, match-fixing, or any other form of unethical behaviour that could compromise the integrity of Nineball pool events is strictly prohibited.
- If an individual is a registered professional or official, they are unable to bet on Nineball.

Protection of Confidential Information:

- Confidential information related to Nineball pool events, players, schedules, or outcomes must be protected and not misused for betting purposes.
- Individuals associated with WPNPC must adhere to strict confidentiality protocols to prevent unauthorized access or disclosure of sensitive information.

Maintaining Independence and Impartiality:

- Participants must maintain independence and impartiality when engaging with betting partners, refraining from actions that could unduly influence betting markets or outcomes.
- Individuals associated with WPNPC must not use their positions to manipulate betting

markets for personal gain or advantage.

Compliance with Laws and Regulations:

- Compliance with all relevant laws, regulations, and industry standards related to sports betting and gambling is mandatory.
- Individuals associated with WPNPC must report any potential legal or regulatory violations related to betting activities promptly.

Consequences of Non-Compliance:

- Violations of this code of conduct will result in disciplinary actions, which may include warnings, fines, suspension, termination of contracts or partnerships, or legal consequences as appropriate.
- Non-compliance with the code of conduct may also result in reputational damage to individuals and WPNPC as an organization.

Education and Training:

- MMS will make informational assets and educational programmes available to all stakeholders to raise awareness of the risks associated with betting partnerships and to promote ethical behaviour.
- Resources and support will be offered to individuals to understand their responsibilities and obligations under this code of conduct.

Regular Review and Updates:

- This code of conduct will be reviewed periodically to reflect changes in laws, regulations, industry standards, or best practices.
- Feedback from stakeholders will be solicited to improve the effectiveness and relevance of the code over time.

By adhering to this code of conduct, MMS and its stakeholders commit to upholding the highest standards of integrity, transparency, and ethical behaviour in their involvement with betting partners