

CMS România | Romanian gambling regulator clarifies advertising rules



The Romanian National Office for Gambling (NOG) has clarified the interpretation of Art. 7 para. (4) of Emergency Government Ordinance no. 77/2009, which expressly prohibits publicity/advertising, outside of gaming locations, pertaining to any money or goods granted as bonuses, promotions or jackpots, whether real or simulated.

The NOG clarified that this provision prohibits the advertising of any type of information about the value of the prizes and jackpots offered on any banners, advertisements and posts or any other marketing/advertising material visible outside of gambling locations. The rule also applies to the advertising of any goods or products that gambling operators may offer through bonuses, promotions or jackpots.

Also, any other type of advertising material used to support marketing campaigns that is distributed outside of the gaming location should not include information on the value or the products/goods granted by gambling operators via bonuses, promotions or jackpots. Breach of these requirements will result in fines ranging from RON 50,000 to RON 100,000 (roughly EUR 10,000 to EUR 20,000), and may lead to more severe sanctions such as licence revocation.

Gambling operators have been instructed to comply with the advertising rules clarified by the NOG no later than 3 January 2023.

For more information on regulations surrounding gaming in Romania, contact your CMS client partner or local CMS expert **Cristina Popescu**.