

# Charity Member cGaming Community Awareness Guidelines

(rev. 2020-01)

These guidelines are intended to inform our Charity Members, and to ensure that they are aware of their responsibilities when using community awareness items from the Play! Charitable Gaming Association (e.g. logos, photos, etc.).

## MODERATION

Play! Charitable Gaming Association does not have a legal obligation to actively moderate any community awareness content. However, Charity Members are required to use best efforts to moderate their community awareness as it pertains to their cGaming engagement.

## INTELLECTUAL PROPERTY

Charity Members shall not in any way exploit or otherwise use Play! Charitable Gaming Association or Play! Gaming & Entertainment or OLG content without prior written consent. Items in the toolbox are useable, as written.

## ENGAGEMENT ON SOCIAL MEDIA

Play! Gaming & Entertainment may elect to “like” or “follow” a third party’s social media channel, however this does not imply endorsement or approval of any kind.

## RIGHTS, LICENSE AND INDEMNITY

Charity Members are responsible for ensuring that all content they post or otherwise disseminate will not give rise to any claims.

## COMPLIANCE

Items in the toolbox have been approved for use by our members and we ask that you stay within the guidelines of use.

### **What type of community awareness content should not be shared?**

Charity Members should not post content that:

- is false or defamatory;
- is directed to any recipient under the age of 18 years;
- contains unauthorized copyright materials;
- depicts any reference to or likeness of any identifiable individual, entity or organization, unless all necessary consents have been obtained with respect to each such individual, entity or organization – including, but not limited to, employees, consumers, competitors or vendors;
- depicts photographs or videos of gaming machines in the centre;
- depicts inappropriate behavior – including, but not limited to, government affairs or politics; nudity (partial or otherwise); alcohol/drug consumption; sexual activity or sexual innuendo; crude, vulgar or offensive language and/or symbols; derogatory, defamatory or otherwise inappropriate characterizations of any ethnic, racial, sexual, religious or other groups, entities, organizations or individuals; illegal, inappropriate or risky behaviour or conduct; irresponsible play or encouraging people to play beyond their means; condemnation or criticism of anyone who chooses not to participate in gambling or who chooses to play responsibly.

## CONTACT

For any questions, concerns or reports of questionable cGaming community awareness content, please contact Play! Charitable Gaming Association at [ksteacy@cogeco.ca](mailto:ksteacy@cogeco.ca).