

PlayOda Casino – Marketing & Advertising Guidelines

License: Anjouan Gaming Authority

Last Updated: 11/07/2025

As a licensed operator under the **Anjouan Gaming Authority**, PlayOda Casino requires all affiliate partners to follow strict marketing standards. These guidelines ensure compliance with our license conditions, global advertising expectations, and the protection of players.

Failure to follow these guidelines may result in suspension or termination of your affiliate account.

1. General Compliance

Affiliates must ensure that all marketing and promotional activities:

- Are **legal, clear, and not misleading**.
- Comply with the regulations of the markets where the promotion is displayed.
- Are targeted strictly to audiences **aged 18+** (or the legal gambling age in the jurisdiction).
- Do not target vulnerable individuals or promote irresponsible play.

Affiliates are responsible for all content published under their tracking links.

2. Creative Materials

- Affiliates should use **approved creatives** provided in the PlayOda Affiliate Media Kit.
 - **Custom-made materials** must be submitted for pre-approval prior to usage.
 - Unapproved artwork or messaging may result in affiliate account suspension.
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3. Responsible & Safer Gambling

All marketing must clearly contain:

- **18+** or “**Only for players of legal age**” messaging.
- **Play Responsibly** or “Gamble Responsibly”.
- A direct link to **PlayOda’s Responsible Gaming page**.

Additional requirements:

- Gambling must **not be portrayed** as a way to fix financial problems, as an investment, or a guaranteed income.
 - Do not create messaging that encourages **excessive or continuous play**.
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4. Protection of Minors

Marketing materials must:

- Never contain **child-like, cartoonish, or youthful imagery**.
- Not appear on platforms or channels where the primary audience is **underage**.
- Avoid animated styles, language, influencers, or tone that could appeal to minors.

Affiliates may be requested to demonstrate their **audience age segmentation**.

5. Marketing Messaging

Your content must be:

- Accurate, transparent, and **free of exaggerated claims**.
- Clear about bonus conditions **within one click** of the promotional message.

Prohibited Messaging Examples:

- ✗ “Guaranteed Wins!”
 - ✗ “Risk-Free Gambling”
 - ✗ “Become Rich Instantly”
 - ✗ “Hurry – limited time only!” (No urgency or pressure tactics)
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6. Social Media & Influencers

- Social posts must include:
 - **18+ | Play Responsibly**
 - **#ad** or **#sponsored** when the post is promotional.
 - Influencers promoting PlayOda must be **18+** and have an **adult-demographic audience**.
 - **Influencer promotions require prior approval** before publishing.
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7. Ad Placement & Audience Targeting

- All advertisements must be **age-gated** to an 18+ audience.
 - Ads must **not** appear on:
 - Underage or youth-related websites
 - School or children's content
 - Platforms without audience filtering options
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8. PPC, SEO & Brand Usage

- **Bidding on PlayOda Casino brand names or misspellings is prohibited.**
 - No use of PlayOda brand assets, logos, or identity without approval.
 - No creation of domains that resemble, imitate, or contain PlayOda trademarks.
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9. Push Notifications & CTAs

Any push or direct messaging must:

- Be neutral, factual, and transparent.

- Link to a **landing page with full terms within one click.**

Compliant Example:

✓ “Check out the latest offers at PlayOda – 18+ | Play Responsibly | Terms Apply.”

Non-Compliant Example:

✗ “Deposit now or miss out! Guaranteed bonus!”

10. Media Buying, Apps & Third-Party Tools

- Apps or media placements must **not** use PlayOda names or branding in titles, descriptions, or app store listings.
 - All paid traffic sources must follow these compliance rules.
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11. Contact & Approval

If you are uncertain about whether a promotion complies with PlayOda or Anjouan regulations, please request a review.

Affiliate Support Contact:

✉ affiliates@playoda.com