

# Manager in a shop



What does it mean?

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# Manager in a shop - what does it mean?

This guidance is aimed at managers in shops selling betting products and lotteries.

The guide covers the most general rules that apply to you as a manager or if you want to be a manager in a shop.

## Guide to manager application

To become a manager of a shop, you must send an application to the Danish Gambling Authority. The application form is available on [indberet.virk.dk](http://indberet.virk.dk). Enter "8-01 Ansøgning for bestyrer og personale" in the search bar. Next, you are guided to the form which must be completed, signed, and submitted digitally.

Do you have any questions?

You can find further information about being a manager in a shop on [spillemyndigheden.dk/en](http://spillemyndigheden.dk/en).

You can also write to the Danish Gambling Authority via [spillemyndigheden.dk/en/contact](http://spillemyndigheden.dk/en/contact).

# **Your responsibility as a manager**

# 1

## When you are a manager of a shop, you are responsible for ensuring that the rules of the gambling legislation are complied with.

Your most important tasks are, among other things, to ensure that:

- betting products are not sold to young people under 18,
- lotteries are not sold to young people under 16,
- staff is over the age of 18 if your shop is a betting shop.

On 1 October 2023 it became a requirement for operators of land-based betting to identify all customers before they can place bets with a land-based retailer. Nevertheless, you – the manager – or your staff must still ask for identification of customers you sell betting products to in case of doubt. You must also ask for identification if you suspect fraudulent use of ID.

You can only be the manager of one shop. When you are approved as a manager, it only applies to the shop you stated, when you submitted your application.

If you resign as a manager or want to change your approval as a manager to other premises, you must write to the Danish Gambling Authority via [spillemyndigheden.dk/en/contact](https://spillemyndigheden.dk/en/contact).

If you want to be approved as a manager of a gambling arcade located in the same premises as the shop, you must complete and submit application form no. 8-01 to the Danish Gambling Authority.

### 1.1 Betting and lotteries

As a manager, you must ensure that young people under 18 cannot buy betting products and that young people under 16 cannot buy lotteries. If you are in doubt about the age of the customer, you must ask for identification to be sure that the customer is old enough to buy betting products and/or lotteries. If you have employees, who sell gambling products, you must ensure that they are aware of the rules for age limits of the games.

There can be self-service betting terminals in shops (however, not terminals with electronically simulated sports events) if they are installed at the same premises as the shop's primary checkout. For more information, please see our website [spillemyndigheden.dk/en](https://spillemyndigheden.dk/en).

### 1.2 Betting shops

If your shop is a betting shop, all your employees must be over 18.

For a shop to be considered a betting shop, the following three requirements must be met:

- The betting shop must be arranged as a betting shop.
- The shop's revenue must mainly derive from gambling products. In practice, more than half of the shop's revenue must derive from gambling products.
- The shop cannot have a wide range of kiosk goods. Petrol stations and or supermarkets can never be considered a betting shop regardless of whether the shop's revenue on gambling products is relatively high.

A shop can only be considered a betting shop when it is arranged as a betting shop.

This means that:

- the shop must be arranged with a main focus on sale of gambling products,
- the food and drinks sold in the shop are meant to be consumed in the shop,
- the shop's marketing must predominantly concern gambling products.

Shops with a wide assortment of kiosk goods as well as petrol stations and supermarkets cannot be considered a betting shop. Regardless of whether the revenue from gambling is relatively large.

In betting shops, it is allowed to have self-service betting terminals with electronically simulated sports events.

### 1.3 Visible information

It is required that the following information is visible in the shop:

- Signage saying that it is prohibited to sell betting products to people under 18.
- Signage saying that it is prohibited to sell lotteries to people under 16.

It is required that material with the following content from the individual gambling operators is available at a prominent place at the point of sale:

- Information about responsible gambling and the potential harmful effects of gambling developed in cooperation with a treatment centre.
- Information about and contact information on Danish treatment centres.
- Reference to the Danish Gambling Authority's helpline on responsible gambling (StopSpillet).
- Information on the option to self-exclude with ROFUS (Register of self-excluded players).
- Information stating that the gambling operator is licensed and supervised by the Danish Gambling Authority.

In addition, it is required that the Danish Gambling Authority's label is used. The Danish Gambling Authority's label must be easily visible to the player.

### 1.4 Marketing of gambling in a shop

When gambling products are marketed in a shop, the following information must be given in immediate connection to the marketing material:

- Age limit of the game.
- The Danish Gambling Authority's helpline on responsible gambling (StopSpillet).
- The option to self-exclude with ROFUS (Register of self-excluded players). You only need to refer to ROFUS if the marketing is about land-based betting, online betting, online casino, or land-based casino.

The Danish Gambling Authority's label must also be used. The Danish Gambling Authority's label must be easily visible to the player.

Please note that a number of rules apply to how gambling must be presented when it is marketed. Read more about marketing of gambling on [spillemyndigheden.dk/en](http://spillemyndigheden.dk/en).

