



BSI Standards Publication

Online gambling — Markers of harm in support of identification and prevention of risky and problem gambling behaviour

National foreword

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The UK participation in its preparation was entrusted to Technical Committee IST/33/-/7, Reporting in support of online gambling supervision.

A list of organizations represented on this committee can be obtained on request to its committee manager.

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English Version

Online gambling - Markers of harm in support of identification and prevention of risky and problem gambling behaviour

Jeux d'argent et de hasard en ligne - Indicateurs de
dommage à l'appui de l'identification et de la
prévention des comportements dangereux et
problématiques de jeu

Online-Glücksspiel - Risikoindikatoren zur
Unterstützung bei der Erkennung und Prävention von
riskantem und problematischem Glücksspielverhalten

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European foreword

This document (EN 18144:2025) has been prepared by Technical Committee CEN/TC 456 “Reporting in support of online gambling supervision”, the secretariat of which is held by AFNOR.

This European Standard shall be given the status of a national standard, either by publication of an identical text or by endorsement, at the latest by May 2026, and conflicting national standards shall be withdrawn at the latest by May 2026.

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Introduction

This document outlines the essential set of markers of harm that are considered by online gambling operators for detecting players with problematic gambling behaviour for the purpose of promoting safer gambling. This document seeks to enhance consumer protection. The term “markers of harm” in this document refer to individual behavioural variables that can help identify and assess the risk of gambling-related harm. These markers can be used to analyse and to understand the patterns and behaviours of individuals engaged in online gambling and to develop strategies for minimizing harm. Several studies have explored different markers of harm and their relationship to each other, as well as their potential for harm reduction in online gambling. A list of these studies can be found in Annex A.

Online gambling operators are afforded the opportunity to incorporate this document into their individual behavioural analytics systems. Consequently, it serves as a foundational framework applicable both to in-house technological solution development by operators and when they opt to engage external service providers for analytical purposes. This document refrains from dictating specific trigger points, thresholds, or the intervention mechanisms that online gambling operators can employ when engaging with players identified as being at risk. Adherence to this document does not in itself ensure a good responsible gambling policy. Furthermore, the introduction of such a standard makes it possible for gambling regulatory authorities to make demands about following the standard or parts hereof.

The proposal for a standard on markers of harm does not aim to function as a medical evaluation of gambling addiction, nor does it seek to establish a new behavioural model for defining harm. Then, this document is not intended to replace or contradict the public health perspective on gambling-related harms which define markers of harm in a holistic, multidimensional approach as “the adverse impacts from gambling on the health and wellbeing of individuals, families, communities and society” (Wardle et al. 2018). These harms affect resources, relationships and health. The impact from them may be short-lived but can be durable, having enduring consequences and exacerbating existing inequalities. The impact of these harms can be felt by individuals, families and communities. The markers of harm in this document exclusively concern objective measures drawn from customer tracking to capture individual’s behavioural signs which could be indicative of risky patterns.

Moreover, it is recalled that scientific research highlights that certain social categories are more at risk than other of developing excessive or pathological gambling. Furthermore, scientific research provides solid evidence that specific categories, subcategories and features of gambling products exhibits stronger associations with behavioural markers of harm than others (Håkansson & Widinghoff 2020; Delfabbro et al 2023).

It signifies a commitment on the part of users of the standard to consider and actively examine all pertinent parameters and markers. This ensures that they cannot assert a lack of analysis of the data or a failure to identify and respond to potential issues. Moreover, it serves as an intrinsic objective for operators to engage with this document, integrating the latest knowledge and insights into their practices. This proactive engagement is crucial, particularly as the standard undergoes periodic evaluation, with potential updates contemplated as part of the routine standard review process.

This document can support CEN Member jurisdictions where duty of care rules are few or do not yet exist. Indeed, among the CEN Member countries there are jurisdictions with very different gambling regulatory frameworks, some of which have very strict duty of care rules.

Then, given the divergent regulation of all forms of gambling, it is the responsibility of the operators and suppliers to ensure compliance with the requirements of each Member State.