



QMRA United Kingdom Assessment (<https://QMRA.eu/>)

Name Applicant/Affiliate (Website): Mr. Gamble UK

Date: 13-10-2026

Assessment by: XY Legal Solutions B.V.

Website Compliant / Non-Compliant: Compliant

The [QMRA code for the United Kingdom](#) is generally based upon the legislation that is relevant for your affiliate website within the regulated UK market.

The QMRA Code has been set up to assess your website on the most important parts of the legislation. Mr. Gamble UK has been assessed by our consultants, where we gathered information based upon:

1. Channelling objectives

- 1.1. The affiliate shall advertise for only in the UK licensed operators on its channels.
- 1.2. The affiliate can discuss unlicensed operators only if they remain objective and factual. The messages shall be devoid of any elements or statements that are advertising in nature or may give the impression it to be a "good idea" to partake in the unlicensed offer of these operators.

2. Responsible advertising

- 2.1. The affiliate shall provide a clear and appropriate 18+ characteristic that is clearly visible on the website. Any other channel used for advertising shall include a clear 18+ characteristic in the messaging.
- 2.2. Social media channels shall make use of age targeting where possible, through age filters or other means that are available to the affiliate.
- 2.3. The affiliate shall not target vulnerable groups, limiting pixels/cookies to not allow advertising indefinitely and must require a double opt-in to any Email marketing.
- 2.4. The affiliate shall aim its advertising activities only at persons that are 18 or above. Any sponsor/influencer/advertising marketing shall only be used if the people shown are above the age of 25.

3. Careful and balanced design

- 3.1. The affiliate ensures careful and balanced design of advertising and/or marketing expressions.
- 3.2. The affiliate shall not promote gambling in such a way that creates urgency, leads to impulsive decision making, irresponsible gambling or excessive participation in any way. These aftereffects, as well as the risks involved, may not be downplayed or trivialized.
- 3.3. The affiliate shall not promote, imply or state that gambling is a method to solve financial problems, solve personal problems, improve personal qualities or provide public acceptance.

4. Preventing deception

- 4.1. The affiliate shall ensure transparency and clarity on the promoted offer and ancillary activities outside of advertising games of chance. To this end, the design and content of the messaging may not omit important information or otherwise create an unrealistic/incorrect impression of the gambling offer.
- 4.2. The affiliate shall disclose its marketing and affiliation activities on the relevant channels. If the affiliate uses direct marketing, it shall disclose the data collected and the rights of the data subjects.

5. Contributing to responsible gaming

- 5.1. The affiliate shall provide information regarding responsible gambling on its website. The information will be offered in an appropriate, clear and easy to find method of delivery. On webpages containing this information, no advertising or (hidden) call-to-actions may be placed.
- 5.2. The affiliate shall provide means of help regarding gambling addiction, at least referencing the possibility of self-exclusion and a number of external parties regarding the remedy of gambling addiction.
- 5.3. To this end, the affiliate will provide the means and reference relevant information on help for gambling addiction and gambling addiction care. The affiliate shall also reference the website of the Gambling commission.

Below, you can find our assessment of your website. If feedback is needed, we will make sure to explain the action points to be taken.

1. Channelling Objectives

The affiliate shall advertise for only in the UK licensed operators on its channels, to adhere to article 330 of the UK Gambling Act 2005. With the term “advertising” the definition of the term as stated in article 327 of the Gambling Act 2005 is meant.

The affiliate can discuss unlicensed operators only if they remain objective and factual. The messages shall be devoid of any elements or statements that are advertising in nature or may give the impression it to be a “good idea” to partake in the unlicensed offer of these operators, as to not advertise an unlicensed gambling offer in accordance with article 330 of the UK Gambling Act 2005.

ACTION POINTS BASED UPON INFORMATION AND ASSESSMENT ABOVE:

All 96 operators featured on Mr. Gamble UK have been cross-referenced with the [UKGC public licence register](#). The review confirmed that every listed provider holds the required authorization to operate in the UK market. Licensing information is displayed alongside the individual listings, giving readers a clear indication of each provider's regulatory status.

This standard applies throughout the website, including dedicated sections such as "new casinos" and "best bonuses". These pages do not introduce operators outside the regulated UK market, meaning category-specific and promotional content follows the same criteria as the main listings.

Mr. Gamble UK consistently directs readers towards approved UK operators and limits its promotions accordingly. Unregulated alternatives are neither promoted nor presented as an advisable option. As a result, the site's casino listings, bonus content and related recommendations remain focused on the regulated UK gambling market.

Mr. Gamble UK is fully compliant with point 1 of the [QMRA code for the United Kingdom](#).

2. Responsible advertising

The affiliate shall provide a clear and appropriate 18+ characteristic that is clearly visible on the website. Any other channel used for advertising shall include a clear 18+ characteristic in the messaging, as to clearly indicate that the advertising activity of an affiliate is not aimed at people under the age of 18, in accordance with article 46 of the Gambling Act 2005.

Social media channels shall make use of age targeting where possible, through age filters or other means that are available to the affiliate, as to avoid and limit their advertising activities reaching only people of the age of 18+.

The affiliate shall not target vulnerable groups, limiting pixels/cookies to not allow advertising indefinitely and must require a double opt-in to any Email marketing, as to advertise in a socially responsible manner adhering to article 16 of the CAP code.

The affiliate shall aim its advertising activities only at persons that are 18 or above. Any sponsor/influencer advertising shall only be used if the people shown are above the age of 25, as to adhere to the Advertising Guide set up by the CAP and the CAP-code.

ACTION POINTS BASED UPON INFORMATION AND ASSESSMENT ABOVE:

Mr. Gamble UK restricts its gambling content to users aged 18 and over. This is communicated through 18+ symbols in the website footer, operator listings and individual casino reviews.

Mr. Gamble maintains a presence across several social media platforms, although the status and relevance of these channels vary. Its [YouTube](#), [X](#), [Twitch](#), [Telegram](#) and [Kick](#) channels were operational and publicly accessible at the time of review. By contrast, the [Facebook](#) page was found to be non-functional. The [Instagram](#) account also appears to have a different position, as its content does not seem to focus specifically on the UK market. This is therefore likely the reason the Instagram account is not shown directly on the Mr. Gamble UK website. All channels, where needed, contain an 18+ or equivalent message. No content reviewed appeared to specifically target minors, vulnerable individuals or other protected groups. No use of influencers or sponsorship activities was identified on the website. No concerns were found in relation to the applicable requirements in these areas.

Mr. Gamble UK is fully compliant with point 2 of the [QMRA code for the United Kingdom](#).

3. Careful and balanced design

The affiliate ensures careful and balanced design of advertising and/or marketing expressions, as to adhere to good advertising practises as elaborated upon by the CAP code and article 16 of the CAP code.

The affiliate shall not promote gambling in such a way that creates urgency, leads to impulsive decision making, irresponsible gambling or excessive participation in any way. These aftereffects, as well as the risks involved, may not be downplayed or trivialized, as to adhere to article 16 of the CAP code and the guideline of the CAP called Gambling advertising: responsibility and problem gambling.

The affiliate shall not promote, imply or state that gambling is a method to solve financial problems, solve personal problems, improve personal qualities or provide public acceptance, as to adhere to article 16 of the CAP code.

ACTION POINTS BASED UPON INFORMATION AND ASSESSMENT ABOVE:

Mr. Gamble UK operates as an affiliate website that provides information about third-party gambling operators and directs visitors to their websites through affiliate links. It does not provide gambling services itself or accept wagers from players. Within this role, its advertising and marketing content is presented in a balanced and factual manner. Promotional information avoids exaggerated claims, misleading representations and language that could create an unrealistic impression of gambling or its potential outcomes.

Mr. Gamble UK does not use artificial urgency or encourage impulsive decisions, excessive participation or chasing losses. Gambling-related risks are also not downplayed or trivialized. The website does not portray gambling as a solution to financial or personal problems or suggests that participation can improve personal qualities. Gambling is similarly not associated with greater social status or public acceptance. This approach is consistent with the responsible advertising principles contained in Article 16 of the CAP Code and the CAP guidance on responsibility and problem gambling.

Mr. Gamble UK is fully compliant with point 3 of the [QMRA code for the United Kingdom](#).

4. Preventing deception

The affiliate shall ensure transparency and clarity on the promoted offer and ancillary activities outside of advertising games of chance. To this end, the design and content of the messaging may not omit important information or otherwise create an unrealistic/incorrect impression of the gambling offer, as to not potentially mislead a website visitor in accordance with article 3 of the CAP code and article 5.1.9 of the LCCP code.

The affiliate shall disclose its marketing and affiliation activities on the relevant channels. If the affiliate uses direct marketing, it shall disclose the data collected and the rights of the data subjects as to adhere to article 2.1 and 2.3 of the CAP code, clearly indicating that they are an affiliate and not a consumer.

ACTION POINTS BASED UPON INFORMATION AND ASSESSMENT ABOVE:

The website clearly distinguishes its affiliate activities from the gambling services offered by third-party operators. Visitors can recognise the commercial nature of promotional content, while Mr. Gamble UK does not present itself as an operator or independent consumer.

Promoted offers contain the relevant information and conditions needed to understand what is being advertised. Mr. Gamble UK does not omit material details or present offers in a misleading or unrealistic manner. Where personal data is collected for marketing purposes, the website also provides information about its use and the rights available to users.

Mr. Gamble UK is fully compliant with point 4 of the [QMRA code for the United Kingdom](#).

5. Contributing to responsible gaming

The affiliate shall provide information regarding responsible gambling on its website. The information will be offered in an appropriate, clear and easy to find method of delivery. On webpages containing this information, no advertising or (hidden) call-to-actions may be placed as to adhere to article 5.1.10 of the LCCP code.

The affiliate shall provide means of help regarding gambling addiction, at least referencing the possibility of self-exclusion and a number of external parties regarding the remedy of gambling addiction in accordance with article 3.3.1. of the LCCP code.

To this end, the affiliate will provide the means and reference relevant information on help for gambling addiction and gambling addiction care. The affiliate shall also reference the website of the Gambling commission.

ACTION POINTS BASED UPON INFORMATION AND ASSESSMENT ABOVE:

Visitors can access a dedicated [responsible gambling](#) page through the footer across the website. It explains gambling-related risks, safer play and available self-exclusion options, while Mr. Gamble UK also provides guidance for visitors who may be experiencing gambling-related harm. The information is structured clearly and gives appropriate attention to the potential consequences of excessive gambling.



A broad range of UK support resources is included. Mr. Gamble UK refers visitors to [GamCare](#), the [National Gambling Helpline](#), [NHS Gambling Harms Services](#), [GAMSTOP](#), [Gordon Moody](#), [Gamblers Anonymous](#), and [Gambling Therapy](#). The page also includes the blocking tools [BetBlocker](#) and [Gamban](#), together with debt support services [MoneyHelper](#), [StepChange](#) and [National Debtline](#). All parties mentioned include a directly clickable link, which increases the likelihood that players will visit these sources.

The responsible gambling page is generally well written. The page does not direct visitors towards any Mr. Gamble UK pages containing active online casino offerings, nor does it contain text such as “take a look at Mr. Gamble’s casino reviews”. The page is therefore free of marketing activities, in line with LCCP ordinary code provision 5.1.10.

A direct reference to the [Gambling Commission](#) is also included in the text as an information and support resource for players.

Mr. Gamble UK is fully compliant with point 5 of the [QMRA code for the United Kingdom](#).