

A nighttime photograph of a cityscape, likely London, featuring a prominent road with long-exposure light trails from cars. The skyline in the background is illuminated with various colors, and the overall scene is dark with bright highlights from the lights.

# Practical Guide: Betting Integrity and the Practical Implications for Gambling Operators and Sports Governing Bodies in Great Britain



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### Disclaimer

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**This practical guide has been written by Northridge Law LLP with the aim of helping operators and sports governing bodies understand betting integrity and its practical implications. This report details the measures to protect betting integrity in Great Britain.**

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## 1. Overview

The term “betting integrity” is not clearly defined but can be understood to refer to the principle that betting should be “fair” and not manipulated. It is primarily concerned with betting on sports but also applies to any event on which betting is offered, such as predicting the winner of a TV show or the name of a royal baby.

Betting integrity is important for a betting operator, as it will want its customers to have confidence that when they place a bet, the underlying event will be conducted fairly and be free of corruption. It is also important for the organiser of an event on which bets are placed, in particular a sports governing body (SGB), as fair competition and the uncertainty of outcome are fundamental features of such events.

This practical guide aims at providing an overview of betting integrity and its implications for betting operators and sports governing bodies alike. Section two of this report aims to clarify the difference between betting integrity and sports integrity and explains why the differentiation is relevant in practice. Section three looks at threats to betting integrity, which can take numerous forms and are not limited to match-fixing.

Section four details the measures to protect betting integrity in Great Britain, which encompasses England, Scotland and Wales. It focuses on the role of the gambling regulator and gambling operators, but also touches on the role of an SGB and other stakeholders, such as a television production company. It also includes a case study of how these bodies can work together. Section five takes a look at what could happen in the future.

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