



Gamban

## **Distribution Guidelines**

Version 02 : 2019

## Gamban Overview

### **Gamban blocks access to online gambling sites and apps worldwide**

At Gamban, we develop the best tools to keep your customers safe. Our practical and effective software should be made available when at-risk individuals are receptive and willing to deal with the problem, increasing their chances of success.





**Who Uses  
Gamban?**

## Who does Gamban help?

While Gamban becomes an increasingly recognised and valued entity in the responsible gambling ecosystem, we continue to push for consistency and uniformity in self-exclusion. Our purpose aligns with the UK Gambling Commission's strategic licensing objective that "children and other vulnerable persons should be protected from harm or exploitation from gambling."

GambleAware's independently-commissioned research into the effectiveness of blocking software has shown gambling blocking software as effective and, more specifically, Gamban as the most effective.

We have significantly grown our team to ~20 full-time employees and recruited the very best talent to fulfil our primary objective of providing affordable & sustainable solutions for individuals & organisations to reduce risk & harm from digital addiction [online gambling]. We have continued to offer Gamban at an affordable price and it is available across all the most popular devices and operating systems for individual users. We also continue to focus on building partnerships with reputable organisations to increase accessibility to those most at-risk.



The way each operator approaches self exclusion varies greatly, leading to inconsistency and unreliability for those who need effective and immediate self-control measures. Organisations should do everything they can to ensure individuals can self exclude and remain self excluded, because mistakes are increasingly damaging. A lack of standardisation is contributing to a dramatic rise in digital addiction [online gambling].

The year ahead looks exciting and we aim for our award-winning software to become central to a standardised self-exclusion process.

We welcome the opportunity to work with organisations who are doing their very best to prevent & minimise gambling harm.



A handwritten signature in black ink that reads 'Jack Hunter Symons'.

Jack Symons,  
Gamban® CEO



# How does Gamban help



## Individuals

- Effective Global Self Exclusion
- Ever-growing list of blacklisted sites and apps
- Multi-channel support and guided onboarding
- Strong relationships with Health Professionals specialising in addictive behaviour



## Other Self-Exclusion Systems

- Layering self-exclusion systems provides a significant barrier against continuing to gamble online
- Gamban can be deployed as part of a Voluntary Self-Exclusion scheme (VSE) to best protect your region

*Block the device and the individual for best results!*



## Treatment Providers

- Gamban is a valuable tool that your therapists can provide at a critical time for your patients
- Deploying Gamban within a family setting makes families feel that they are doing something practical towards the patient's recovery
- Provide your patients with an effective means against continuing to gamble online



# Aims & Objectives

## Understand how to:



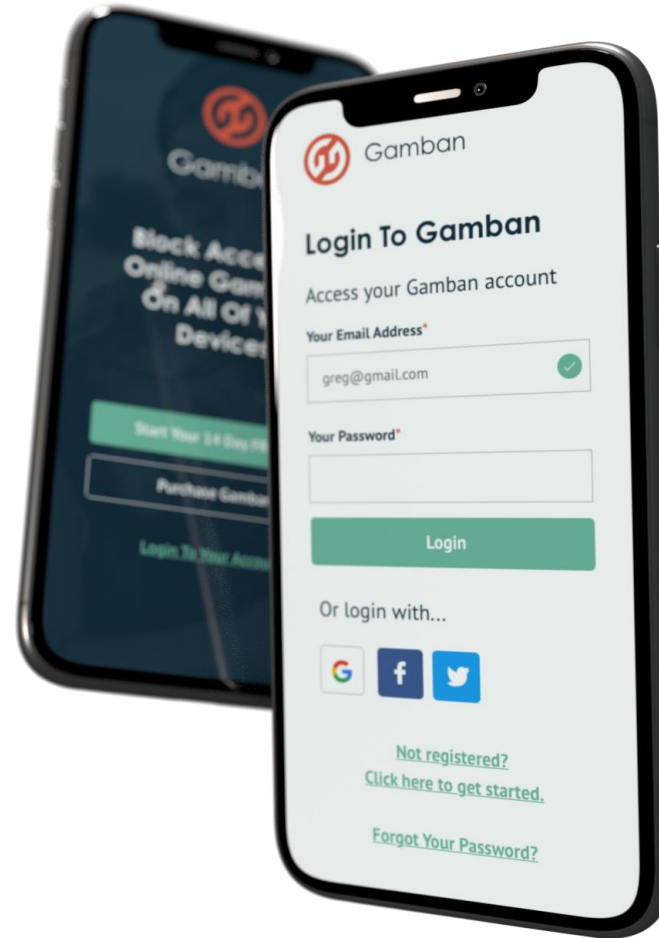
**Position and communicate**  
Gamban effectively to your patients



Identify the signs that a patient is **Gamban-ready**



How to distribute Gamban through your network



## Who needs Gamban?

Patients gain an effective means against continuing to gamble online



**“Do you gamble on the internet?”**

- If a patient gambles on the internet the patient could benefit from Gamban



**“Have you self excluded from terrestrial casinos?”**

- If a patient has self excluded from terrestrial casinos there is an increased risk that they will navigate towards gambling online



## The importance of family

- Helping a family member with their addiction can seem like a daunting task. It's important to foster an open environment for communication. Speaking with the family about practical tools such as Gamban is beneficial.
- Treatment providers we work with recommend that families install Gamban on all the devices that the individual has access to.
- Installing Gamban can help families feel safer & like they are doing something practical towards helping the individual's recovery.







**Appendices**

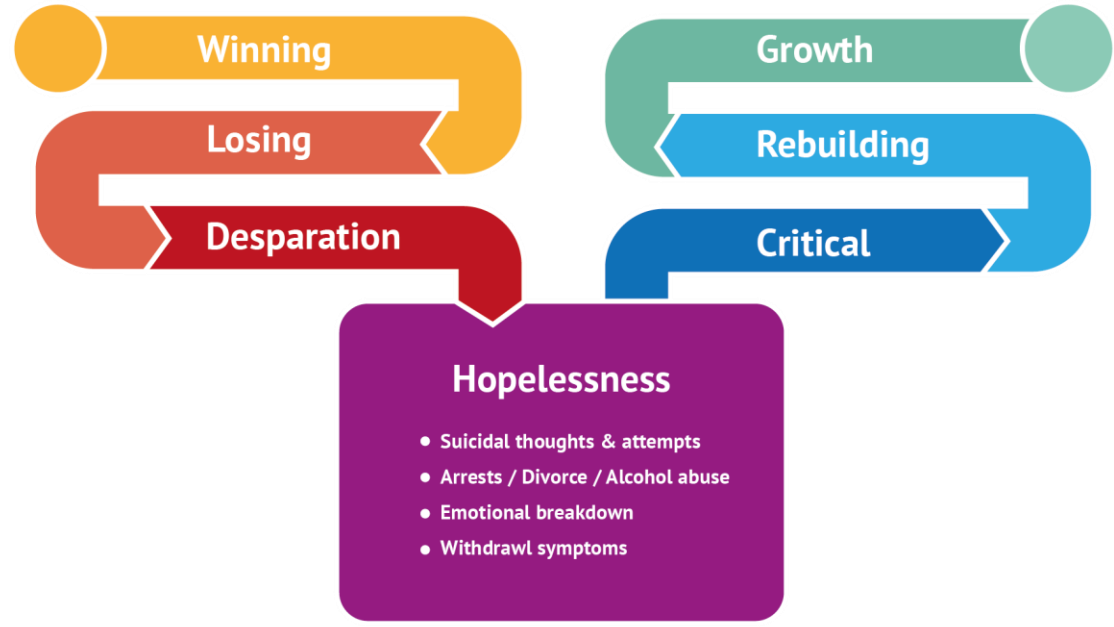
# Gambling Progression Model

Robert L. Custer, MD

- Occasional gambling
- Excitement
- Fantasies about winning
- Increased amounts bet
- Big win

- Can't stop gambling
- Personality changes
- Careless about relationships
- Heavy borrowing
- Covering up / Lying
- Preoccupied with gambling
- Losing time from work

- Alienation from friends & family
- Marked increase in amount / time gambling
- Panic
- Remorse
- Bailouts
- Illegal acts



- Insight to self
- Preoccupation with gambling decreases
- Giving affection to others
- Facing problems promptly
- New way of life

- Paying bills
- New interests
- Improved relationships
- Increased self-respect
- Developing goals

- Honest desire for help
- Realistic, stops gambling
- Hopeful
- Decision making
- Responsible thinking

Mark Lefkowitz 2019



## When do individuals install Gamban?

- Problem gamblers often don't seek help until they have used up all their resources.
- With reference to Custer's progression model; individuals seeking help tend to have entered the 'critical window'. Individuals entering this phase often seek out help immediately and are at their most vulnerable. It is imperative that the addict can gain access to help right away; otherwise they may move out of this critical window. If this occurs; the individual may not seek help again for years.
- When a patient is in this critical window it is important to position key gambling management resources.



# Tone of voice

## Employ motivational interview techniques

Motivational interview techniques help the patient to self-actualise. Starting with a fact is a technique used by therapists; nine times out of ten the patient will admit a problem. Then the client will be more receptive to your help. An example of this would be “You’ve mentioned that you have been struggling with gambling online?”. Once the patient recognises their issue; then this is a good time to position Gamban.

## Gamban may not be 100% fool proof

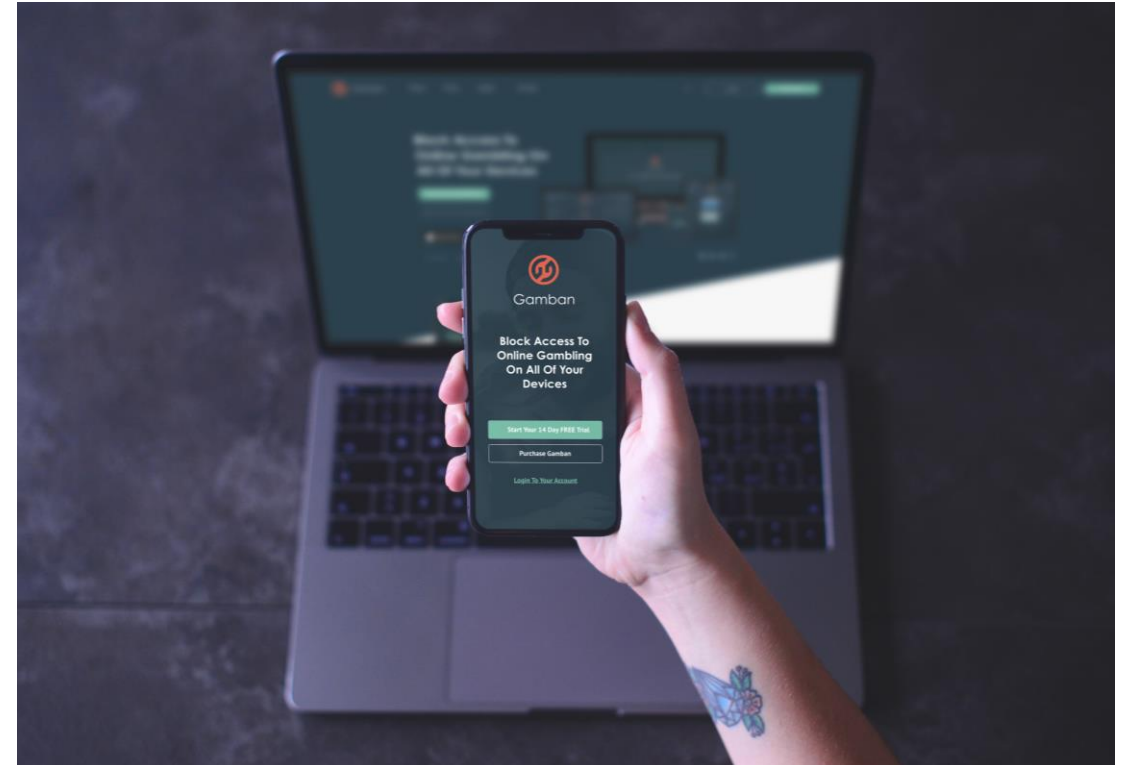
There may be times when the software doesn’t block the site. If this is the case its important to contact Gamban for support; Gamban can troubleshoot the problem or if necessary block the site asap. Our support team can be reached at [info@gamban.com](mailto:info@gamban.com) or via our web widget. It is important to not position Gamban as the be all and end all but rather as a health tool to aid in the recovery path.



# Telephone Helpline

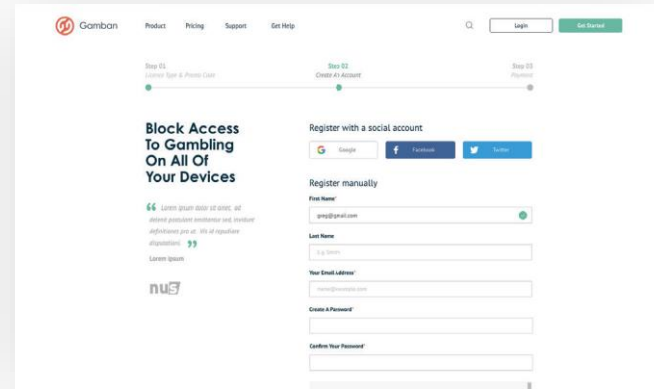
## Key Points

- Visit [excludenow.com/promo](https://excludenow.com/promo) (the code is caps sensitive after the '/')
- Follow up by sending the valid URL via email
- Do not position Gamban as the solution but as a barrier to online gambling
- Make sure the individual knows that Gamban is designed to stop them from accessing all gambling sites globally
- Pavements are laid one step at a time and Gamban should be conveyed as a necessary first step to recovery
- Inform the individual that they should install the software on all their personal devices
- Inform the individual that any technical issues should be discussed with Gamban directly ([info@gamban.com](mailto:info@gamban.com))

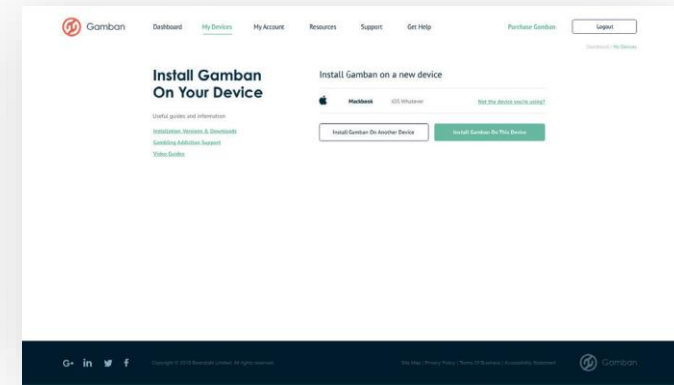


When your patients click the link

## 01 Register With Gamban



## 02 Select A Device



## 03 Install Gamban



## 04 You're Now Protected



# At-a-glance information / FAQs

## What is Gamban?

Gamban is a software product that blocks access to online gambling on computers, mobile phones and tablets. It's compatible with Android, iOS, Mac and Windows devices.

## I found a gambling website that Gamban does not block.

### What should I do?

In most cases the issue isn't that the site isn't blocked but instead that the site is stored locally in your internet browser cache. Please clear your internet browser cache and let us know if you can still access the site at [info@gamban.com](mailto:info@gamban.com) and we'll get this sorted for you.

## Will I have to pay?

We've partnered with Gamban so that you can gain access to this Gamban software for free for one year to protect all of your devices. You can get this software by reaching out to your therapist. They will give you access to a link where you can register and download Gamban with no payment details needed.

## How does Gamban work?

The software/app should be installed on all the devices you want to protect. We recommend you install it on all the computers, mobile phones and tablets that you have access to. Once installed, those devices will no longer be able to access gambling websites and apps. Gamban blocks an always growing list of gambling sites and applications and is an easy to use and effective solution for Self Exclusion on a global level.

## I have used multiple email addresses to Gamban?

Gamban does not block via your email address. Gamban blocks by device, protecting your devices with Gamban blocks you from accessing 1000s of gambling websites and apps worldwide.

## Can I install this on any device?

You can install Gamban on any Android, iOS, Mac and Windows device. Use our compatibility check to see if your device has the necessary system requirements <https://gamban.com/compatibility>



**Thank You**



Gamban

[www.gamban.co.uk](http://www.gamban.co.uk)