



**LEGAL NOTICE NO.....**

**THE GAMBLING CONTROL ACT, 2025**  
(No. 14 of 2025)

**THE GAMBLING CONTROL (ADVERTISING) REGULATIONS,  
2026**

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*Regulation.*

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## **THE GAMBLING CONTROL ACT, 2025**

*(No. 14 of 2025)*

**IN EXERCISE** of the powers conferred by sections 87(3) and 119(2)(j) of the Gambling Control Act, the Cabinet Secretary for Public Service, Human Capital Development and Special Programmes, in consultation the Authority makes the following Regulations—

### **THE GAMBLING CONTROL (ADVERTISING) REGULATIONS, 2026**

#### **PART I—PRELIMINARY PROVISIONS**

Citation.

**1.** These Regulations may be cited as the Gambling Control (Advertising) Regulations, 2026.

Interpretation.

**2.** In these Regulations, unless the context otherwise requires—

“advertisement” means any form of communication that promotes or is intended to promote participation in a gambling activity, whether by print, broadcast, outdoor, electronic or digital media;

“Authority” means the Gambling Regulatory Authority of Kenya established by section 6 of the Act;

“gambling activity” includes betting, lotteries, casinos, and any other form of gambling licensed under the Act; and

“sign” includes a billboard, poster, banner, electronic display, or any form of visual representation relating to gambling.

Object of the Regulations.

**3.** The objective of these Regulations is to—

- (a) promote responsible gambling advertising practices;
- (b) protect the public from misleading advertisements of gambling activities;
- (c) protect minors and other vulnerable persons gambling from being targets of gambling activity advertisements; and
- (d) maintain ethical standards and the integrity of the gambling industry.

Application.  
*Cap. 131A.*

**4.** These Regulations shall apply to advertisement of all gambling activities except the National Lottery established under section 22 of the National Lottery Act.

## **PART II—APPLICATION FOR APPROVAL**

Approval of advertisements.

**5.** (1) Pursuant to section 87 of the Act, a person shall not, without the approval of the Authority, promote the advertisement of a gambling activity on electronic medium or any other form of communication without the approval of the Authority.

(2) A person who wishes to advertise a gambling activity shall apply to the Authority for the approval of the advertisement in Form 1 set out in the Schedule at least fourteen days before the intended commencement date of the advertisement.

(3) The application under subregulation (2) shall be accompanied by—

- (a) the application fee set out in the Second Schedule;
- (b) the full text of the advertisement; and
- (c) the script or artwork of the advertisement.

(4) The Authority shall review the application and grant a written approval, grant approval subject to the condition specified in the approval, or reject approval in writing, giving the reasons for the rejection within seven days from the date of receipt of the request.

(5) A person granted approval under this regulation shall advertise gambling activities in accordance with the Act, these Regulations and the conditions of approval issued by the Authority, where applicable.

(6) The Authority shall maintain a register of all approved advertisements.

Conditions on publication.

**6.** (1) A licensee shall comply with the following conditions in relation to gambling advertisements—

- (a) advertisements shall be directed only to classes of persons approved by the Authority, including verified adult audiences;

- (b) advertisements must include specified words or warnings specified by the Authority;
- (c) advertisements shall not include —
  - (i) statements suggesting gambling is a means of financial success, investment or personal problem-solving;
  - (ii) content portraying gambling as glamorous, heroic or risk-free;
  - (iii) depictions of minors or persons who appear under eighteen years of age; or
  - (iv) endorsements by public officers, teachers, clergy, or other persons of public trust;
- (d) advertisements must not be published—
  - (i) in children’s oriented publications;
  - (ii) on platforms whose audience is predominantly minors; or
  - (iii) in media categories restricted by the Authority.

Classification of gambling advertisements.  
*Cap. 222.*

7. (1) A person who has been granted approval under regulation 5 shall forward the approved advertisements in electronic medium to the Kenya Film Classification Board established under section 11 of the Films and Stage Plays Act for classification before any distribution or exhibition.

(2) A media owner, media outlet or media agency shall ensure that a gambling advertisement distributed, broadcast, published or exhibited through its channels or platforms has been duly approved by the Authority and classified by the Kenya Film Classification Board.

(3) In the dissemination of gambling advertisements, media owners, media agencies and media outlets shall comply with the applicable Code of Conduct for the Practice of Journalism in Kenya prescribed by the Media Council.

### **PART III—ADVERTISEMENT**

Content of advertisements.

**8.** A person A person who has been granted approval under regulation 5 shall—

- (a) ensure that the advertisement is legible, visible, and clearly audible, where applicable;
- (b) pursuant to section 87(2) of the Act—
  - (i) indicate the addictive nature of gambling in the advertisement;
  - (ii) notify players to play responsibly;
  - (iii) prohibit children from playing;
- (c) indicate in the advertisement—
  - (i) the license number of the licensee;
  - (ii) a responsible gambling message i.e. “gambling is addictive” or “play responsibly”;
  - (iii) name and address of the licensee;
  - (iv) a customer-care number of the licensee;
  - (v) a toll-free helpline number or website for counselling and responsible gambling information; and
  - (vi) the words "authorized and regulated by the “Gambling Regulatory Authority”;

Prohibition on advertisements.

**9.** A gambling advertisement shall not—

- (a) have a call-to-action message;
- (b) associate gambling with celebrities or social success;
- (c) depict gambling as a source of investment or income;
- (d) contain content that appeals to minors;
- (e) use testimonials as a means of advertising;
- (f) feature former winners;
- (g) not use false, misleading or deceptive message likely to create an erroneous positive impression of gambling;

- (h) be featured or broadcasted on television or radio between six o'clock in the morning and ten o'clock in the evening unless during a live sporting event;
- (i) not be erected on an advertisement billboard of close proximity to a learning institution;
- (j) include jingles and hooks; and

Display of signs and outdoor advertising.

**10.(1)** A person who has been granted approval under regulation 5, shall display signs or outdoor advertisements only in locations approved by the Authority.

(2) An outdoor gambling advertisement and signs shall only be conducted through electronic or digital billboards.

(3) A person granted approval shall display a maximum of two advertisements per hour on electronic or digital screens.

(4) A person granted approval shall not display signs—

- (a) within a radius of two hundred meters of a learning institution, place of worship or children's recreational area;
- (b) on public transport vehicles or stations;
- (c) on premises not licensed for gambling activities; and
- (d) on walls, buildings, street poles and similar formats.

(5) The Authority shall approve the size, design, and duration of outdoor gambling advertisements before publication.

(6) The licensee shall not relocate or modify an advertisement without the approval of the Authority.

Print media advertisement.

**11.(1)** The Authority shall not permit a person to advertise in print media more than two times per week, strictly within the sports section of newspapers.

(2) A person granted approval shall ensure that not less than twenty per centum of the bottom portion of any advertisement artwork is exclusively dedicated to the following information—

- (a) a responsible gambling message;
- (b) a clearly visible licence number issued by the Authority; and
- (c) the applicable age restriction for participation.

(3) The font size used for the information specified under subregulation (2) shall be proportionate to the overall size of the advertisement and shall be clearly legible.

Road shows.

**12.(1)** The Authority shall not authorize advertisement of gambling through road shows.

(2) A licensee who advertises a gambling activity through a road show commits an offence and shall be liable upon conviction to a fine not exceeding Twenty million or imprisonment of a term not exceeding Twenty years, or to both.

#### **PART IV—GENERAL PROVISIONS**

Monitoring and compliance.

**13.(1)** The Authority shall monitor all media channels to ensure compliance with these Regulations.

(2) The Authority may direct any licensee, broadcaster, publisher, or advertiser to withdraw or amend a non-compliant material immediately.

(3) A licensee shall keep copies of all advertisements and approval letters for at least three years.

Offences and penalties.

**14.** A person who publishes or causes to be published an unapproved or prohibited gambling advertisement commits an offence and shall be liable upon conviction to a fine not exceeding Twenty million shillings or to imprisonment for a term not exceeding Twenty years , or to both.

**FIRST SCHEDULE**

(r.4)



**GAMBLING REGULATORY AUTHORITY**

**APPLICATION FOR AN ADVERTISEMENT APPROVAL**

**1. APPLICANT INFORMATION**

Full Name of Applicant:.....

GRA Licence Number(s):... ..

Type of Licence Held:.....

Postal Address: :.....

Physical Address: :.....

Telephone Number: :.....

Email Address: :.....

Contact Person: .....

**2. GAMBLING ACTIVITY TO BE ADVERTISED**

(Tick applicable activities under Section 28(2))<sup>1</sup>

public gambling for conducting a table game and operating a slot machine

the national lottery

bookmaking

\_\_\_\_\_

- licensing of on-the course and off-the course totalisators
- prize competition
- bingo
- pool betting scheme
- public lotteries
- online gambling
- gambling equipment and device manufacture or assembling
- gambling equipment and device sale or distribution
- gambling equipment testing
- provision of any gambling software or platform
- gambling equipment repair and servicing
- all media promotions with prizes and prize competitions cutting across several counties
- Any other prescribed gambling activity (specify)

**3. PARTICULARS OF THE ADVERTISEMENT**

Content of Advertisement Campaign: .....

Advertising Mode: .....

Duration of Campaign: .....

Target Audience: .....

Counties / Areas of Dissemination: .....

**4. APPLICANT'S DECLARATION**

.....

I hereby apply for a license, as specified in this application form and declare that the information given above is true and correct to the best of my knowledge.

Name .....

.....

Designation .....

Signature.....

***Official Use:***

<b>Application No:</b>	
<b>Date Received:</b>	
<b>Prescribed Application fee (KES):</b>	
<b>Officer's Name:</b>	
<b>Remarks:</b>	

**SECOND SCHEDULE**  
**APPLICATION FEES**

Application Fee	10,000
Approval for Advertising Fee	10% of the budget

Made on the ....., 2026.

**GEOFFREY RUKU,**  
*Cabinet Secretary for Public Service,  
Human Capital Development and Special Programmes.*