

Prize Competitions and Free Draws  
Consultation Coordinator  
Gambling Commission  
Victoria Square House  
Victoria Square  
Birmingham B2 4BP

15 September 2006

Dear Sir,

**'Prize Competitions and Free Draws'**

The Market Research Society (MRS) is the Code-holder and regulator for market, social and opinion research. With members in more than 70 countries, MRS is the world's largest professional association representing providers and users of market research and business intelligence.

MRS welcomes the opportunity to respond to the Gambling Commission's above titled issues paper. Specifically, MRS would like to comment on consultation question (iv) that it agrees that provision of information should not be regarded as payment to enter. MRS supports the current system of self-regulation of Free Draws under the British Code of Advertising, Sales Promotion and Direct Marketing

I can confirm that no part of this response is to be treated as confidential.

Yours faithfully

**Debrah Harding**  
**Deputy Director-General**