

**Negative keywords**

addict

addicte

addicted

addiction

addictions

addictive

addicts

adic

adict

adiction

adictions

adicts

adictve

compulisveness

compulsion

compulsions

compulsive

compulsives

concern

concerned

disorder

disorders

hospital

hospitals

ill

illness

illnesses

ilness

impulse

impulsive

mental

my-self

myself

myself
owe
owes
pathological
psychiatrist
psychiatrists
psychologist
psychotic
psychotics
psychology
regret
regreted
regretful
regretfull
regreting
regrets
regretted
regretting
teen
teenager
teenagers
therapies
therapist
therapists
therapy
therapys
toddler
toddlers
todler
anxiety
anxious
babies

baby
boy
boys
dead
death
depressed
depression
die
girls
hanging
illegal
illegally
paranoia
paranoid
suicidal
suicide
suicides
ad block
ad blocker
ad blockers
ad blocks
ask gambler
ask gamblers
blocking software
chase win
chase wins
chasing losses
citizens advice
citizens advice bureau
citizens advise bureau

gam care
gam cares
gamstop
gam stop
gam stops
gamble aware
gamblers anonymous
gamcares
game care
game cares
game stops
games care
games stops
gams care
gams stop
gams stops
help line
no more
phone line
phone lines
self exclude
self help
stopped gambling
talk to
un follow

un subscribe

un subscribes

under 18

under age

unsub scribe

unsub scribes

young gambler

young gamblers

0808 8020 133

advice

advices

advise

advised

anom

anon

anonymous

anonymously

anti

asa

assist

assistance

assists

association

associations

avoid

avoiding

avoids

aware

awareness

block
blocked
blockeds
blocker
blockers
blocking
blocks
blokc
burau
bureau
cancel
cannot
cap
care
charities
charity
chase losses
child
children
citizens
clinics
close
closed
closing
closure
comission
commission
complex
confidential
counceler
councelers
counseling
counciller
councillers
counselling

councillor
councillors
counciler
counselor
counselers
counsellors
counsellor
counsellors
counselor
counselors
debt
debt line
debt lines
debtline
debtor
debtors
debts
disease
doctor
doctors
earn
earning
earnings
earns
exclude
excluded
excluding
exclusion
exclusions
expert
experts
ga

gamanon
gamban
gamble aware
gambleaware
gamblers anonymous
gamblers' anonymous
gamblersanonymo usuk
gambling trust
gambling trusts
gamblingaware
gamblingtrust
gamblingtrusts
gamblock
gamcare
gamcares
gameblock
gamecare
gamecares
gamestop
gamstop
groups
habit
habits
habitual
habituals



help
helpline
helplines
kid
kids
launder
laundering
launders
legislate
legislation
legislations
lend
lender
lenders
lending
lends
loan
loans
nhs
overdraft
overdrafts
phonenumber
phonenumber
prevant
prevanted
prevantion
prevants
prevent
prevented
preventing
prevention
prevents

problem
problematic
problems
protect
protected
protecting
protection
protects
provent
provented
provention
provents
quit
quitting
quits
quitted
quitting
recover
recovers
recovery
rehab
rehabilitated
rehabilitates
rehabilitating
rehabilitation
rehabilitations
rehab
self-exclsions
self-exclusion
self-help

selfexclusion

selfexclusions

stop

stopped

stopping

stops

support

supported

supports

symptom

symptoms

synonyms

treatment

treatments

un-follow

un-followed

un-follows

un-subscribe

un-subscribes

underage

unfollow

unfollowed

unfollowing

unfollows

unsubscribe





































**Guidance**

You must ensure that none of our brands appear against any of these search terms.  
You should let us know once the list has been updated against your campaigns.