A polished app, a welcome offer and a familiar-sounding brand name can make a new betting site look like an easy choice. They do not tell you who operates it, whether it is authorised to serve customers in Great Britain, or how difficult it may be to withdraw your money.

Before depositing, check the operator, the terms and the practical details you will need later. This guide covers the key checks for people in Great Britain, including how to do a **licence check UK** players can rely on, what to look for in **withdrawal terms**, and how to read **bonus conditions** without being distracted by the headline.

1. Check the company and its licence—not just the brand

A new betting brand does not necessarily mean a new company. It could be a new trading name run by an established gambling group, a rebrand, or a product operated by a company you have not encountered before. The brand name on the homepage is not enough to identify the legal operator responsible for your account.

For a UK-facing site, find the operator's legal name in the footer, terms and conditions, or privacy notice. Then use the Gambling Commission's public register to check whether that company holds the relevant licence for the gambling products it offers. This is the most important **licence check UK** customers can make before registering or depositing.

- Check that the company name on the site matches the register entry.
- Confirm the licence covers the activity you plan to use, such as remote betting or casino games.
- Look for the company's registered details and customer-service contact information.
- Check for warnings, regulatory action or a status that does not match the site's claims.

A badge or licence number displayed on a website is a starting point, not proof by itself. Follow the information through to the register and make sure it relates to the operator behind that specific site. If you cannot identify the operator, or the details do not line up, do not deposit while you are still guessing.

New brand versus established bookmaker

An established bookmaker may have a longer operating history, but that does not automatically mean every offer or withdrawal process is better. A new brand may be run by a well-known group, while a familiar name may have changed ownership or terms. Compare the legal operator, licence status, customer support and account rules—not simply the age of the brand.

If you are comparing BetNinja, Lucky Mister or VeryWell Casino, treat each as a brand to investigate rather than assuming that its name, advertising or appearance proves who operates it. Check the legal entity and its current UK Gambling Commission status directly. Do not assume a casino-branded service is a betting site: confirm which products it offers and keep casino promotions separate from sportsbook offers when comparing them.

2. Read the offer's real terms, not only the headline

"Get £100" or "risk-free bet" is marketing shorthand. The actual value depends on the stake, eligibility rules, qualifying odds, time limits, payment method and what happens if your bet wins or loses. Read the full offer terms before opting in or making a qualifying deposit.

For example, suppose an offer says "100% up to £100" and you deposit £50. The headline might suggest a £50 bonus, but the terms could require a qualifying bet, exclude certain markets, impose minimum odds or credit the

reward as free bets rather than withdrawable cash. A £50 free bet usually does not return the stake when it wins, so a £20 winning return may be less valuable than £20 cash. The example is illustrative: the site's own terms determine the outcome.

Check these **bonus conditions** in particular:

- **Eligibility:** Is the offer only for new customers, and does "new" mean a new account, a new household or a person who has never used a related brand?
- **Opt-in:** Must you click a button or enter a code before depositing or placing a bet?
- **Qualifying activity:** Are there minimum odds, stake requirements, excluded sports, markets or bet types?
- **Reward type:** Is the reward cash, site credit, free bets or bonus funds with separate rules?
- **Expiry:** How long do you have to qualify, claim the reward and use it?
- **Maximum reward:** Does the headline amount require a larger deposit or a higher qualifying stake?
- **Withdrawal restrictions:** Can bonus funds or winnings be withdrawn, and what must happen first?

Do not deposit simply to "unlock" an offer if you are unsure what you need to do. Save a copy or screenshot of the terms in force when you join. Promotions can change, and having the original wording makes it easier to understand what you agreed to.

3. Understand 2026 promotion rules and the 10x cap

UK Gambling Commission rules for promotions changed in 2026. For eligible incentives offered by licensed operators, wagering requirements are capped at 10 times the bonus value. The change is intended to make promotions clearer and less difficult to convert, but it does not mean that every promotion is automatically good value or that every bonus can be withdrawn without conditions.

Check the current rules and the offer's own wording before you take part. A compliant offer still needs to explain its eligibility, qualifying activity, expiry and any other restrictions. If a promotion appears to require more than 10x wagering on the bonus value, or its calculation is unclear, pause and ask the operator for an explanation before depositing. You can also check current Gambling Commission guidance, as requirements and implementation details may be updated.

A quick 10x maths check

If you receive a £20 bonus and the applicable wagering requirement is 10x the bonus, the requirement is £200 in qualifying stakes: £20 × 10 = £200. That is turnover, not a promise that you will win £200 or receive £200 back. If the terms also restrict which bets count, the practical effort may be greater than the simple multiplication suggests.



Make sure you know whether the requirement applies to bonus funds, bonus funds plus deposit, or another stated amount. The cap is not a reason to ignore the terms. It is a useful comparison point—and a reason to be wary of confusing wording.

4. Read withdrawal terms before you pay in

It is easy to focus e-wallet withdrawals gambling on depositing and forget that the important test comes when you want your money back. Withdrawal terms should be visible and understandable before you sign up. Be particularly cautious about vague claims such as “instant withdrawals”: processing time can depend on verification, the payment method, weekends, bank handling and the operator’s review process.

Look for the following details in the cashier section and the site’s terms:

- **Processing times:** What does the operator say about reviewing and approving a withdrawal?
- **Payment methods:** Can you withdraw to the method you used to deposit, and are some methods deposit-only?
- **Limits:** Are there minimum or maximum amounts per transaction, day, week or month?
- **Fees:** Are there charges from the operator or payment provider?
- **Verification:** What identity, address or payment checks may be required, and when can they be requested?
- **Reversed withdrawals:** Can a pending withdrawal be cancelled and returned to your gambling balance?
- **Bonus rules:** Must you complete qualifying activity before withdrawing, and which funds are restricted?

Withdrawal limits are especially easy to miss when they are buried in a general terms page or footer. Find them before depositing and check whether a large win could be paid in instalments or subject to a monthly cap. If the site says withdrawals are fast but does not state what “fast” means or what can delay them, ask customer support for a specific answer.



5. Check payments, identity checks and account security

Use a payment method in your own name and make sure it is supported for both deposits and withdrawals. Check whether the operator sets a minimum deposit, whether your bank may treat gambling transactions differently, and whether any payment provider charges fees. Never send money to a personal account or follow a payment link from an unverified message.

Identity checks are a normal part of regulated gambling, but you should understand what information may be requested and how the company says it protects that data. Use a strong, unique password, enable extra account security if available, and make sure the web address or app publisher is genuine. On an iPhone, use the official App Store listing or the operator's verified website. On Android, use a trusted official source and check the publisher carefully rather than installing an app from an unexpected link.

6. Test customer support and safer-gambling tools

Before depositing, find out how to contact support and whether the operator provides live chat, email or telephone help. You can ask a straightforward question about a withdrawal limit or bonus condition. A clear, consistent answer is more useful than a sales message that repeats the headline offer.

Also check the safer-gambling controls available in your account. These may include deposit limits, time-outs, account history and self-exclusion options. Set limits before you start, not only after a session has gone badly. Gambling should not be used to solve money problems, and you should never stake money you need for essentials.

7. A practical pre-deposit checklist

1. Identify the legal company operating the brand.
2. Complete a licence check on the Gambling Commission register and confirm the relevant licence.
3. Read the full offer terms and calculate the real value of any bonus.
4. Check that wagering requirements and other promotion terms align with current 2026 rules.
5. Find withdrawal methods, timeframes, fees and limits before making a deposit.

6. Confirm what verification may be needed and how to contact support.
7. Set account limits and use a payment method in your own name.

Quick comparison: what to verify

Check What to look for Warning sign Operator and licence Legal entity and matching Gambling Commission register entry Brand name only, mismatched details or unclear operator Bonus conditions Eligibility, qualifying bets, reward type, expiry and wagering Headline promise without accessible full terms Withdrawal terms Methods, processing, fees, verification and limits “Instant” claims with no timeframe or conditions Support and controls Working contact route and usable limit-setting tools No clear help options or safer-gambling information

Bottom line

Do not judge a new betting site by its name, app design or biggest bonus. Verify the operator’s licence, read the promotion terms, and make sure you can understand the withdrawal process—including any limits—before paying in. The best offer is not necessarily the largest one; it is the one whose rules you can explain back to yourself without having to guess.

If a licence check, bonus condition or withdrawal rule remains unclear, wait. You are not obliged to deposit just because an offer is available today.