



## Rightlander unites with Hero Gaming

### Operator to use innovative compliance tool across big name brands Casino Heroes, Betster, Speedy Bet and Speedy Casino

**London – 17<sup>th</sup> October, 2018** – Hero Gaming has become the latest online gambling operator to join forces with Rightlander, the innovative affiliate compliance platform that allows operators to improve affiliate compliance and responsible gambling measures.

Rightlander's proprietary technology scans affiliate websites across multiple geographies and builds a list of locations where Hero Gaming's brands, which include Casino Heroes, Betster, Speedy Casino and Speedy Bet, are mentioned or linked to. It then analyses text on the page linking to the brand providing information that is relevant to compliant requirements by territory.

This allows Hero Gaming to discover affiliate websites linking to its brands that it is currently unaware of and means the operator can ensure that the affiliates sending traffic to its sites are doing so in a compliant and responsible manner.

Rightlander's technology also allows Hero Gaming to set "compliance violation events" and will automatically notify the operator whenever they occur on any of the affiliate websites that link to its brands.

**Ian Simms, founder of Rightlander**, said: "We are delighted to have teamed up with Hero Gaming and to help the operator take affiliate compliance to the next level. Compliance is a big concern for operators right now, and our platform takes away much of the heavy lifting.

"We have seen some operators close their affiliate programmes due to compliance concerns, but that isn't necessary and it's great to see operators such as Hero Gaming embrace the technologies available to them to protect their affiliate relationships moving forwards."

**Mikael Jansson, Chief Marketing Officer at Hero Gaming**, said: "Affiliates have always been a big and important traffic generator for our online gambling brands, but we are aware of the need to ensure our partners are marketing our sites in a compliant manner.

"Rightlander does much of the hard work and allows us to keep on top of the affiliates marketing our brands – even those we are unaware of. It is a powerful tool and we believe it will make us even better in our compliance efforts."

Rightlander has signed up a raft of tier one operator partners since it launched earlier in the year, including GVC, LeoVegas, bgo, Alea, Genting, the Kindred Group, Videoslots, Gaming Realms and Red Queen.

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**Editor's notes:**About Rightlander:

Rightlander is a state-of-the-art affiliate compliance platform that allows affiliates and operators to identify potentially non-compliant content in regulated jurisdictions. It does this by scanning affiliate content from within the target jurisdiction, looking for events or conditions defined by operator clients and regulators, and sending alerts when it finds content that meets those conditions. Initially launched in January 2018 with a UK focus, the Rightlander product has expanded rapidly into multiple territories around the world and is used by many high-profile merchants, operators and affiliate networks to help them keep on top of their affiliate compliance responsibilities.