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RIGHTLANDER

Quarterly Compliance Report

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Staying Compliant With Rightlander

Rightlander has been providing affiliate compliance technology since January 2018. Our multi-disciplinary team is comprised of seasoned, affiliate marketing and ex-iGaming professionals, as well as development experts who are passionate about the industry and compliance monitoring. This collective experience enables us to look at all aspects of the compliance function with unique understanding and unrivalled insight.

The majority of our scans are set up to capture the most comprehensive, in-depth data possible. As much as we like detail, we also aim to provide our clients with exactly what they need - high quality, actionable information that saves time and resources.

While Rightlander offers a recommended set of standard reports for each GEO and vertical, we also pride ourselves on continually innovating, providing our clients with a host of entirely customisable scanning solutions and reports to meet almost every requirement.

Ongoing training, regulatory updates and educational information is made available to our clients on an ongoing basis. Through these resources we endeavour to serve, equip and empower every team member engaged with Rightlander with actionable knowledge to perform their function.

We're pleased to announce that our expertise is being successfully applied in various other industries including finance and Forex, where the Rightlander product is now available.

Contact us today to discuss your needs!

Email: contact@rightlander.com

Germany: A Transition Period

Germany gears up for online Gambling regulation in 2021

A new State Treaty

The main legal framework for gambling regulation in Germany has been the subject of much debate within the country for many years. Discussions to reform the existing legislation resulted in the approval of the 3rd Amendment Treaty in January 2020. The Treaty will permit online casino games in Germany, provided operators comply with the terms of the regulatory framework due to come into force from July 1st 2021.

What happens between now and July 2021?

Per the agreement made by the country's 16 Minister-Presidents, operators will be permitted to continue offering online slots, poker and sports betting provided they have complied with the player protection and addiction prevention guidelines set out in the Glücksspielneuregulierung-staatsvertrag (GlüneuRStV) by October 15th 2020. Operators will also be expected to adhere to the terms of the 2021 legislation for each gambling vertical.

The new rules are as follows:

- Sports betting operators will be required to limit in-play betting markets to next goalscorer and final results, while for online slots a €1 per spin stake limit must be in place.
 - Online table games will not be permitted in the transition period.
 - A €1,000 monthly deposit limit will be applied for all players, users may also apply to have this raised up to €10,000. This will only be permitted provided a maximum bet and a special loss limit is set for the player. This is designed to prevent them from losing more than 20% of their maximum spend.
 - Each operator will also be allowed to grant a small number of players a spending cap of between €10,000 and €30,000 (subject to conditions).
- Any breach of these terms will most likely see the operator blocked from securing a licence from July next year.

UK Advertising Standards

UK Advertising bodies call for stricter rules around gambling ads

UK Gambling & Lottery ads appeal to under 18's

In August 2020 the Advertising Standards Authority (ASA) published its report on age-restricted advertising, after monitoring child-focused platforms.

The ASA revealed that, according to the most recent data, it is gambling operators and junk food manufacturers, who air the most child-inappropriate adverts on online media. The three month monitoring of child-focused platforms revealed several cases of ad rules violations leading to warnings for several advertisers to review and improve their practices.

A call for stricter advertising rules for the Gambling industry

On October 22nd, the ASA launched a public consultation to recommend stricter rules for gambling ads.



The consultation came after research from charity GambleAware found that the creative content of gambling and lottery ads that abide by the UK Advertising Codes, has more potential to adversely impact under 18's and vulnerable adults than originally anticipated.

The consultation proposes to: ***Strengthen the rules to prohibit creative content of gambling and lottery ads from appealing 'strongly' to under-18s.***

- 'A 'strong' appeal test identifies content (imagery, themes) that has a strong level of appeal to under-18s regardless of how it is viewed by adults.

UK Advertising Standards

UK Advertising bodies call for stricter rules around gambling ads...continued

- Adopting the 'strong' appeal test would decrease the potential for gambling ads to attract the attention of under-18s in an audience.
- Child-oriented content is already banned. The new rules would extend to cover characters' behaviour, language, fashion, appearance etc.
- Ads would be prohibited from including a person or character who is likely to be followed by those aged under 18 years.
- The new restriction would have significant implications for gambling advertisers looking to promote their brands using prominent sports people and celebrities, and also individuals like social media influencers.

Update existing guidance to prohibit:

- Presenting complex bets in a way that emphasises the skill or intelligence involved to suggest, inappropriately, a level of control over the bet that is unlikely to apply in practice.
- Presenting gambling as a way to be part of a community based on skill.
- Implying that money back offers create security (for example, because they give gamblers the chance to play again if they lose or that a bet is 'risk free' or 'low risk').
- Humour or light-heartedness being used specifically to down play the risks of gambling.
- Unrealistic portrayals of winners (for example, winning first time or easily).

These proposals aim to provide a balance between allowing gambling operators the freedom to advertise to an adult audience whilst protecting the under 18's and vulnerable adults from gambling-related harms.

Spain: The Royal Decree

Spain approves online Gambling advertising and sponsorship limits

Enforcement of the Royal Decree

On November 3rd, the council of ministers in Spain approved the enforcement of a Royal Decree on the advertising of Gambling activities. The regulations aim to safeguard various public interests by preventing addictive behaviours, protecting minors and other especially vulnerable groups and consumers in general.

The new restrictions

- Sponsorship of sports teams, competitions or venues, or on shirts or other sports equipment is prohibited. Existing sponsorship agreements can remain in force until August 31st 2021.

- Any kind of promotion for the acquisition of new customers is prohibited. This includes the "welcome bonus."

- Promotions targeted at existing customers (loyalty bonus) are allowed, provided that the following two requirements are met: (i) the client has an account that is at least 30 days old, and (ii) the identity of the customer has

been verified by documentary evidence.

- Free games must only be offered to registered customers.

- The use of famous persons, whether real or fictional, in advertising is prohibited. For existing publicity contracts, these commercial communications will be possible until April 1st 2021.

- Ads on television/radio/YouTube are restricted to a narrow window of 1am-5am.

- Physical advertising (billboards, etc.) must not only comply with the Advertising Royal Decree and the national regulations, but also with the regulations regarding gaming advertising imposed by each Autonomous Region.

- Operators are prohibited from using trademarks of trade-names in their advertising which they do not own.

Operators who fail to abide by the new rules could face financial penalties starting at €100k and ranging up to €1m, along with possible suspension of their license for up to six months.

2020: A Year in Regulation



DUTCH REGULATOR PUBLISHES DETAILS REGARDING NEW CRUKS SELF-EXCLUSION SYSTEM

On April 9, 2020, the Dutch gambling regulator announced the launch of CRUKS, a player protection mechanism, by which players can register to exclude themselves from gambling. Incumbent land-based gambling operators will be obliged to implement the system by January 1, 2021.



DRAFT LAW RESTRICTING IN-PLAY BETTING INTRODUCED TO BELGIAN PARLIAMENT

On September 24, 2020, a draft law was introduced to the Belgian parliament. The bill proposed an amendment to the gaming act that would provide for a prohibition on in-play betting, unless it is accompanied by a subsequent 15-minute break from further betting, to prevent addiction.

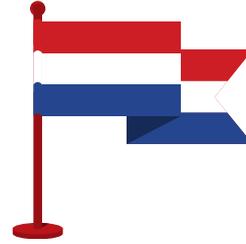


LAWMAKERS APPROVE A ROYAL DECREE ON GAMBLING ADVERTISING

On November 3rd the council of ministers in Spain, approved the enforcement of a Royal Decree on the advertising of Gambling activities. The regulations aim to significantly reduce minors' exposure to gambling advertising by banning sponsorship deals with operators.

UK BANS CREDIT CARD GAMBLING

On January, 14, 2020, the UK Gambling Commission announced a ban on gambling businesses allowing the use of credit cards to gamble in Great Britain, as of April 14, 2020.



SWEDISH GOVERNMENT INTRODUCES SAFER GAMBLING MEASURES FOR COVID-19 PANDEMIC

On June 12, 2020, the Swedish government adopted new temporary measures to protect players during the coronavirus pandemic.

- Weekly deposit limits of SEK5,000.
- Mandatory establishment of a limit on time played.
- Bonus limits of SEK100.



BETTING AND GAMING COUNCIL PUBLISHES 6TH EDITION OF GAMBLING INDUSTRY CODE

On August 27th, the BGC unveiled tough new measures aimed at further preventing under-18s from seeing gambling adverts online. The new code which came into force on 1 October, is the latest example of the BGC's determination to drive up standards within the betting and gaming industry.



What's happening with Rightlander?

Monthly Q and A Sessions with Guest Speakers

Most recently, we caught up with Stephanie Cook, (Head of Acquisition - Lottoland) about Lottoland's approach to player safety and the importance of compliance monitoring within iGaming. Watch the full video here: <https://youtu.be/zrCS5QypOVE>



The graphic is a blue rectangular banner with a network of white dots and lines in the background. At the top left, the text 'Rightlander Q&A' is written in white. Below this, on the left side, is the text 'OUR GUEST' in white, followed by 'Stephanie Cook' in yellow and 'Head of Acquisition, Lottoland' in white. To the right of this text is a circular portrait of Stephanie Cook with a green border and a green 'Lottoland' logo at the bottom. Below the guest information, on the left, is the text 'PRESENTED BY' in white, followed by a circular portrait of Nicole Mitton with a blue border and a blue checkmark at the bottom. To the right of this portrait is the text 'Nicole Mitton' in yellow and 'Customer Success' in white. At the bottom left of the banner, the website 'www.rightlander.com' is written in white.

Entering the world of Finance

Rightlander founder Ian Sims, recently joined a stellar line-up of industry experts at the Finance Magnates 2020 conference to discuss Affiliate and IB partnerships as key areas for growth for brokers. This session tackled head-on some of the big questions and little tricks that shape successful relationships, taking into account compliance, automation, and most importantly, creating and maintaining trust. Watch the full video here: https://youtu.be/_iBM8_wBt3k

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