

Rightlander.com to Support Ontario iGaming Market with Compliance Solution

*Compliance monitoring specialists announce to support iGaming operators in Ontario
crackdown on non-compliant affiliates*

London: 24 March 2022 – Rightlander, the advertising and affiliate compliance specialist, has launched its suite of products and services in Ontario in response to the Alcohol and Gaming Commission of Ontario (AGCO) decision to launch a new iGaming market on April 4th, 2022.

Operators will have to meet rigorous standards of game and operator integrity, fairness, player protections and social responsibility, and will need to take a zero-tolerance approach towards any affiliate that contravenes the measures specified by AGCO.

They can now bolster their compliance efforts with access to the Rightlander suite which is proficient at monitoring for affiliate marketing compliance in countries around the globe. Channels monitored include Email, Social Media, Video, PPC, Telegram, affiliate web sites and web sites offering illegal or infringing content.

Ian Sims, Founder of Rightlander said “It was only a matter of time before the Canadian iGaming sector started down the path to regulation. We have been scanning at the State level in the USA for a while now and are well equipped to monitor from individual States in Canada like Ontario. Rightlander is able to scan from local IP addresses so that our clients get to see how content is geo-targeted to consumers at both Country and State level.”

Rightlander can scan in both English and French languages on request in Canada. For more information on Rightlander.com, contact Jonathan Elkin jonathan.elkin@rightlander.com

About Rightlander:

Rightlander.com is a state-of-the-art advertising and 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.

Launched in January 2018, the Rightlander.com 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.

www.rightlander.com

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