

October 2019



RIGHTLANDER

Quarterly Compliance Report

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Staying compliant with Rightlander

Rightlander is the undisputed authority in compliance - a personable and transparent partner that uses innovation and expertise to protect clients whilst also enhancing their commercial capabilities.

As more and more territories become regulated, we are very aware that it is quite tricky to both keep up with the regulatory requirements and to interpret just what is required to satisfy the guidelines. Our new Quarterly report is one part of a new strategy to try and help our clients keep an eye on what is going on and also to see how Rightlander is evolving to try and keep pace.

Our OCR image scanning is in it's infancy but now live, our social media and infringing website database grows daily & we are close to launching our event monitor, monitoring illegal streaming websites during live events. We are also working on creating management reports in the new "Workbench" so that you can show the business just how effectively you are dealing with affiliate compliance. We are now scanning in the UK, USA, all Scandinavian countries, Russia, Germany, Austria, The Netherlands, Switzerland and beyond, and every month we get requests to start scanning new territories.

The majority of Rightlander's team of 15 people have an iGaming background with several of us having been affiliates or affiliate managers ourselves, so we know the space intimately. Some of you will also have had private communications highlighting serious issues as a result of our new iGaming data analysts who investigate the more serious breaches on affiliate site to give clients an even more robust level of protection. Please don't be shy in coming forward if you are looking for solutions: we want Rightlander to be what you need it to be so we are keen to hear what your problems are and see if we can help you solve them.

No to US illegal sites

Operators turn to Rightlander's US illegal site add-on feature as interest in the NFL heats up

Rightlander's US Add on now enables you to identify genuine traffic vs illegal US traffic.

Our site scanning technology allows us to detect if an affiliate is directing players to an unlicensed US facing operator and has a financial relationship with them.

The US Landscape

Everyday thousands of American citizens gamble online from the comfort of their own homes. However, since online gambling isn't fully regulated across the whole country, some offshore operators are taking bets that aren't officially classified as legal in the eyes of the authorities.

For operators that hold online gambling licenses in States where regulation exists, any association to affiliates that are promoting unlicensed offshore operators is a huge red flag.

This could lead to fines or potentially having their State license revoked.

"Taking traffic from affiliates who promote unlicensed offshore operators is a huge red flag"

NFL Betting

With the NFL season now in full swing, the attention on online sportsbooks is greater than ever. Authorities, Sports executives and State legislators will all be closely examining where operators are getting their traffic from and whether it is all above board.

As an operator it makes sense to know exactly where each and every player has comes from.

Sweden re-evaluates regulation

How Swedish regulation is having a negative impact on operators

On January 1, 2019, the newly created Swedish Gambling Authority started issuing licenses to casino operators.

It was the first of many changes which would revolutionise the Swedish players bet online.

Praise or problem

While many have praised Sweden's new rules for tackling problem gaming, other issues have arisen from the sweeping regulatory changes. Prominent operators in Sweden have had to learn quickly to meet the demands of the updated regulation for licensed gambling.

The Swedish Gambling Authority, Spelinspektionen, has not held back on handing out fines for gambling law compliance failures. This has left some operators feeling unfairly targeted. Some unlicensed operators have

benefited from affiliate websites that are targeting searches for 'Spelpaus' (the self exclusion software most commonly used in Sweden. A minority of affiliates are using SEO techniques to target keywords such as '**casino utan spelpaus**' which translates to '**casinos without Spelpaus**'. Multiple variations of this theme are emerging, driving Swedish players to unlicensed online casinos.

Identifying the issues

Rightlander have been working with some licensed operators to scan millions of Swedish web pages and tens of millions of links on sites with gambling related content. This has helped licensed operators avoid association with affiliates targeting such terms. If licensed operators choose to they can also report any unlicensed operators working with these affiliates to the regulator, raising more awareness of the issue.

UK operators VS non-compliant affiliates

Operators turn to Rightlander to identify affiliates exploiting a tool designed to help problem gamblers

In August, investigative works carried out by The Pogg website discovered affiliate sites targeting keywords associated to 'Gamstop', a tool commonly used by gamblers in the UK to prevent them accessing online gambling websites.

Some affiliates have been targeting keywords such as 'casino sites not on gamstop' and 'ways round gamstop' as a way of generating new players. Similar to the situation in Sweden with Spelpaus.

"The UKGC is unlikely to ignore the practice of deliberately targeting 'Gamstop' searches"

This particular practice appears to be targeting vulnerable players and many of Rightlander's clients who operate in the UK want nothing to do with it.

Avoiding Trouble

Once again Rightlander is using scanning tools to monitor such sites and ensure our clients are not appearing on them.

"A recent check by Rightlander found 1813 operators not registered with Gamstop".

Remote gambling to open in Holland in 2021

As anticipated, the Dutch Senate held a vote on its Remote Gambling Bill and results indicate the process of issuing online gambling licenses will begin in early 2021

On February 19th 2019, the Dutch Senate passed a draft bill on Remote Gambling in Holland.

This will allow the regulation of remote online gambling. A date has not officially agreed yet but the regulator, Kansspelautoriteit, expects it to be 01st January 2021.

"Online Gambling regulation could begin on January 1st 2021 according to the regulator KSA."

Currently it is still illegal for operators to market online gambling products to Dutch residents. The KSA have pursued several high profile operators for doing so, which has led to many of them exiting the market.

The Dutch market is seen as a lucrative market for operators. Therefore the authorities are keen to get regulation in place before making online gambling legal again in the country

Remote Gambling Act

The Remote Gambling Act which was passed by the Dutch Senate is an overhaul of the Betting and Gaming Act. It is designed to assist the KSA to "protect players, combat gambling addiction and ensure the fairness of the game. Games of chance are a high-risk product."

We expect operators will be queuing up for a license from the KSA once they give the green light.

Q3 and beyond

Regulatory changes, new markets, non compliant content & breaking barriers...what's next to come

Q3 presented a challenging time for the online gambling industry as a whole. With regulators cracking down on operators as well as affiliates, the drive for compliance continues.

During the quarter, several UK-based gambling operators acquired non-UK companies with the aim of increasing their international footprint and reducing their dependence on the UK markets. The US market opened up to heavy criticism with many companies operating outside of jurisdiction.

Our focus

Rightlander has been working with several operators in the UK and wider territories to help identify and avoid potential risks with entering new markets and partnerships with non-compliant affiliates.

We have found ways of helping operators to work with trustworthy affiliates in the complicated US landscape, where state boundaries can be the difference between legal and illegal.

Outlook for Q4

As online gambling continues to be re-opened in the US, we see ever greater scrutiny of the activity of affiliates in this market. Further adjustments appear to be required in Sweden's regulatory overhaul as operators jostle for position. We can also see more countries reviewing their regulatory procedures and introducing more checks and balances for operators wanting to attract their players.

What's happening with Rightlander?

Get up to date with the latest activities from Rightlander and founder Ian Sims and team.

- 07th August 2019** Rightlander launches compliance blog with regulatory news
- 25th July 2019** Rightlander appoints brand architects to deliver the first marcomms strategy
- 16th July 2019** SMP & Rightlander team up on affiliate compliance training module
- 15th July 2019** SMP eGaming & Rightlander tackle igaming compliance
- 08th July 2019** New direction in customer engagement marketing

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