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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.

Rightlander's advanced scanning technology can help your business



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. Read the report to find out which issues we have been delving into over the past quarter and what we will be focusing on in Q1 2020.

Danish regulator renews compliance focus

The Gambling Authority extends its search to target Esports betting sites

Illegal Content

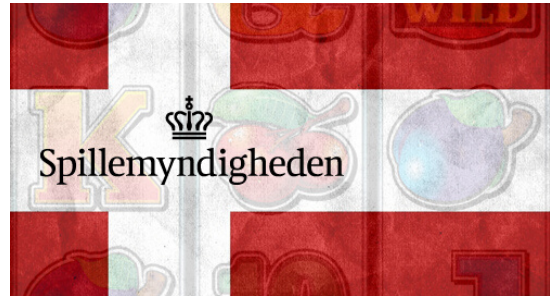
At the end of 2018, Spillemyndigheden found 742 websites that were considered dangerous or illegal, however only 22 of these casinos were notified to have violated the Danish Gambling Act. 18 of these websites were blocked.

To further intensify its search, the Gambling authority extended its reach to target online Esports betting websites. The main premise for these searches was the issue of "Skin betting" - the selling of skins for real money to be used for betting purposes.

The Gambling Authority uncovered 95 betting websites that did not comply with the criteria for conducting Esports betting.

Essential Compliance Changes

In recent months, the Danish



Gambling Authority have increased their efforts in the monitoring of marketing materials and operators are expected to follow.

Full terms one click away: Link directly to full terms from any advertisement or promotional offer.

Essential Terms: Essential terms for an offer have to always be visible in direct connection to an ad for the promotional offer

Legibility: Make sure the essential terms and the link to the full terms are clear, easy to read and visible to the consumer.

Regulatory required information: Shall always be included in direct connection of an ad, regardless if it's for a promotional offer or just for the site in general.

Gamstop

The challenges of protecting vulnerable players in the UK

In April 2018, Gamstop was launched. The free independent self-exclusion scheme for people with online gambling problems.

"Since launch 60,000 people have registered for self-exclusion."

How Gamstop works

Players who feel they gamble too much can visit Gamstop and register for help. Within 24 hours of registration, all access to online gambling websites regulated by the UKGC will be blocked.

New Rules for Casinos & Gamstop Requirements

The main change facing UKGC licensees is that they will all have to sign up to the multi-operator self-exclusion scheme. Currently players who have signed up to Gamstop are still able to play at the casinos not yet set up with Gamstop, but this is due to change. The UKGC have

stipulated that this will be mandatory for all online casinos this year, however no date has been set.

How Effective is it?

An independent survey carried out by GambleAware found that **"83% said that it had been effective in reducing or stopping their gambling activity & 71% said they have not attempted to use their nominated betting shops since signing up"**.

Earlier investigations however revealed flaws in the exclusion scheme which allows problem gamblers to bypass self-imposed blocks. It also warned the Responsible Gambling Association (RGA) that Gamstop did not synchronise its list of registered users with operators, leaving vulnerable problem gamblers open to targeting through direct mails.

Germany moves to shutdown piracy

Germany extends its crackdown on the nations football and sports sponsors.



Earlier in the year, the German Football league (DFL) teamed up with rights protection company Athletic to tackle piracy.

The Issue

During the year several gambling operators appear to have received various communications including a letter from rights holders about advertising during the nations Bundesliga.

The Law

According to German law, such advertising falls under the principle of breach of duty of care on the basis on their knowledge, which

would mean the advertiser/operator would be liable to rights holders for damage.

The Solution

Marketing teams must be extremely careful with affiliate marketing and media buys, proactively undertaking due diligence to ensure their brands are not promoted via illegal live streaming sites.

Rightlander's compliance live intensifies scanning to help you identify where your brand is being positioned for a defined set of sites, and allows you to monitor campaigns and brand mentions during defined periods of time. By scanning these sites during specified times, you will be able to assess what your media partners are doing for your brand and when. This makes cracking down on non-compliant ads on illegal live streaming sites much easier.

Online gambling regulation in Sweden

Nearly a year on, how has regulation changed the landscape in one of the most buoyant online gambling markets in Europe?

Clarity

Within the same month as regulation began, Spelinspektionen warned new online licensees that they were required to comply with new rules. Only 6 months later, financial penalties were imposed on 8 different operators for offering betting markets on events where players were typically under the age of 18.



Tax Free?

Speaking on an SBC webinar, iGaming consultant Ismail Vali told listeners that his company had seen an increase in searches in Sweden for "tax free betting" and "tax free casino".

"A logical conclusion might be that players had interpreted the new

regulations as potentially taxing their bets or winnings"

Communication

Spelinspektionen have made some efforts to communicate with operators through events like their operator meeting in September. However, what seemed apparent was the eagerness in the audience to ask questions about the rules put in place by the regulator. Most of these questions, if not all, were largely left unanswered.

This is sometimes difficult, the clearer the rules, the easier they are to circumnavigate. The area they were most clear on was that **'there are no grey areas.'**

As we close in on the first year of regulation in Sweden, it is safe to say we have seen a bit of stick and there is a need for greater dialogue between the regulator and licensed operators to encourage a healthy Swedish gambling market which we can all benefit from.

Q4 and beyond

Find out what we've been working on in Q4 and how we can help you in 2021.

Over the last quarter, Rightlander has focused on developing new tools to help you take compliance a step further. Having launched compliance live, expanding our searches to live events, we see great interest in the product which we hope to have available for you ahead of the Premier League.

We have also expanded our compliance monitoring territories to cover Italy, Spain and Germany.

With up to 30 new gaming operators entering the Spanish market in recent months, the heat on responsible advertising is starting to rise. Some politicians have called for a total ban of gambling advertising whilst most agreed this would not be sensible for the economy, however operators would have to self-regulate their advertising practices.

In Germany, the current Interstate Treaty, which sets out a more liberalised regulation of casino and sports betting is due to expire in June 2021. A new gambling law will need to be passed until mid 2021, however if a new law cannot be agreed state wide, some German states have already made it clear they will not participate in a unified regulation but introduce their own laws.

Rightlander can now scan thousands of pages a month, so you can be aware of all marketing activity taking place in markets such as Spain, Germany & Italy. You can now add these countries to your package, available upon request.

For more information, please contact your account manager here at Rightlander.

What's happening with Rightlander?

Meet us at LAC 2020 - February 05th - 07th

The Rightlander team will be at the London Affiliate Conference in the new year, if you'd like to know more about recent developments, please get in touch with Nicole Mitton: nicole.mitton@rightlander.com to book a meeting.

LAC Compliance training workshop

On Wednesday 05th February, Rightlander will be holding a compliance training workshop at the Tower Hotel from 1pm - 3pm. The workshop will take a deep dive into the compliance software and show you what it can do. We will also showcase all the recent developments, so you can see what is newly available within the software. If there are any areas of the tool you feel you need help with or would like some training, please let your account manager know by the end of the year so we are sure to cover it in the workshop.

Rightlander turns 2

Rightlander celebrates 2 years of live business in January 2020. Since launch on the 15th January 2018, Rightlander has developed from a landing page scanning tool to an industry leading compliance monitor. With several new additions to the product vertical (Compliance Live, PPC monitor etc.) we hope to help more licensed operators solidify a strong consistent approach to compliance in the future. To celebrate our 2nd birthday, we will be offering all new and existing clients a 3 month free trial on our PPC Monitor. The trial will enable 5 brand searches a month in the UK. Please get in touch with your account manager to discuss your requirements.

Email us for a copy and for more info!

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