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Quarterly Compliance Report

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Staying compliant with Rightlander

The iGaming industry started out with little guidance from regulatory authorities and so there was a need to try to capture everything that could possibly be non-compliant.

In recent years, regulation and frameworks have been produced to provide clearer indications of what is expected of operators and the boundaries of which they should work within.

Rightlander has been providing affiliate compliance technology since January 2018. 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.

As we search the source code of sites, it means that we do find brand mentions and links in sidebars, rotations etc. and report all instances. This can result in "false positives" – not due to the actual brand mention / link not appearing in the page's source code, they do, but often they are not visible to the visitor.

The team are now able to assist in tailoring scans even further to reduce the likelihood of false positives, making the reports more relevant to your requirements.

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

Ukraine: Where do we stand?

Gambling legalised in Ukraine as act signed into law

New Rules

Gambling is officially set to become legal in Ukraine after the country's president, Volodymyr Zelensky, signed the country's Gambling Act into law on the 11th August 2020.

According to the new bill 2285-D, online gambling, bookmaking, slot halls and land-based casinos within hotels only, will all be legal.

Licence Fees

To obtain an online gambling licence, the fee will be £906k, to be renewed every 5 years. Bookmakers license fees will be £1.9M and the fee for land-based casinos within hotels would be £3.3M. For online poker, the fee is £658k.

The bill also includes some ownership restrictions for licensees, with Russian residents and citizens not being allowed to act as shareholder or Ultimate Beneficial Owners (UBO). Only legal entities registered in Ukraine may receive an operating licence.



Advertising

In an earlier version of the bill, casinos were banned from advertising their services online or using third-party marketing, including that of affiliates. However, this clause was ultimately removed by the Committee on Finance, Tax and Customs Policy. Outdoor advertising however, will be restricted.

The legal age for gambling will also be increased from 18 - 21.

Taxation

Before the bill comes into effect, a new taxation policy for gambling must be approved. To date, 5 bills have been put forward but none have been competitive enough compared to those in similar international markets.

Greece: What's Next?

Greece introduces tough advertising laws for online gambling

The Legal Landscape

Greece's attitude towards online gambling is very strict as part of its policy to try to prevent people from developing gambling addictions.

At first, the country's Government was very much against online casino activities. In 2002, Greece passed a law that prohibited all forms of electronic gaming. However, the Law 3037/2002 did not manage to differentiate online gambling, web-based video games, and land-based gambling machines.

In 2011, Greece issued the Gambling Act, which in theory, legalised online gambling. Currently, online gambling services in the country can be provided by licensed legal entities. Companies that are registered in Greece and have regularly paid taxes on their profits are allowed to operate such activities. Games of chance can be provided by a company only in the event it has been granted a special license for such activities.

To obtain a seven year licence, there is a fixed fee of €3 million for online



betting and €2 million for other forms of gambling.

Advertising Online

The Greek government has implemented tough rules on online gaming and advertising. The maximum stakes of random number generator (RNG) games is limited to €2, and maximum prizes are limited to €500.

Slot games should not be advertised outside of an operator's website. Other gambling products can be advertised on social media, however, operators must ensure the ads are only viewed by persons over the age of 21.

Fixed loss limits will come into play for online players and it is the duty of the operator to inform players when they reach 80% of their limit.

There will be a prize limit on casino games (€70,000) and sports betting (€500,000) per bet.

Norway: Revised legislation

What changes have been made to gambling regulation?



Norway has recently submitted new regulations to the European Commission for consideration. The new bill looks to unify the country's Lottery, Gambling and Totaliser Act, whilst maintaining Norsk Tipping and Norsk Rikstoto's monopolies in the market.

The bill aims to protect players from problem gambling and make gambling legislation more systematic. This corresponds to Norwegian gambling policy's main objectives, which are to prevent problematic gambling activity and protect vulnerable players, prevent crime and prevent private profits from gambling.

What are the proposed changes?

At present, Norsk Tipping and Norsk Rikstoto hold sole rights to offer gambling games with a high turnover and high prizes. Non-profit organisations would also be able to

offer gambling games with low turnover and prizes of small value to players in the country. The new bill will ensure tighter regulations for operator's controlled by the government. The bill also prohibits any type of gambling revenue being generated by privately owned companies.

Advertising

The promotion of legal games will be permitted on a limited basis. However, operators must ensure these advertisements are presented in a safe and responsible manner. Marketing shall not be targeted at certain vulnerable groups, such as minors or people who have opted out of marketing for gambling games. The Norwegian Parliament Stortinget, also approved the prevention of offshore gambling operators from advertising their services to consumers within the country.

What's Next?

While that consultation is due to run through to 29th September, the notification on the 12th August means the legislation is subject to a standstill period running until 13 November.

Market Roundup

The latest regulatory update: Portugal, Romania, Netherlands



Portugal

A regulated market since 2015. Although operators can apply for licences, their Portuguese revenue streams are subject to comparatively high tax rates, particularly in sports betting. Portugal's 2020 Budget will implement changes to the current taxation rates applicable to selected gambling products offered online. Any EU/EEA operator can apply to be granted a licence for online gambling. Lottery games and land-based fixed-odds sports betting remain reserved for a monopoly.



Romania

A fully regulated online gambling

market which requires licences to be held by online gambling operators, as well as software providers, payment processors and affiliates. The gambling regulator actively polices the regime and notifies ISPs to block blacklisted websites.



Netherlands

The Remote Gambling Bill is now expected to enter into force on 1 January 2021, with a six month window for licence applications. It is understood that operators that have directly 'targeted' the Dutch market will face a 30-month cooling-off period before being eligible for a licence. Full implementation of a licensing regime is not expected until 1 July 2021.

In the interim, the regulator is expected to continue to implement enforcement measures against operators targeting Dutch players.

Q3 and beyond

Find out what we've been working on in Q3 and how we can help you next quarter...

With increased regulatory scrutiny in the UK on misleading marketing, one of the areas that has caused concern is that of subscription content. Tipsters, matched betting sites and affiliate newsletters often fly under the radar using direct mail, software downloads or password access to distribute content.

The ASA recently published a ruling against one such affiliate in the iGaming space who we have been following for some time and who we found to be affiliating to at least one prominent UK operator.

In response to this issue, we have launched a new service called Rightlander Radar to start identifying and monitoring channels that carry this type of content. This will provide an extra layer of compliance analysis to your subscription and (English language) monitoring will be complimentary to all existing Rightlander clients.

Rightlander Radar helps to identify misleading messages associated to your brands, promoted behind a paywall and within email and newsletter content. The Rightlander Radar team uncover serious threats to brand licences on an almost daily basis. Many of the top brands in iGaming are signed up to Radar, receiving notifications when their brands have been associated with deliberately unethical and misleading marketing messages.

As well as fast notification of issues that we find which put your brands and licences at risk, you will also receive a monthly report providing insight on the content investigated and issues uncovered which could also be useful at regulatory audits to demonstrate awareness of the issues that this type of content can raise.

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

What's happening with Rightlander?

Monthly Q and A Sessions with Guest Speakers

We recently introduced a monthly Q and A series where we are joined by industry leading experts to discuss various topics such as regulatory changes, compliance, affiliate marketing, how regulation is shaping the industry and much more.

Most recently, we caught up with Harrison Sayers, (Journalist VIXIO Regulatory Intelligence) about the way in which non-compliant marketing plays a role within regulatory rulings against operators. To watch the full video click here: <https://www.youtube.com/watch?v=MnEqTu7jFf0&t=899s>

If you have any questions you'd like answered, please send them in via [LinkedIn](#), [Twitter](#) or [Facebook](#) and we will do our best to answer them for you.



This month, we will be catching up with Paula Murphy (Founder, Know Now conferences). Catch the interview on our social media channels on the 09th September 2020.

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