

February 2023



RIGHTLANDER

# Quarterly Compliance Report



# Coming up...

2

## What's happening at Rightlander?

Discover how our latest technology update can help you stay compliant amidst regulatory change.

3

## Australia - New messaging required on gambling ads

Interactive Gambling Act introduces new rules for gambling ads.

4

## Ontario reinstates UFC betting.

Licensed sports betting operators in the Canadian province can resume processing wagers on Ultimate Fighting Championship.

5

## Germany's newly formed regulator takes over

New German regulator set to approve 50 more licenses.

6

## Ohio Sports Betting Ad Violations

Ohio sports betting rules apply to national ads

7

## North Dakota proposes to permit legal sports betting state-wide

A bill introduced in the North Dakota House of Representatives to allow online sports betting.

8

## India moves towards self-regulation

India has created rules for regulating online gambling for the first time.

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# What's happening at Rightlander?

## ICE 2023 & London Affiliate Conference 2023

The Rightlander team enjoyed catching up with new and existing clients and picked up a shiny new award at the IGB Affiliate awards, "Best Tech for Affiliate Programmes". We are delighted with the win and very grateful to all our clients and partners for your ongoing support.



## Case Management System

As compliance is evolving and becoming more intensive to manage, based on our client's valuable feedback, we have recognised the need for a case management system. This allows clients not only to identify and mark items for action but also facilitates the allocation of case IDs, the setting of deadlines for resolution with re-scans on the designated date and builds historical references that provide a complete affiliate compliance picture over time.

Contact your account manager for more information and requirements.

# Australia - New Required Messaging on Gambling Ads

*Interactive Gambling Act introduces new rules for gambling ads*

Following the Interactive Gambling Act (IGA) that sets the rules for companies offering or advertising gaming services, the Australian government, in collaboration with the state and territory governments, has introduced several new required messages which must appear in gambling advertising.

Seven taglines have been created to bring attention to prevent gambling problems. Starting the 30th of March 2023, it is mandatory to use at least one of these taglines in all forms of advertising.

Advertisers must put in place one of the following taglines with their advertising: "Chances are, you're about to lose"; "Think. Is this a bet you want to place?"; "What's gambling really costing you?"; "What are you prepared to lose today? Set a deposit limit"; "Imagine what you could be buying instead"; "You win some. You lose more", and "What are you really gambling with?".



The above are split into groups for different forms of advertising, where radio, TV and video have five taglines available, the social media, website advertising, app. and digital, print, and social media are permitted to use one of six taglines.

The taglines must also be followed by a call to action for helpline services that are also specified directly as "For free and confidential support, call 1 800 858 858 or visit [gamblinghelponline.org.au](https://gamblinghelponline.org.au)".

# Ontario Reinstates UFC Betting

*Licensed sports betting operators in the Canadian province can resume processing wagers on Ultimate Fighting Championship*

Licensed sports betting operators can once again accept wagers on UFC events with immediate effect. Betting on UFC fights in the province was banned in early December in the wake of the widening investigation into the 5th November Shayilan Neurdanbieke vs Darrick Minner fight. The Alcohol and Gaming Commission of Ontario (AGCO) said it was concerned about noncompliance with betting integrity requirements in Ontario after learning of alleged incidents of suspicious wagering by UFC insiders.

The commission says it reinstated betting starting Thursday, 19th January, as the UFC has since "updated its policies and procedures" to prohibit insiders from placing wagers on any match.

AGCO has updated the Registrar's standard for Internet Gaming.

One of the most critical updates requires gaming systems to be installed and maintained to ensure the users' safety and security. In addition, access to live dealer games is now restricted to anyone with a business need.



# Germany's Newly Formed Regulator Takes Over

*New German regulator set to approve 50 more licenses*



## **New Horizons**

As of the 1st January 2023, the newly created German regulator Gemeinsame Glücksspielbehörde der Länder (GGL) has taken over all gaming regulatory tasks previously performed by individual federal states within Germany. This includes issuing new gaming licences and investigating and combating criminal gambling cases in the country, which had already been a responsibility.

After 18 months of preparation, the regulator revealed its goal to continue to focus on combating illegal gambling. Other goals for the gaming authority include creating greater transparency for players and addiction prevention.

The GGL has revoked several licenses and plans to collaborate with enforcement departments in 2023.

Since GGL took responsibility for the Gambling market, almost 150 cases of illegal advertising gambling have been filed. Around 1150 illegal gambling websites were checked by the regulator.

## **New Licenses**

The new regulator has conditionally approved approximately 50 more gambling licences for online slot games and poker.

However, only 25 providers have been added to the official white list of operators licensed in Germany due to outstanding security deposits.

# Ohio Sports Betting Ad Violations

*Ohio sports betting rules apply to national ads*

Ohio's regulators are paying close attention to the licensees of its sports betting market, which went live on the 1st January 2023.

Three sportsbooks were recently notified of violations in their ads on multiple platforms that went against both Ohio law and the Commission's rules.

The Ohio Casino Control Commission (OCCC) alleges the three operators broke the same rules, which could lead to a \$150,000 fine:

- The operators or their affiliate marketers ran ads that did not "clearly and conspicuously contain a message designed to prevent problem gambling as well as a helpline number to help access resources."
- Each company used the words "free" or "risk-free" in ads for promos or bonuses where bettors were required to risk their own money to get promotional wins. Ohio's regulations expressly prohibit using such language when bettors have to deposit and risk their own money.

## The Rules

Ohio's sports betting rules and regulations for advertising are simple.

- You cannot say "free" or risk-free."
- You must include an easily visible link for problem gamblers.
- You cannot market to those under 21.

The OCCC also made clear that it expects the rules to be followed regardless of the platform. This means tweets from gambling companies are under the microscope more than ever.



# North Dakota Proposes to Permit Legal Sports Betting State-Wide

*A bill introduced in the North Dakota House of Representatives to allow online sports betting*

In 2021, North Dakota unsuccessfully attempted to make sports betting legal state-wide.

Currently, sports betting is only permitted in person at retail casinos and on tribal lands. This newly proposed bill would extend these rights across the state, allowing for online betting to be regulated.

For the constitution to be amended, the bill must first pass by a majority ruling in both the House of Representatives and then the Senate.

If successful, it will then go to a referendum during the 2024 general election.

The House Judiciary Committee has recommended that the resolution should not be passed. However, it will be subject to a vote in the Senate, where the final decision will be made.





# India Moves Towards Self Regulation

*India has created rules for regulating online gambling for the first time.*

In the first week of January, The Ministry of Electronics and IT (MeitY) released draft rules to regulate online gambling in India, establishing a series of "self-regulatory" bodies to oversee the sector.

Under the rules, an online game is defined as any game played via the internet where a player "makes a deposit with the expectation of earning winnings". If necessary, the Indian government may declare certain games to be covered by the rules.

Online gaming platforms will have to register with these self-regulatory bodies, who, in turn, will certify what is permitted as an online game. The amendments note that any online game offered must not be in violation of any existing laws, such as state-wide gambling bans.

Online gaming companies and industry bodies have welcomed the move, calling it a step in the right direction.



## Draft Online Gambling Rules

- MeitY has proposed amendments in the IT rules 2021 to include online gambling companies as intermediaries on par with social media firms such as Facebook.
- A self-regulatory body has been proposed to register and regulate these online gaming intermediaries.
- Strict adherence to KYC norms, age verification of players, and ensuring companies have an office in India have been emphasised.
- Companies must appoint a compliance officer, nodal officer and grievance officer.
- Recognition as an intermediary should support the industry's argument that companies should be taxed on their commission rather than the entire prize pool.

# Email us for more info!

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