



Quarterly Compliance Report

July 2023

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What's happening at Rightlander?

New horizons

We recently appointed digital marketing leader Sarafina Wolde Gabriel as Chief Strategy Officer, working closely with the company founder, Ian Sims, and the broader management team to craft and implement business strategies intended to accelerate the company's growth on a global scale.

Sarafina's remit will include expanding Rightlander's reach into new markets and verticals, evaluating potential new product opportunities, and building strategic partnerships to boost business growth. This strategic vision aligns with the company's objective to strengthen its market position and meet the increasingly complex needs of clients around the world.

PPC Monitoring

Rightlander's PPC Monitoring solution helps clients to maintain strong governance over the advertisers and associated SERP positions appearing on their branded keywords; after all, it is not possible to prevent all advertisers from appearing, e.g. competitors.

We do this by monitoring your most popular branded keywords multiple times per day, from different locations in specified geographies and on both desktop and mobile search engine results pages.

Rightlander offers variants of PPC Monitoring solutions - brand bidding and prohibited industry terms, delivering results via custom email reports directly to users' inboxes.

Our latest innovation has seen the launch of an online platform that enables clients to review results as they are detected 24x7, filter results according to their needs (e.g. a specific affiliate, timeframe or keyword used in the ad-copy) and export these results for remediation with the offending party.

Contact your account manager for more information and requirements.

UK update: gambling act review - key areas of focus

The UK Gambling Act Review finally published after years of waiting

The release of the Gambling Act white paper review marks a significant turning point in the regulation of gambling in the UK.

While the white paper largely covers the expected changes, it does contain a few surprising additions. The key areas of change are outlined below:

Affordability checks:

Players who lose £1,000 within 24 hours or £2,000 over a 90-day period will undergo detailed affordability checks.

Online operators will now be required to conduct "passive" checks on players with net losses exceeding £125 per month or £500 per year.

Consultation on stake limits:

DCMS intends to implement stake limits for slot machines and plans to conduct a consultation on setting the limit between £2 and £15 per spin.

Lower thresholds for enhanced checks on new accounts:

It is proposed that triggers for enhanced checks should be halved for 18-24 year-olds due to their increased vulnerability to gambling-related harm.

New funding for research, education, and treatment (RET):

Operators will be required to pay a mandatory statutory levy to the GB Gambling Commission, which will fund RET programs.

A DCMS consultation on the design and scope of this levy will take place in summer 2023.

Establishment of a gambling ombudsman:

An independent gambling ombudsman will be created to handle player complaints. Information collected by the ombudsman will assist the GB Gambling Commission in targeted enforcement activities and support vulnerable groups.

Initially, participation in the ombudsman scheme will be voluntary, but legislation will be enacted if industry reception is negative.

Additional measures outlined in the white paper include:

Support for the Gambling Commission:

The Commission will review and update design rules for online games, focusing on features that increase risk.

Stricter restrictions on VIP schemes will be implemented to protect individuals at risk of gambling harm.

A review of the Commission's fees in 2024 will ensure sufficient resources to implement the white paper's proposals.

The regulator will reinforce expectations for licensees operating white label casinos for third-party brands.

Regulation of prize draws and competitions will be explored.

Easing land-based restrictions:

A ban will be imposed on individuals under 18 years of age using category D gaming machines (fruit machines).

Consultation options will be developed, in collaboration with the Commission, regarding contactless payments in gambling establishments.

The Commission will consider changing the age verification slogan for land-based licensees from "Think 21" to "Think 25."

Casinos will be allowed to offer sports betting on their premises.

Limits on the number of slot machines in larger casinos will be relaxed, with a ratio of 5:1 for slots to table games.

Smaller casinos will have the opportunity to host additional machines based on a pro-rata basis, with the number determined by their size and non-gambling floorspace.

Advertising measures

Informational messaging on gambling harms will be made stronger and more effective and a consultation will be conducted on new proposed controls for customers, including the ability to opt-in for online bonuses and other online gambling offers

Tackling the black market

Currently, there is a voluntary agreement in place with payment providers, in which illegally operating gambling websites are blocked. DCMS is looking to give the Commission the authority to apply for a court order to force providers to block these sites.

Whilst the implementation of the white paper – which has over 60 areas of work for the Gambling Commission alone – will likely take a number of years to fully complete, work has already begun in the key areas highlighted above.

UK update: Advertising regulator clamps down on appealing ads

CAP launches a new set of advertising standards in an effort to reduce problem gambling

The Committees of Advertising Practice (CAP) have taken a major step to protect problem and impulse gamblers with the announcement of new advertising standards, implemented as of April 2nd.

The updated rules are aimed at curbing gambling ads that create an inappropriate sense of urgency. This includes restrictions on promotions like "Bet Now!" offers during live events.

Additionally, the new guidelines tackle ads that encourage repetitive play, present an irresponsible perception of risk, or emphasise financial motives for gambling, all of which Rightlander can help monitor.

Furthermore, CAP has introduced rules concerning free bets and bonuses. Advertisements must prominently display significant conditions, and additional terms and conditions should be easily accessible with just one click. Failure to comply with these

requirements will result in sanctions by the Advertising Standards Authority (ASA).

CAP's publication of these new standards fulfils its commitment outlined in the UK Government's recent consultation on proposals for changes to Gaming Machines and Social Responsibility Measures. The organisation also highlights that these standards complement the efforts of the Competition and Markets Authority in ensuring transparency and fairness regarding promotional terms and conditions set by gambling firms.

Going forward, the Advertising Standards Authority will utilise these standards to evaluate complaints about gambling advertisements.

These new standards represent a significant milestone in promoting responsible gambling practices and protecting individuals from the potential harm associated with problem and impulse gambling.

Australia: Blanket ban on gambling ads

Government urged to ban gambling ads to curb growing addiction

Australia's governing Labor Party has outlined its support for a blanket ban on gambling advertising, following an inquiry into the effects of betting ads exposure to the public.

The inquiry into online gambling harm in Australia put forward 31 recommendations in its final report while calling for a crackdown on an industry that was 'manipulating an impressionable and vulnerable audience'.

The ban would be implemented in four phases over three years, beginning with prohibiting inducements and social media/online platform ads, then progressing to a veto on all online gambling advertising during sports broadcasts and in stadiums, before banning broadcast ads during certain hours, and finally leading to a total prohibition of all online gambling advertising and sponsorship.

Further recommendations call for the government to sanction a "national strategy to reduce gambling harms", which should impose a 'Harms Levy' on operators, mirroring recent UK gambling reforms.

The Harms Levy funds will be allocated towards a comprehensive public education campaign in schools and universities. It will also go towards financial assistance for organisations engaged in independent research focusing on harm prevention and treatment support for individuals struggling with gambling addiction.

A tougher crackdown on illegal gambling websites is expected, whilst implementing stronger consumer protections and identity verification before accepting bets, a ban on inducements, and a legislated duty of care. All of which to be overseen by a dedicated consumer Ombudsman.

Dutch ban on non targeted advertising begins....

Dutch government bans untargeted advertising of online games of chance to protect vulnerable groups, especially young people

The Dutch Ministry of Justice issued a regulation in April 2023 that prohibits untargeted advertising for online games of chance. This regulation is set to be enforced starting from July 1, 2023. The Netherlands made this decision in response to public concerns regarding the excessive volume of advertisements promoting online gambling and betting since the legalisation of online games of chance in October 2021.

The ban on non-targeted advertising specifically targets online games of chance. Furthermore, in order to prevent operators with both online gaming licences and licences for other forms of gambling from gaining an unfair advantage, all licence holders are required to ensure that their advertisements for other games of chance do not make any direct or indirect references to online games of chance.

Offline Advertising

The ban includes newspapers, magazines, television, radio, and billboards in public spaces. It also extends to activities such as sending mailings to postal addresses and organising promotional games of chance to promote awareness of online games by licence holders.

Online advertising

Internet advertising, such as banner ads, as well as targeted advertising on platforms like social media and video-on-demand, are still allowed but subject to strict regulations:

- Operators must actively prevent these ads from reaching individuals under the age of 24, those displaying problematic gambling behaviour, and individuals who have voluntarily excluded themselves from gambling through the Dutch gambling self-exclusion register known as CRUKS.

- Operators must also ensure and provide evidence that at least 95% of their advertisements reach individuals who are at least 24 years old.
- Lastly, licence holders are required to offer individuals the ability to opt out of receiving or viewing gambling-related marketing messages.

Sponsorship agreements

Sponsorship agreements within the sports sector, such as shirt sponsorships, are permitted until 1 July 2025. Other sponsorship agreements such as sponsoring TV programmes and events can last until 1 July 2024. After these dates, sponsorship by licensed operators is prohibited.

Advertising free versions of websites

Advertising free version of the site must not contain any gambling advertising content including the following:

- Direct links to gambling operators, whether or not through an affiliate tracking link.
- Calls to action (“CTAs”), either directly to operators or indirectly via operator review pages.

- Gambling brands or logos, other than in a strictly editorial and unpaid context.
- Screenshots of online operators, other than in a strictly editorial, unpaid context.
- Bonuses or other promotional offers.
- Figures in editorial pages because they can be interpreted as commendatory.
- Odds, odds comparisons or betting tips.

The regulator intends to monitor compliance with the new rules, having already informed licence holders about the new regulations.



Malta approves controversial gaming law

The new controversial Bill 55 protects Malta-based offshore operators from foreign liability

Recently, the small Mediterranean island nation of Malta made headlines by introducing ground-breaking online gambling laws, primarily designed to shield Malta-based offshore operators from foreign liability. While some hail this move as a progressive step towards economic growth, others question the potential consequences it may have on the industry as a whole.

New Rules

Specifically, the Act prevents enforcement actions against Malta Gambling Authority (MGA) licensed operators under two sets of circumstances. Firstly, if an action conflicts with or undermines the provision of gaming services in Malta it cannot be undertaken.

Additionally, enforcement measures cannot be taken if the action made by

the operator relates to an authorised activity lawful under the Gambling Act.

Ultimately this will allow Maltese courts to refuse the recognition and enforcement of foreign judgements related to the online gambling sector.

This move comes with much controversy with many seeing it as a direct response to legal actions taken by authorities in Austria and Germany against Malta-licensed online gaming companies accused of illegally offering their online gambling services to citizens.

Supporters argue that this move fosters a business-friendly environment, encourages industry growth, and boosts employment opportunities, ultimately benefiting the Maltese economy.

New Jersey iGaming extended by five years

Legislature passes an amendment to the state's iGaming Act, extending iGaming until November 2028

A decade after New Jersey became one of the first U.S. states to legalise internet gaming, state leaders have extended legislation for another five years.

The decision to implement a five-year period was reached as a compromise between various proposals that were put forth in recent weeks, ranging from a two-year extension to a full decade.

Initially, lawmakers contemplated extending the authorization of internet gambling for another decade. However, last week, without any explanation, they reduced the period to merely two years. This abrupt change was met with strong resistance from casinos, their political allies, and business leaders in South Jersey, who argued that the two-year timeline was too brief.

The newly enacted legislation supports online casino games and does not involve online sports betting, which is

considered a separate part of the gambling industry. New Jersey legalised wagering on sporting events in 2018 — both in person and online, under a separate statute that is not poised to expire this year.

Internet gambling has been widely credited with helping Atlantic City's casinos stay afloat during the early shutdowns of the COVID-19 crisis, as well as in the months that followed casinos reopening. Advocates of the bill argue that it will have a positive impact on the state's economy and job market.

One question that has arisen is why the state hasn't pursued making internet gaming a permanent fixture beyond a 10-year period. Former state Assemblyman Ralph Caputo, who played a role in advocating for the extension, explained that lawmakers chose to keep it flexible, allowing for potential adjustments if online gaming begins to affect traditional in-person gambling.

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