

BuzzBingo.com teams up with Rightlander to boost affiliate compliance measures

Tier one operator becomes the latest to leverage Rightlander's innovative compliance platform

London: 26 April 2021 – [Buzz Bingo](#) has become the latest tier one operator to partner with leading compliance experts, Rightlander.com, to boost their responsible gambling capabilities.

The Rightlander compliance platform consists of a number of affiliate compliance tools that are tailored to cover market specific legislation and advertising standards. These include the Automated Compliance Monitor, PPC Monitor and Affiliate Mapping Tools all of which assist operators manage and monitor their affiliate traffic on-demand.

The Automated Compliance Monitor detects non-compliant content across multiple territories and flags violations such as missing terms and conditions, outdated offers and incorrect marketing assets. This helps ensure that affiliates are aligned with the brand and marketing message, further strengthening Buzz Bingo's compliance strategy.

The PPC Monitor identifies harmful ads to stop them from appearing on an operator's branded keywords while the Affiliate Mapping Tool helps operators map previously undeclared affiliate sites to known affiliates.

Commenting on the partnership, **Nicole Mitton, Head of Customer Success at Rightlander.com**, said: "Operators understand the importance of ensuring that affiliates sending traffic to their sites are acting responsibly, but monitoring and managing all of this can be daunting."

“The Rightlander platform takes the hassle out of ensuring affiliate compliance, and we are delighted to be working with Buzz Bingo to help them improve their processes and better manage their affiliate partners.”

David Abrams, Senior Online Media Manager at Buzz Bingo, said:

“Responsible gambling measures are one of the highest priorities to us as an operator and partnering with Rightlander means we can ensure we’re running an even more robust and compliant affiliate strategy. Working with multiple affiliates, we need to ensure they are completely aligned with our responsible gambling positioning at all times and this requires careful monitoring of all traffic coming our way. The Rightlander platform does exactly that so we’re very happy to be working with them”.

About Rightlander Ltd:

Rightlander.com is a state-of-the-art affiliate compliance platform that allows affiliates and operators to identify potentially non-compliant content in regulated jurisdictions. It does this by scanning affiliate content from within the target jurisdiction, looking for events or conditions defined by operator clients and regulators, and sending alerts when it finds content that meets those conditions.

Launched in January 2018, the Rightlander.com product has expanded rapidly into multiple territories around the world and is used by many high-profile merchants, operators and affiliate networks to help them keep on top of their affiliate compliance responsibilities.

www.rightlander.com

About Buzz Bingo:

Buzz Bingo is the UK’s largest retail bingo operator and launched its online platform, buzzbingo.com in September 2018, which is already one of the leading online bingo brands in the UK.

Buzz Bingo’s cross-generational community numbers over 1.1 million active club members, where 91 clubs welcome thousands of players through their doors to enjoy bingo, play slots games and experience a great night out. Buzz Bingo runs its clubs and website from its Nottingham and London headquarters.

NB. Buzz Bingo rebranded from Gala Leisure Ltd in May 2018 following the sale of Ladbrokes Coral Group Plc's retail clubs.

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