

STS selects Rightlander as Compliance Solution Partner

STS is the latest iGaming operator to sign up to Rightlander's innovative compliance platform

London: 03 June 2021 – STS Gaming Group has partnered with Rightlander.com, to boost their responsible gambling capabilities and promote a safe gaming environment.

Rightlander.com will provide STS with its technology - a comprehensive range of marketing scanning tools designed to stay on top of affiliate management and compliance. The software scans tens of millions of pages each month and follows every link to detect how the brand is being marketed. It analyses links, text, and images, reporting potentially non-compliant content, outdated offers, incorrect marketing assets, and harmful vocabulary.

Regulatory changes in key markets have increased the need for an agile and easy to use interface that continuously monitors marketing management by flagging potential violations. This is done by the Compliance Monitor tool. In addition, the PPC Monitor identifies ads that could be harmful to the brand 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: “We are very happy that STSBet have chosen us to support their marketing compliance strategy. The company has placed responsible marketing at the forefront of their business and we are look forward to helping them improve their processes and create a safe, gaming environment.”

Radosław Barański, Senior Affiliate Manager at STS, said: “At STS Gaming Group, we always take care of the highest compliance standards. We have chosen Rightlander to ensure those standards in cooperation with affiliates. We also want affiliates to feel confident, so that they can cooperate with us even better.”

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 STS:

STS is the largest bookmaking company in Poland which also operates on an international scale. The company conducts businesses in more than a dozen European markets while its services are available in the UK, among other locations, where the company has its own license. Over the last few years, thanks to its dynamic development, STS has dominated the sector of legal bookmakers in Poland, significantly increasing its market share, which currently amounts to around 50%.

www.sts.pl ; www.stsgaminggroup.com ; www.stsbet.com

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