

Online Implications & Challenges For Responsible Gambling

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About NCPG

- The national **advocate** for programs and services to assist problem gamblers and their families
- **NEUTRAL** on legalized gambling.
- Founded in 1972
- Work with government, gaming industry, regulators, legislators, media & community
- 3 membership classes; **19 lotteries + 11 lottery vendors**

Implications & Solutions

- Online opponents will continue to draw you into their fight.
- In absence of data lawmakers, media and other stakeholders assume the worst.
- Federal legislation may be a “least worst” possibility.
- Allay fears and identify solutions by sharing data and working with 3rd party validators.

How Can We Help?

- Internet Responsible Gambling Standards. Developed 2012, update underway. Eight critical aspects of operations.
- Internet Compliance Assessment Program (iCAP) launched in 2014 to assess compliance with IRGS. Uses independent assessor to review application, test features and provide recommendations to applicants & NCPG.

IRGS Sections

- Policy
- Training
- Informed Decision Making
- Assisting Players
- Self Exclusion
- Advertising
- Game Features
- Research

POLICY

- Policy commitment to responsible gambling
- The operator has a responsible gambling strategy with:
 - defined goals
 - formal budget
 - designated senior management representative
 - clear plan of action.
- A portion of all gambling revenue must be dedicated to reduce the social costs of gambling addiction.

STAFF TRAINING

- All staff who have contact with players, as well as corporate staff members, are trained in responsible gambling at their hiring and are retrained regularly.
- Training standards set & approved by regulators and/or NGO.

INFORMED DECISION MAKING

- Primary responsibility is with the player to make responsible decisions.
- Must have help to make an informed choice.
- Provide a variety of information to assist players.
 - How the games work.
 - Information on odds, randomness & myths.
 - Understand how to use RG tools.
 - Budgeting, amount of play, cost of play calculators.

ASSISTING PLAYERS

- Clear policies are in place for assessing and handling situations where a player indicates they are in distress or experiencing problems. There is a procedure in place to address third party concerns.
- At least supervisors, and ideally all floor employees are knowledgeable about the helpline, self-exclusion/timeout, responsible gambling and local help resources and able to provide that information on request.



SELF-EXCLUSION



ADVERTISING AND PROMOTION

Mortgage?
What mortgage?

Now two chances to win £100K*

Match 3 balls win	Match 4 balls win	Match 5 balls win
£20	£250	£100,000*

Share the love
But no shared prizes!

Over £44 million given away in prizes.
Buy from your usual Health Lottery retailer, or buy online at www.healthlottery.co.uk

*Prizes available to all UK residents. Prizes are subject to availability. Prizes are subject to the rules of the lottery. Prizes are subject to the rules of the lottery. Prizes are subject to the rules of the lottery.

The Health Lottery logo is a heart shape formed by a rainbow, with the text "The Health Lottery" inside. To the left of the logo, it says "The Health Lottery is a registered charity." To the right, it says "The Health Lottery is a registered charity."

- The operator has a clearly articulated commitment to advertising that does not mislead or target people with gambling problems or minors.
- Advertising is not misleading about outcomes of gambling and does not misrepresent the odds of winning/losing.

GAME FEATURES

Regulations to govern potentially deceptive features:

- Near miss
- Loss disguised as a win
- Stop buttons
- Skill mechanics

RESEARCH

- Monitoring of key metrics using variety of data sources:
 - From population to individual level survey
 - Academic & market studies
 - Casino information (credit, security, player tracking, rewards/bonusing, host, etc...)
- Survey both locals & tourists.
- Feedback loop to build efficient & effective programs.

Current iCAP

Jackpocket



Conclusions

- Technology can and should be leveraged to support responsible gaming and provide positive solutions.
- In increasingly competitive and contested national gambling field 3rd party validators like NCPG and iCAP are essential.

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