

Setting the Standard for Online Gambling Safeguards

Jamie Wiebe, PhD.

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RESPONSIBLE GAMBLING COUNCIL

Internet & Problem Gambling

- ▶ High problem gambling rates have been found among Internet gamblers
- ▶ Features believed to facilitate problem gambling include:
 - 24 hour availability
 - Faster speed of play
 - Anonymous and isolative play
 - Less restrictive potentially unregulated environment

Context

- ▶ No research into best practices in RG provision for online gambling operators
- ▶ Development of best practices aims to help online gamblers to:
 - Engage in safer play
 - Be more informed about their play
 - Be better able to manage their play
 - Be more aware of the potential risks
 - Be aware of any help resources

Internet Standards – Background

- ▶ Two years in development
- ▶ Reasonable effort
- ▶ Accommodates differing strategies/ policies/ priorities
 - Allows for variability in approach
- ▶ Based on actual practice
 - Must be actually in place somewhere
- ▶ Represents RGC's independent judgment
- ▶ Piloted in 2 jurisdictions

Standards Continued

- ▶ 7 Standards = 52 criteria = 100 indicators
- ▶ Scoring system assesses all criteria to create an overall score
 - avoids one item focus
- ▶ Used to assess a gambling website's RG policies and practices
- ▶ Identifies areas of strength and areas for improvement
- ▶ Accreditation Board makes final decision

7 Responsible Gambling Standards

1. Responsible Gambling Policies
2. Self-Ban
3. Advertising & Promotion
4. Informed Decision Making
5. Assisting Players Who May Have Problems With Gambling
6. Site and Game Features
7. Employee Training

RESPONSIBLE GAMBLING POLICIES

The site/corporation demonstrates awareness of responsible gambling and creates integrated corporate policies and strategies to actively address it.

CRITERIA

- ▶ Clear commitment to and strategy for RG
- ▶ Published and available policies (e.g. Self-ban, advertising, assisting patrons, etc.)
- ▶ Defined and goal oriented RG strategy
- ▶ Senior staff accountable for RG
- ▶ Integrated across organization
- ▶ Staff are informed
- ▶ Suppliers and third parties are aware of RG program and requirements
- ▶ RG tracking

SELF-BAN

A well managed and communicated self-ban/timeout program is in place that facilitates access to counselling and other supports.

CRITERIA

- ▶ Promotion of the SB program
- ▶ Registration process
- ▶ Ban length
- ▶ Promotional materials discontinued
- ▶ Access to community resources
- ▶ Conditions of ban
- ▶ Enforcement
- ▶ Reinstatement

ADVERTISING AND PROMOTION

Advertising and promotion does not mislead or misrepresent products or target potentially at-risk players.

CRITERIA

- ▶ Screening process
- ▶ Not misleading re: winning, odds
- ▶ Not targeting at-risk groups
- ▶ Direct marketing follows RG practices

INFORMED DECISION MAKING

Site provides substantial and readily available information to enable players to make informed decisions.

CRITERIA

- ▶ Information about gambling
- ▶ Personalized information provision (e.g. player feedback)
- ▶ Provision of information by risk type

ASSISTING PLAYERS WHO MAY HAVE PROBLEMS WITH GAMBLING

**Assistance to players with potential gambling problems
is readily available, systematically provided and
documented.**

CRITERIA

- ▶ Clear protocols in place
- ▶ Responding to problem gambling requests
- ▶ Responding to distress
- ▶ Identification of high-risk behaviour

SITE AND GAME FEATURES

Site and game design is fair, promotes awareness of the passage of time and breaks in play, and does not encourage false beliefs.

CRITERIA

- ▶ Passage of time
- ▶ Restrictions on play
- ▶ Technology screening
- ▶ No reinforcement of myths and misconceptions
- ▶ Account registration
- ▶ Free games are not misleading
- ▶ No encouragement to continue playing
- ▶ Age verification
- ▶ Specialized information provision
- ▶ Restrictions on credit and player transfers
- ▶ Display credit as cash

EMPLOYEE TRAINING

Staff understand the importance of RG and are knowledgeable about their role and the company's expectations of their actions.

CRITERIA

- ▶ Understanding problem gambling and key RG concepts
- ▶ Understanding job skills and procedures
- ▶ Avoiding misleading information
- ▶ All staff receive mandatory training
- ▶ Staff training is based on key adult education principles
- ▶ Training is evaluated
- ▶ Training is based on current research and expertise

Evolving Standards

- ▶ Evidence-based research
- ▶ Targeted and tailored approaches

Thank You!