

Responsible Gaming:

How the Regulated Market Protects Players



Responsible Gaming (RG) is at the forefront of the regulated online gaming industry's mission. Combined, Sports Betting Alliance (SBA) member companies BetMGM, DraftKings, Fanatics, and FanDuel have over 200 RG personnel on staff dedicated exclusively to building and operating comprehensive RG programs that include making a variety of data-driven tools available to help players make responsible play decisions starting at player onboarding and throughout the product journey. In contrast to unregulated and illegal operators, which offer little to no player protections and prey on anyone with a method of payment, the SBA companies invest tens of millions of dollars to develop and deploy RG tools and protocols to help players use their products responsibly.



How to Play and Play Responsibly

New players receive messaging upon onboarding specifically about available RG tools to explain and encourage the use of such tools. Players are then intermittently reminded of these tools and resources available to them upon subsequent log-ins, and is further supplemented through direct messaging, marketing, and social media channels.



RG Tools Are Always One Click Away

RG links and badges are omnipresent on SBA companies' apps, making it simple to access the full array of RG options.



SBA Employees are Trained to Take Action

Every employee at SBA companies is trained to spot indications of problem gaming and. dedicated Responsible Gaming team members engage players in a dialogue and take appropriate action as warranted by individual circumstances.



Setting Limits and Sticking to Them

SBA companies offer players a variety of RG tools and resources to manage their account, including the ability to set limits to player deposits, betting amounts, and time spent on the platform.



Reality Checks are Good for Everyone

Because awareness is key to responsible play, SBA companies provide players their daily, monthly, and lifetime play stats so they can keep track of how much they have won or lost, and time spent on the app. During periods of app usage, pop-up messages show how much time a player has spent during their session and may suggest taking a break or utilizing RG resources.



Taking a Break and Cooling Off

SBA companies allow players an easy and immediate way to disengage. Players can initiate a cooling off period, an irrevocable decision to disallow play for a set period of days, weeks, or months.



Self-Exclusion and Calling it Quits

Players are enabled to self-exclude from gambling of any kind for any reason, for a period of years or permanently. Once a player opts to self-exclude, they are prohibited from participating in regulated gaming, and companies are prohibited from marketing to that person. If a patron does not opt to use this option, but an SBA member company identifies a player is not playing safely or in a responsible manner, they may opt to act in the best interest of the player and implement account suspensions or bans. SBA operators also go a step further and provide these customers with links directly to problem gambling treatment providers such as Kindbridge and Birches Health.



The Helpline is Always There

24-hour helplines like 1-800-GAMBLER are a tried-and-true RG tool that is included on every online gaming advertisement, every platform's home screen, and included in the platform's RG resources. Additional jurisdictional resources are also often provided.

Through these RG tools, players in the regulated market are protected throughout their entire interaction with online gaming. SBA member companies continue to invest heavily in RG technology to enhance and improve player outcomes, including encouraging adoption of these tools even by players who don't think they need them. This commitment to player safety and responsibility is what differentiates the regulated online gaming industry from the predatory illegal and unregulated gambling markets.