

# Responsible Gaming for Sustainable Growth



By **Chris Sfatos**  
Group Corporate Affairs Director,  
INTRALOT

**I**NTRALOT's success as worldwide leader in gaming technologies and services for regulated markets is based on its values and its unwavering commitment to progress and excellence. For more than 25 years we have consistently helped our clients to deliver revenues for good causes by applying the highest ethical and labor standards and we have built a culture of partnerships and shared vision with local partners, which offer portfolio synergies and local market knowledge. A cornerstone of our corporate governance is our Code of Conduct along with our specific AML and anti-bribery compliance policies.

The industry we are serving has come to realize that transition to the digital era has to be fast, but at the same time consistent with its solid principles of responsibility and social contribution.

INTRALOT adheres to Responsible Gaming and Security standards by offering reliable products and services to gaming markets around the world according to the Responsible Gaming Framework for Associate members by the World Lottery Association (WLA).

In addition to our specific WLA Responsible Gaming practices we are in possession of the highest security certifications, as INTRALOT is the first certified international vendor in the gaming sector according to the WLA Security Control Standard since 2012. The company has been certified with the ISO 27001 for its Information Security Management System (ISMS) and maintains the ISO 20000-1



certification on Information Technology Service Management.

Since our Level IV certification by WLA for Responsible Gaming in 2015 we have made every effort to be an Ambassador of the framework and actively promote our image aligning with transparently regulated business while participating in every initiative against the grey or illegal operators. We have been part of the Early Warning system against match-fixing of FIFA and we welcome the new GLMS initiative by WLA through our operator subsidiaries.

Applying modern standards in pursuing sustainable growth strategies has been part of our key strategic development and growth practices. Every year, INTRALOT seeks to improve its reporting and adapt to evolving international best practices as documented by the incremental progress reported in the Annual Corporate Responsibility Report by rallying all related stakeholders behind this mission.

During the past three years INTRALOT had the opportunity to demonstrate concrete results stemming from a new strategic direction and far reaching reforms implemented. The main driver has been the need to offer products and services that guarantee a secure transition to the digital era to our clients and the communities we serve.

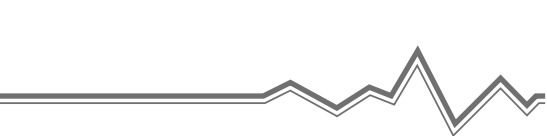
Under the strategic direction of Lottery Digital Transformation, we have designed platforms for personalized offerings that serve the 'All about the Player' Product and Services strategy, while increasing transparency and security with products focusing on getting to know our clients better. System security and reliability are cornerstone attributes for every responsible and dependable suppliers' product and service portfolio in the digital era. Player data protection and anti-fraud management are of paramount importance for sustainable growth. Flexibility and modularity are key novel concepts in our product design that offer clients the capability to integrate best-of-breed, third-party solutions with great ease, addressing their security and responsibility needs in the retail and online world.

Our product and service design offering aims at reconciling two opposing trends: the need for increasing consumer options in games, touchpoints and experiences with the desire for ease of use, familiarity, and responsible gaming experiences in a controlled and regulated environment. Designing a holistic player experience with cross-vertical, cross-channel products and services addresses this need.

The considerable challenge of controlling player behavior through the online and remote gaming environment is being addressed by the enhanced capabilities of technologies making use of data analytics, registered player functionalities, and new controls at every step of the player journey without sacrificing the entertainment aspect of the game. Players are constantly reminded not only of the threats of irresponsible playing behavior but also of the societal benefits of the responsible and sociable playing experience.

In the past couple of years INTRALOT has reconsidered its geographic focus, placing more emphasis in developed and mature markets. Partnerships require strong commitment to shared values, which need to be clearly articulated and promoted.

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technical standards and best practices. They ensure wagers are accepted in a fair and secure manner so that resultant betting outcomes are in accordance with pre-specified rules. Additionally, GLI's testing assures all wagers placed are correctly resolved and paid based on the correct odds and rules corresponding to the game or event. Moreover, this testing ensures appropriate mechanisms and controls are in place for adherence to technical requirements associated with the handling of wager disruptions and cancellations, abandoned events, and refunds.

In addition, GLI compares the front-end activity with back-end results and confirms that a complete and accurate log of transactions, performance, and payments are available upon request from the system for regulatory, taxation, player dispute, or other purposes.

## AGA Statement on Supreme Court Ruling that the Federal Ban on Sports Betting Found is Unconstitutional:

American Gaming Association (AGA) President and CEO Geoff Freeman: "Today's decision is a victory for the millions of Americans who seek to bet on sports in a safe and regulated manner. According to a Washington Post survey, a solid 55 percent of Americans believe it's time to end the federal ban on sports betting. Today's ruling makes it possible for states and sovereign tribal nations to give Americans what they want: an open, transparent, and responsible market for sports betting. Through smart, efficient regulation this new market will protect consumers, preserve the integrity of the games we love, empower law enforcement to fight illegal gambling, and generate new revenue for states, sporting bodies, broadcasters and many others. The AGA stands ready to work with all stakeholders – states, tribes, sports leagues, and law enforcement – to create a new regulatory environment that capitalizes on this opportunity to engage fans and boost local economies." 


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would be seriously negatively impacted if it was done without the complicit involvement of Lotteries which are supporting the retailers who sell to them. It would certainly be the case by the experience in Canada.

The call-to-action is for the state authorized Lotteries to institute and apply, if they not already do so, monitoring procedures of their retailers so that on-line re-sellers cannot market products into jurisdictions where they are not specifically authorized to do so.

### What legal recourse do you have against the operators who are illegally selling lottery tickets into Canada?

**L. Roiter:** This is a problem throughout the world. It is difficult to stop illegal online operators. For example in Canada, even though they receive revenues from the sales they make to Canadian citizens, the online re-sellers have no physical presence and they post no revenues to tax in Canada. And since they may not be doing anything illegal in the jurisdiction where they are domiciled, and since they do not have a place of business or tangible assets within our country, it is a challenge for us to domesticate a judgement against them, but possibilities do exist.

Lotteries everywhere are strictly regulated, and profits are supposed to go from lottery to designated causes. When commercial operators find creative new ways to impinge upon our ability to do that, and break the law in the process, we owe it to our beneficiaries, and to each other, to try to stop them. Government lottery operators have many ways to monitor the activities of retailers. They already monitor retailers to prevent other kinds of illegality and it is not difficult to add the activity of illegal online re-sellers to the list of things to watch out for. The global community of government lotteries should work together and take measures to ensure that they're not aiding, abetting, assisting, or otherwise cooperating in the purchasing of tickets for resale to a jurisdiction where it's illegal to do that. 

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The seminar began with a welcome speech from Mr Amadou Samba Kane, president of the Association of Africa Lotteries, and was moderated by Mr Christian Kalb, a sports betting expert.

The seminar was divided into 3 parts:

1. The current situation, opportunities and risk management of sports betting

2. Prevention of manipulation of sports competitions and sports betting
3. Concrete and actionable solutions to protect sport integrity

The ALA seminar was also an opportunity to introduce Global Lottery Monitoring System GLMS to all participants. The GLMS is the state lotteries' mutualised monitoring system on sports betting which aims at detecting and analyzing suspicious betting activities that could question the integrity of a sport competition. The GLMS President, Mr Ludovico Calvi, gave an effective presentation under the theme of "GLMS in the service of Lotteries and Sport: Understanding GLMS."


The seminar ended with the declaration of Casablanca, marking the commitment of all lotteries to fight together against illegal betting and to conduct a common policy on sports betting.

ALA organized this seminar in collaboration with WLA, hosted by La Marocaine des Jeux et des Sports, and with the invaluable support of 2 sponsors: INTRALOT and African Innovations.

Please stay tuned to [africanlotteries.com](http://africanlotteries.com) for information about upcoming seminars! 

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Our commitment to responsible practices and sustainable growth through consistent efforts has strengthened our overall profile as corporate citizen and member of the UN Global Compact and all the leading associations in our sector around the globe, constantly evolving and adapting to new responsibility standards.

As the online world comes to terms with the need to apply stronger regulation on the internet and social media networks for the purpose of protecting personal data and personal lives we believe that our tradition in strong regulatory frameworks in our industry can be a leader with best practices in the online world. 

*Legal Sports Betting continued from page 50*

pay a tax? And if the multiple operator license model is implemented, how should the tax be calculated? Lots of questions going forward.

The one certainty is that this Supreme Court decision completely changes the face of gambling in the U.S. 