

Responsible gaming

Responsible gaming is a top priority for EGBA's Members. They are committed to developing and promoting high industry standards to ensure consumers can enjoy playing games and betting in a safe and secure online environment.

An on-going challenge

The industry's challenge is to ensure that the interests of its customers and other stakeholders are continually protected in the fast-moving world of online gaming. In this regard, members of EGBA have developed and adopted industry standards that cover all aspects of responsible gaming practices and which are updated on an annual basis.

EGBA standards

EGBA's standards¹ comprise of a set of more than 160 technical requirements and are a compulsory membership condition. Each member's compliance with the standards is verified annually by eCOGRA², a leading standards and player protection body, which itself is subjected to a comprehensive quality assurance review every year by KPMG, one of the world's leading firms of auditors. The standards cover the following key areas:

- Promoting responsible gaming and betting.
- Prevention of underage gaming.
- A zero tolerance to fraud and criminal behaviour.
- Protection of consumers' privacy.
- Prompt and accurate customers' payment.
- Assessment of product fairness and randomness.
- Ethical marketing.
- Commitment to consumer satisfaction.
- Provision of a safe, secure and reliable gaming environment.

A complement to regulation

EGBA's standards don't replace, but efficiently complement, the licensing requirements imposed by online gaming regulators in several different jurisdictions in the European Union, offering a consistent set of protection standards.

EGBA's standards leading the way

A benchmarking study conducted in 2008 revealed that 67 per cent of the consumer-facing responsible gaming standards implemented by EGBA's members matched or exceeded those applied by 10 of Europe's largest monopolies³. The study, carried out by eCOGRA, was the first ever fact-based and comparative assessment.

Conclusion:

EGBA's responsible gaming standards complement existing regulations, thereby reinforcing the cross border protection granted to consumers all over Europe.

¹ http://www.egba.eu/pdf/EGBA_Standards_March_2009_EN.pdf

² <http://www.ecogra.org/>

³ <http://www.eu-ba.org/en/press/422>