

CSR



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CORPORATE SOCIAL RESPONSIBILITY IN THE E-GAMING INDUSTRY

Corporate Social Responsibility (CSR) in the e-Gaming industry is an issue that is taken very seriously by regulators and operators alike.

A responsible player is generally defined as a person, who makes a reasonable and conscious choice and acts in accordance with this choice; based on his/her individual desires and needs, as well as his/her awareness of the purpose of entertainment through regulated gaming. Looking for fun is implanted in human nature and can well be considered as an integral part of the natural development of humankind. The e-gaming industry, including the Malta Jurisdiction, responds to such a necessity, albeit in a regulated manner.

A good and reliable regulatory framework predominantly ensures the fulfilment of such needs and wants. When the fun element takes over and potentially goes beyond the limits of one's satisfaction, delving into deeper psychological layers; regulatory models come into play. E-gaming regulations envisage and subsequently implement various measures to prevent from addiction to gambling and ensure players act in a responsible manner. Special attention in this respect is paid to the protection of the under-aged and juvenile.

Operators also have a stake, and some are also taking the initiative to issue CSR Reports, including and outlining contributions made to society at large, donations to charitable causes, their commitment to becoming environmentally conscious and friendly, and the ways of implementing systems to identify and support problem gamblers. Apart from recognising that this is the right thing to do, remote gaming operators who conduct their business responsibly are realising that this ultimately proves fundamental to their future success.

Thus responsible gaming is an integral part of the daily activity in a remote gaming company, particularly because the Internet in particular has opened access to the such companies 24 hours a day, 7 days a week, 365 days a year. Furthermore, as various forms of payments are accepted and access to e-gaming and betting companies is available from one's home PC or mobile phone, solutions such as age verifications, customer limited deposit / session limits have become increasingly important; as well as carefully planned marketing campaigns to ensure that the vulnerable are not targeted.

The uncontrolled advertising of games is another issue, as well as the mail-outs of wrong and possibly misleading advertisements, and adverts aimed and targeted towards the under-aged; as well as spam advertising.

The players' ongoing desire to have fun, the responsibility of the state through the regulator to establish the necessary levers on the limitation of such a possibility, as well as the implementation of a socially responsible model by the operators, serves as a basis for the development of a Responsible Gaming model.

With the Maltese Islands attracting a large number of licensees setting up shop in such jurisdiction as well as to capitalise on the competitive advantages that the Malta Jurisdiction has to offer, the Mediterranean island has unquestionably established itself as the hub of online gaming in Europe. It has however taken on board the issue of Responsible Gaming very seriously. The underestimation of such a potential problem will definitely affect the credibility of a gaming jurisdiction; and will also lead to a negative social attitude towards the industry and its key players.