

# REGULATED iGAMING CREATES RESPONSIBLE iGAMING

## The Benefits of Regulated iGaming



### Integrity and Transparency

Legal iGaming operators adopt responsible advertising and marketing practices for a safe gambling culture.



### Identify and Address Problem Gambling

Legal providers are required to employ technology that identifies - and flags - potentially risky behavior. Interventions, including referrals to assistance and options to self-ban from online gaming platforms, are prominently offered to players on legal iGaming sites.



### Protections Against Underage Gambling

Legal iGaming operators use sophisticated age verification technology as part of the account registration process, and continuously monitor users for problem or suspicious behaviors.



### Prevents Crime

Using required advanced technologies that confirm every player's identity and location - and that protect their data - regulated iGaming helps prevent fraud and crime. In addition, legal iGaming operators work closely with third-party technology providers that specialize in fraud protection, anti-money laundering and counter-terrorist financing.

**The alternative to legal, responsible iGaming is highly accessible illegal sites that pose significant risks to consumers. Illegal online gaming operators let in organized crime, allow underage betting, provide no help to those suffering from addiction and have zero accountability.**

The online sports betting and gaming industry is one of the most highly regulated in the United States. iDEA and its members are the strongest advocates for regulation because it paves the path to responsible iGaming.

### IDEA'S RESPONSIBLE GAMING PILLARS

Legal, responsible iGaming aims to prevent problem gambling issues before they arise — and to help players when they do. Legal iGaming operators are required to provide safe, responsible experiences to consumers.

Responsible iGaming is a core value of iDEA and its members, who all adhere to [iDEA's Responsible Gaming Pillars](#).

### ABOUT IDEA

iDEA ([iDevelopment and Economic Association](#)) is an industry trade association (501c6) committed to expanding legal, responsible online gaming and sports betting in the U.S. iDEA members include some of the largest iGaming providers in the world; together we advocate for laws and regulations that protect consumers and ensure the integrity of the online gaming industry.

### iDEA Members

