



AGCO

Alcohol and Gaming
Commission of Ontario

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Commission of Ontario**
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(La version française suit la version anglaise)

Updated: Important Information for Advertising and Marketing in Ontario's New Igaming Market

On March 16th, the Alcohol and Gaming Commission of Ontario (AGCO) provided [important information and guidance for advertising and marketing](#) to the internet gaming (igaming) industry. In response to questions we've received from applicants and registrants, we have provided additional clarity around Standard 2.05 of the [Registrar's Standards for Internet Gaming](#) (the Standards).

The Standards took effect on April 4th, 2022, when Ontario's new igaming market launched. Igaming operators are expected to be in compliance with the Standards and align their advertising materials accordingly in order to operate in Ontario's new igaming market.

The updated guidance can be found in the "**Inducements, Bonuses, and Credits**" section of the [original blog post](#), and is included below for reference:

Inducements, Bonuses, and Credits:

- [Public advertising](#) of inducements, bonuses and credits is strictly prohibited, including targeted advertising and algorithm-based ads (Standard 2.05).
 - An inducement includes any offer that may persuade or encourage a person to participate, or to participate frequently, in any gaming activity. Examples include: sign-up offers, deposit offers, offer of a reward, bonus or "boosted" odds, refund/stake-back offers, multi-bet offers, or winnings paid on losing bets. Please note that this is not an exhaustive list.

- This standard applies whether inducements are advertised directly or indirectly. Indirect inducement advertising includes, but is not limited to, the display of promotional codes and/or general references that invite individuals or the general public to learn more about inducements on the gaming site.
 - This standard applies whether the inducements are real or perceived, based on what players could expect from viewing the advertisement.
 - Advertising covered by this prohibition includes any communication of the inducement, whether verbal, written, or otherwise, regardless of the chosen communication channel (including, among other things, links and descriptions provided by affiliates referenced in standard 1.21, player referrals, internet search engine results, chat rooms).
- Advertising on the gaming site: Once players visit an operator's gaming site or app, inducement, bonus and credit offers may be displayed (Standard 2.05).
 - Advertising through direct messaging: Inducement, bonus and credit offers may also be provided through direct marketing to individuals that have first consented, on the gaming site, to receive them (Standard 2.05). Since consent must be obtained from players on a registered Ontario gaming site, any consent obtained elsewhere (e.g. on third party websites) or prior to the opening of the market would not satisfy this standard.
 - Display of conditions for permitted inducement advertising: Displayed inducement, bonus and credit offers must disclose all material conditions and limitations at the offer's first presentation so that players have the information they need before deciding whether to accept the offer (Standard 2.06 requirement 1).
 - Free means free: Offers must not be described as free or risk-free if the player actually needs to risk their own money or incur a loss to qualify (Standard 2.06 requirements 2 and 3).

For a complete list of resources for igaming operators and suppliers, visit our [igaming Operators and Suppliers](#) webpage.

If you need more information or have any questions after reviewing this guidance, please contact the AGCO's Technology Regulation and iGaming Compliance Branch by e-mail at iGamingCompliance@agco.ca.

Stay Informed

[Subscribe to receive periodic updates](#) from the AGCO by email about important news and announcements on the future of internet gaming in Ontario.

Read the [AGCO's internet gaming blog](#) for the latest information on Ontario's internet gaming market.