

## STANDARD INTERPRETATION No. 15-005

### Removal from Mailing Lists

<b>Relevant Standard(s):</b>	<b>2.7</b>
<b>Application:</b>	<b>All sectors</b>
<b>Issue:</b>	
<p>According to Standard 2.6, individuals may self-exclude from any or all gaming sectors. Standard 2.7 requires the removal of self-excluded individuals from mailing lists and specifies that they shall not receive incentives or promotions for any products or services during the period of self-exclusion.</p> <p>Is the intent of Standard 2.7 to keep self-excluded people from receiving promotional material from all lines of business (i.e. casino, iGaming, cGaming and lottery) or only from the sector(s) from which they have chosen to self-exclude?</p>	
<b>Response:</b>	
<p>The intention of Standard 2.7 is to keep individuals from receiving promotional materials from the sector(s) from which they have selectively self-excluded. In accordance with the Standards, therefore, Operators are only expected to remove players from those specific businesses' accompanying mailing lists. Operators may choose to minimize any potential risk of errors by removing self-excluded individuals from all mailing lists; however, they should inform those self-excluded individuals that they are doing so.</p> <p>It should also be noted that individuals who self-exclude from Casinos are also ineligible to gamble on the iGaming site for the duration of the self-exclusion program, and should therefore be removed from any mailing lists for the iGaming sector as well as Casinos.</p>	
<b>Relevant Standard Excerpt(s):</b>	
<p><b>2.7 Individuals who have decided to voluntarily self-exclude shall be removed from mailing lists and shall not receive incentives or promotions for any products and services during the period of self-exclusion.</b></p>	

*This interpretation is provided for informational purposes only and does not constitute legal advice. The interpretation relates to a specific set of circumstances and the standards, laws and regulations in force at the time the interpretation was issued; however, it is not an exhaustive or definitive interpretation of the standard(s) referenced herein.*

*The AGCO has established the Standards Interpretation Protocol, which acts as a single point of contact for inquiries from the gaming industry related to the interpretation of the Standards. For more information, please contact the AGCO's Customer Service Department at 416 326-8700 (in the GTA) or 1 800 522-2876 (toll free in Ontario).*