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Ohio Senate Select Committee on Gaming

Testimony of Seth Palansky, VP, Corporate Social Responsibility, Conscious Gaming

Chairman Schuring and members of the Committee, thank you for accepting our submitted testimony. Over the past two months, this committee has heard testimony from many stakeholders including Ohio's land-based gaming industry, online sportsbook operators and sports teams. If there is one thing the entire industry is aligned on, it is the importance of responsible gaming and the integrity of sports competitions.

[Conscious Gaming](#) is a philanthropic organization dedicated to leveraging technology and innovative solutions to propel social responsibility initiatives, such as responsible gaming, in the communities where we operate. GeoComply, the company best known for its geolocation technology utilized throughout the industry, has created this new non-profit entity.

Our guiding principle is to ensure that consumers have readily available tools to strengthen responsible gaming. If a consumer would like to take a break or pause in their online play, they should be able to do so seamlessly and effectively.

With the growth of internet sports betting, it is important that consumers have access to a myriad of responsible gaming tools and technologies. As internet gaming and mobile sports betting expands, frequently among heavily populated state borders, we believe it is critical that state self-exclusion programs are knitted together to better protect consumers via utilization of a multi-state online self exclusion tool.

To uphold the integrity of sports contests, there must also be an easy and data-privacy compliant manner for sports leagues to submit their coaches, players, referees and other essential employees into a nationwide repository so that regulators and operators are able to block wagering from these individuals. Professional sports teams cross state borders regularly as they compete, and it is important a multi-state solution is considered when designing compliance protocols to address this important issue.

Technology can be a great equalizer in the digital environment, and those partaking in internet gaming will expect digital and modernized tools and a streamlined process without human intervention. A multi-state or national approach to self-exclusion extends protections for all consumers including problem gamblers struggling with their addiction. With an online/mobile registration process mandatory for internet gaming, know your customer protocols are strengthened, allowing for self exclusion to be strengthened too.

A state should ensure there is an online registration process for self-exclusion for its residents. For individuals who sign up digitally and play digitally, it only makes sense to them to seek out responsible gaming solutions digitally too. States should carefully consider providing additional flexibility for consumers, including things like multi-state self exclusion, potentially shorter exclusion time periods and more frictionless options, all likely to increase adoption into these programs.

Moreover, technology solutions can uphold each state regulator's rules and regulations, keep the personally identifiable information in the hands of each database holder, while at the same time achieving a single integration point, by connecting each database into one repository. Conscious Gaming's solution, called [PlayPause](#), is currently rolling out in states to accomplish this.

The nature of the internet means the casino now travels with the patron, instead of the patron having to travel to the casino. As such, responsible gaming and exclusion programs should be modernized to address the accessible nature of internet gaming.

Our non-profit was founded for the purpose of utilizing technology to protect consumers. As the U.S. market expands and matures, there is an opportunity to build a national online self-exclusion scheme to keep ahead of consumer protection. A solution designed around the principles of social responsibility, data privacy and unique identification can unite regulators, operators and sports leagues to achieve the industry's shared responsible gaming goals.

Conscious Gaming has already established strong relationships with operators, regulators and sports leagues. We are excited about the opportunity to extend our work to Ohio and provide meaningful consumer safeguards. I would be happy to address any questions you may have about the role technology can play to support Ohio's responsible gaming measures for the new online sports betting industry.

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