

# AGA Responsible Gaming Code of Conduct

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AMERICAN  
GAMING  
ASSOCIATION®

The American Gaming Association (AGA) and its members pledge to prioritize responsible gaming as an integral part of our industry's daily operations across the United States.

This pledge includes provisions on employee assistance and training, alcohol service, the provision of in-person and online casino games including sports betting, and the advertising and marketing of casino gambling including sports betting. This Code also covers the commitment of our members to continue support for research initiatives and public awareness surrounding responsible gaming and underage gambling. The following Code of Conduct details how we fulfill this pledge.

## **PLEDGE TO OUR PATRONS**

### **To Promote Responsible Gaming**

- AGA members will make information available promoting responsible gaming and where to find assistance, including a toll-free helpline number. This information will be available and visible on casino floors, at cash access devices, and via digital payment platforms.
- AGA members will make available on their gaming-related websites information describing responsible gaming, their policies and practices related to responsible gaming, and where to find assistance.
- AGA members, where permitted by law, will make available to patrons and employees information generally explaining the probabilities of winning or losing at the various gambling games offered by the casino.
- Each AGA member casino and sports betting company will have a policy in effect for all of its casino properties providing opportunities for patrons to request in writing the revocation of their privileges for specific services such as:
  - Casino-issued markers
  - Player club/card privileges
  - On-site check-cashing
  - Complimentaries
  - Digital payment platforms
  - Gambling promotions
- In addition, each AGA member shall make reasonable efforts on a facility-by-facility basis to honor a written request from any person, that it not knowingly grant that person access to gambling activities. For each person who makes such a request, the casino will provide the person with a listing of local or online assistance for gambling-related problems is available.
- AGA members reserve the right to exclude a patron from gambling, without a request from the patron.

### **To Prevent Underage Gambling and Unattended Minors in Casinos**

- AGA member companies will make diligent efforts to prevent underage individuals from participating in any gambling or sports betting at casinos, loitering in the gaming area of a casino, or from gaining access to online, mobile, or in-room gambling opportunities.

- AGA member companies will communicate the legal age to gamble through messaging, as appropriate, in their properties, on their casinos' online platforms, and in gambling and sports betting promotions.
- Employees working in relevant areas will receive training in procedures for dealing with unattended children, underage gambling, and the purchase and consumption of alcohol and tobacco by minors.
- If a child appears to be unsupervised or in violation of local curfews and other laws, security or appropriate personnel will be contacted and reasonable steps will be taken to locate the parent or responsible adult on property or by telephone.

## To Serve Alcoholic Beverages Responsibly

- AGA member companies will observe a responsible beverage service policy including the following elements:
  - Casinos will not knowingly serve alcoholic beverages to a minor.
  - Casinos will not knowingly serve alcoholic beverages to a visibly intoxicated patron.
  - Casinos will make a diligent effort not to permit casino gambling by a visibly intoxicated patron.
- AGA member companies will ensure that appropriate casino employees are trained in the company's responsible alcoholic beverage service policy, and will provide periodic refresher training to those employees.

## To Advertise Responsibly

- This Code applies to AGA member companies' advertising and marketing of casino gambling including sports betting and online gaming. It does not pertain to advertising and marketing that is primarily of hotels, restaurants, and entertainment that may be associated with or operated or promoted by casinos.
- For the purposes of this Code, advertising and marketing includes, among other media: radio and television ads, print, direct mail, social media, billboards, and internet promotions.
- Casino gambling including sports betting and online gaming advertising and marketing will:
  - Contain a responsible gaming message and/or a toll-free helpline number where practical.
  - Reflect generally accepted contemporary standards of good taste.
  - Strictly comply with all state and federal standards to make no false or misleading claims or create a suggestion that the probabilities of winning or losing at the various online and retail games, or by betting on sports contests, are different than those actually experienced.
- Casino gambling including sports betting and online gaming advertising and marketing will not:
  - Contain images, symbols, celebrity/entertainer endorsements, and/or language designed to appeal specifically to children and minors.
  - Feature anyone who is or appears to be below the legal age to participate in gambling or sports betting activity or imply that underage persons engage in casino gambling or sports betting.
  - Depart from contemporary standards of good taste that apply to all commercial messaging, as suits the context of the message or the medium utilized.
  - Be placed with such intensity and frequency that they represent saturation of that medium or become excessive.

- Contain claims or representations that gambling activity will guarantee an individual's social, financial, or personal success.
- Be placed before any audience where most of the audience is ordinarily expected to be below the legal age to participate in gambling or sports betting activity.
- Imply or suggest any illegal activity of any kind.

AGA members must also abide by the standards set in the Responsible Marketing Code for Sports Wagering.

## PLEDGE TO OUR EMPLOYEES

- AGA members will educate new employees on responsible gaming.
- AGA members will train gaming employees on responsible gaming and provide annual or periodic refresher training. Employee training should highlight the differences between responsible gaming and gambling that is problematic.
- AGA members will implement communications programs for employees to improve their understanding of responsible gaming and related policies and procedures.
- AGA members will provide information to new and existing employees about responsible gaming, the member company's policies and practices related to responsible gaming, and where to find assistance. AGA members will also ensure that employees receive timely updates regarding new research and new topics that should be integrated into the industry's responsible gaming training programs.
- AGA members will post responsible gaming awareness information, including a toll-free helpline number, at various locations where employees congregate.

## PLEDGE TO THE PUBLIC

- The AGA will work with stakeholders to assist in the distribution of information and raise awareness regarding the industry commitment to responsible gaming.
- AGA members will support and promote research-based policies on responsible gaming. AGA members will continue to provide funding for the International Center for Responsible Gaming, which is the leading source of science-based research and information on gambling and health.
- AGA members will use this research to identify the best practices for casinos to follow to promote responsible gaming.
- AGA members will continue to develop a dialogue surrounding scientific research on gambling and health to communicate to and educate patrons, employees, and policymakers.

## To Provide Oversight and Review

- Each AGA member company will implement the Code and conduct annual reviews of its responsible gaming program.

References in this Code to providing certain "information" to employees and customers mean that AGA members will use those means of communication appropriate for each message, which may include any or all of a range of traditional, electronic, and social media such as written brochures, posters, website postings, or direct electronic messages.

\*\*All aspects of AGA's Responsible Gaming Code of Conduct are subject to local, state, and federal laws.\*\*