

"Responsible Gaming Best Practices from Around the Globe and their Application to Brazil's Market"

Keynote By Stephen Crystal



Responsible gaming involves policies and practices designed to prevent and reduce potential harms associated with gambling.

Today, Stephen Crystal explores how responsible gaming safeguards both players and industry integrity worldwide—and why its strategic implementation is vital to Brazil's fast-growing online market.



The Landscape of Responsible Gaming

Responsible Gaming is a System, Not a Setting.

- Responsible gaming thrives where player, operator, and regulator act in sync — not just with rules, but with culture.
- Prevention must be frictionless: the best tools are baked into the UX, not buried in menus.
- Brazil can skip legacy mistakes by building a mobile-first model with biometric login bans and real-time nudges.
- As a new market, Brazil's challenge is not just compliance — it's public education.



Brazil

Responsible Gaming

Brazil's SPA is finalizing a 2025–2026 agenda to unify state and federal betting rules under a national system.

- SPA isn't symbolic — it's enforcing hard rules: licensing deadlines, CPF exclusions, ad restrictions.
- Blocking welfare recipients via CPF could become a global model — if done transparently.
- Over half of Brazil's bettors earn less than R\$2,824/month — RG policies must protect these players while keeping legal platforms accessible and attractive.
- SPA's 2025 agenda opens the door for real-time exclusions, national databases, and player monitoring.



What the UK Got Right — and Wrong

- Gamstop's success came only after it became visible across all platforms.
- Affordability checks failed when rigid — Brazil should favor dynamic behavioral triggers over income-based rules.
- Campaigns like Safer Gambling Week worked because of who delivered the message — sports, not slogans.
- Over-policed ads lost Gen Z — RG messaging must feel authentic, not antiseptic.





U.S. Lessons – Tech, Data & Cooperation

- ROGA proves even fierce rivals can align on responsible gaming — Brazil should copy the clearinghouse idea.
- In NJ, helpline calls doubled — not from crisis, but reduced stigma. Measure engagement, not silence.
- AI is catching risk behavior within 72 hours — real-time systems outperform static limits.
- Some U.S. operators tie RG into loyalty rewards — flipping risk management into retention.

Brazil's Opportunity to Lead

- **Localize RG: football heroes, WhatsApp tools, family-first messages — not imported slogans.**
- **Build a national, app-based exclusion system — CPF + biometric = no loopholes.**
- **Launch a Responsible Gaming Tech Lab: operators + regulators + startups, co-creating RG tech.**
- **Done right, CPF-blocking can become the first equity-focused RG model, not just a restriction.**



Q&A



We now open the floor for questions!

Brazil has a once-in-a-generation opportunity to set the global standard for responsible online gaming — built on innovation, inclusion, and integrity.

SCCG
management

