

# Responsible Gaming

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# Learning Objectives

By the end of this course you will be able to:

- 1 State the IL Lottery's Mission
- 2 List at least three ways the lottery prevents underage play
- 3 Describe the methods used to maintain responsibility with expanding consumer access

# Policy Overview

# Policy Overview



## Mission

**“To maximize growth in an ethical and responsible manner.”**

# Policy Overview

The Lottery's plan for growth depends on increasing the number of players who play **NOT** selling more and more to the most frequent or core players.



# Policy Overview

Three main areas of focus:

## **Operations**

Develop, operate and maintain a responsible gaming program

## **Underage Play**

Prevent underage play

## **Excessive Play**

Implement programs aimed at stopping excessive play

# Policy Overview

## 10 Program Elements of the Responsible Gaming Framework

**1. Research**

**2. Employee Training**

**3. Retailer Program**

**4. Game Design**

**5. Remote Gaming Channels**

**6. Advertising and Marketing Communications**

**7. Player Education**

**8. Treatment Referral**

**9. Stakeholder Engagement**

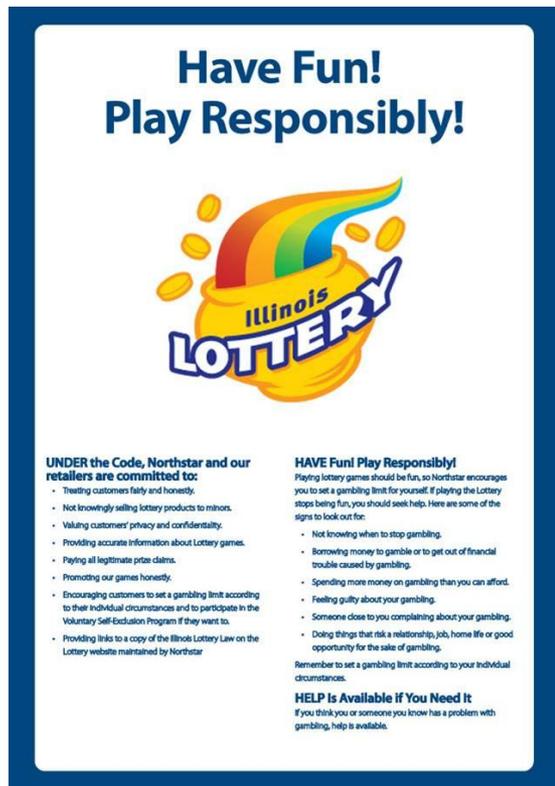
**10. Reporting and Measurement Certification**



# **Social Responsibility**

# Social Responsibility

All retail locations, as well as the IL Lottery website, have information on responsible gaming on display



**Have Fun!  
Play Responsibly!**



**UNDER the Code, Northstar and our retailers are committed to:**

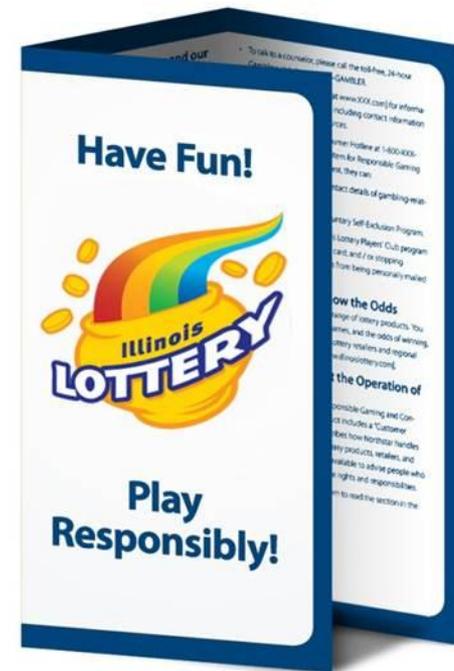
- Treating customers fairly and honestly.
- Not knowingly selling lottery products to minors.
- Valuing customers' privacy and confidentiality.
- Providing accurate information about Lottery games.
- Paying all legitimate prize claims.
- Promoting our games honestly.
- Encouraging customers to set a gambling limit according to their individual circumstances and to participate in the Voluntary Self-Exclusion Program if they want to.
- Providing links to a copy of the Illinois Lottery Law on the Lottery website maintained by Northstar.

**HAVE Fun! Play Responsibly!**  
Playing lottery games should be fun, so Northstar encourages you to set a gambling limit for yourself. If playing the Lottery stops being fun, you should seek help. Here are some of the signs to look out for:

- Not knowing when to stop gambling.
- Borrowing money to gamble or to get out of financial trouble caused by gambling.
- Spending more money on gambling than you can afford.
- Feeling guilty about your gambling.
- Someone close to you complaining about your gambling.
- Doing things that risk a relationship, job, home life or good opportunity for the sake of gambling.

Remember to set a gambling limit according to your individual circumstances.

**HELP Is Available if You Need It**  
If you think you or someone you know has a problem with gambling, help is available.



**Have Fun!  
Play Responsibly!**



**Have Fun!  
Play Responsibly!**

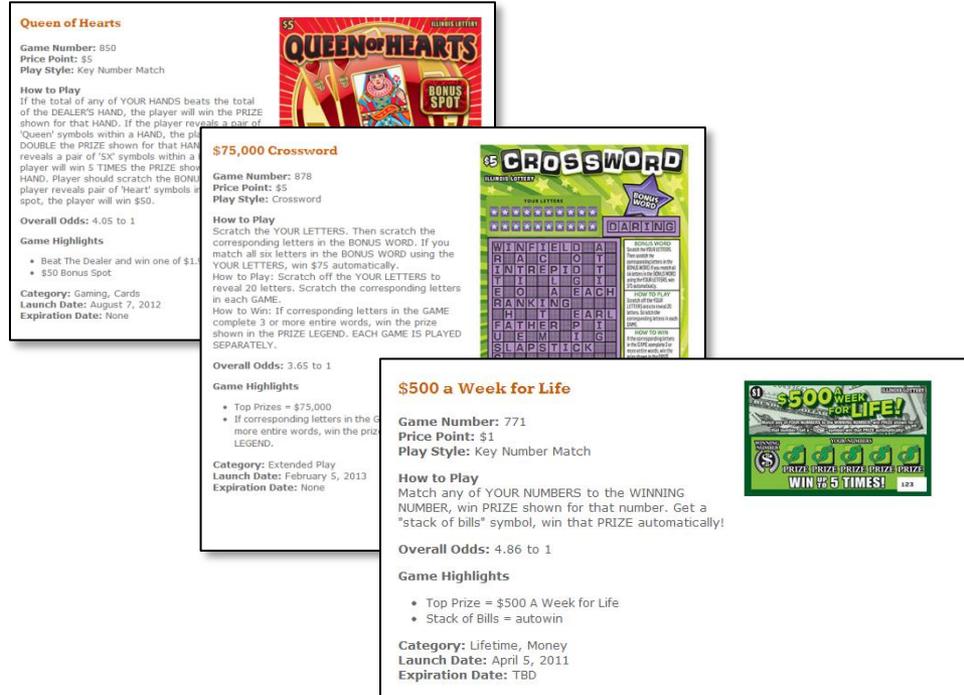
# Social Responsibility

Gaming product information including:

Rules

Odds

Player  
Information



**Queen of Hearts**  
Game Number: 850  
Price Point: \$5  
Play Style: Key Number Match

**How to Play**  
If the total of any of YOUR HANDS beats the total of the DEALER'S HAND, the player will win the PRIZE shown for that HAND. If the player reveals a pair of 'Queen' symbols within a HAND, the player will DOUBLE the PRIZE shown for that HAND. If the player reveals a pair of '5K' symbols within a HAND, the player will win 5 TIMES the PRIZE shown for that HAND. Player should scratch the BONUS SPOT. If the player reveals a pair of 'Heart' symbols in a spot, the player will win \$50.

**Overall Odds:** 4.05 to 1

**Game Highlights**

- Beat The Dealer and win one of \$1,000, \$500, or \$250
- \$50 Bonus Spot

**Category:** Gaming, Cards  
**Launch Date:** August 7, 2012  
**Expiration Date:** None

**\$75,000 Crossword**  
Game Number: 878  
Price Point: \$5  
Play Style: Crossword

**How to Play**  
Scratch the YOUR LETTERS. Then scratch the corresponding letters in the BONUS WORD. If you match all six letters in the BONUS WORD using the YOUR LETTERS, win \$75 automatically.

**How to Play:** Scratch off the YOUR LETTERS to reveal 20 letters. Scratch the corresponding letters in each GAME.

**How to Win:** If corresponding letters in the GAME complete 3 or more entire words, win the prize shown in the PRIZE LEGEND. EACH GAME IS PLAYED SEPARATELY.

**Overall Odds:** 3.65 to 1

**Game Highlights**

- Top Prizes = \$75,000
- If corresponding letters in the GAME complete 3 or more entire words, win the prize shown in the PRIZE LEGEND.

**Category:** Extended Play  
**Launch Date:** February 5, 2013  
**Expiration Date:** None

**\$500 a Week for Life**  
Game Number: 771  
Price Point: \$1  
Play Style: Key Number Match

**How to Play**  
Match any of YOUR NUMBERS to the WINNING NUMBER, win PRIZE shown for that number. Get a "stack of bills" symbol, win that PRIZE automatically!

**Overall Odds:** 4.86 to 1

**Game Highlights**

- Top Prize = \$500 A Week for Life
- Stack of Bills = autowin

**Category:** Lifetime, Money  
**Launch Date:** April 5, 2011  
**Expiration Date:** TBD

Available at retail locations and on request at the IL Lottery regional offices, Lottery Headquarters and online at [www.illinoislottery.com](http://www.illinoislottery.com)

# Social Responsibility

Responsible marketing, advertising and game design are key factors in adhering to responsible gaming and social responsibility.

The Lottery's marketing and advertising programs are restricted in that games are:

Designed and  
maintained  
responsibly

Not targeted to  
minors



Not targeted to  
vulnerable or  
disadvantaged groups  
or individuals

# Social Responsibility

The IL Lottery has established a set of internal procedures:



*1-800-GAMBLER*

Monthly report from 1-800-GAMBLER indicating the number of people reporting Lottery as a problem



Report from the State indicating the number of people that signed up to become a part of the Voluntary Self Exclusion Program



Weekly Call Center monitoring for calls regarding fraud, opting out and other consumer protection topics

# Social Responsibility

The IL Lottery continues to support good causes

A percentage of Lottery proceeds goes to causes including the Common School Fund and Capitol programs.

PROCEEDS ARE TRANSFERRED TO THE COMMON SCHOOL FUND AND THE CAPITAL PROJECTS FUND, AS DIRECTED BY LAW. PERSONS ALTERING TICKETS ARE SUBJECT TO PROSECUTION.

IF YOU OR SOMEONE YOU KNOW HAS A GAMBLING PROBLEM, CRISIS COUNSELING AND REFERRAL SERVICES CAN BE ACCESSED BY CALLING 1-800-GAMBLER (1-800-426-2537). HAVE FUN! PLAY RESPONSIBLY! PLAYER HOTLINE (1-800-252-1775) Visit [illinoislottery.com](http://illinoislottery.com) for game details.



Specialty tickets have been designed to support other causes including; supporting veterans, and raising funds for research for breast cancer, HIV/AIDS and Multiple Sclerosis

# Underage Play Prevention

# Underage Play Prevention

Every Lottery ticket and play slip contains language stating that all players must be 18 or older to play.

## PICK 3 PLAY SLIP REQUIREMENTS

A player presenting a completed play slip for processing will receive a Pick 3 ticket. Each ticket shall contain the selections played, the drawing date, and the amount played. The ticket issued shall be the only valid proof of the play placed, and the only valid receipt for claiming a prize. Be sure to verify that the selections on the ticket are the selections requested on the play slip before you leave the retailer's premises. By submitting a play slip for processing, the player agrees to abide by the Illinois Lottery rules, regulations and game play directives.

For a winning Pick 3 ticket, the holder may win only one prize per game in connection with the winning numbers drawn, but shall be entitled to the highest prize. If the draw for Pick 3 hasn't occurred, or if the ticket has draws remaining, the player will receive an Exchange ticket. A lottery ticket is deemed to be a bearer instrument. Neither the Illinois Lottery, nor its contractors shall be responsible for lost or stolen Pick 3 tickets.

See retailer for current prize and odds information.

**THIS PLAY SLIP IS NEITHER A VALID RECEIPT NOR PROOF OF PURCHASE.**

For official rules or additional information, call 1-800-252-1775 or visit [www.illinoislottery.com](http://www.illinoislottery.com).

**Play Responsibly. Must be 18 or older to play.**

**If you or someone you know has a gambling problem, crisis counseling and referral services are available 24/7 by calling 1-800-GAMBLER (1-800-426-2537).**

**Pick 3 net proceeds are transferred to the Common School Fund and the Capital Projects Fund, as directed by law.**

Visit our website at [illinoislottery.com](http://illinoislottery.com)

Remember, **anything's possible.**



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Name (Please Print Legibly; one name only)	<ul style="list-style-type: none"><li>All prizes must be claimed within 1 year after announced end of game (see Lottery agent for details). Prizes through \$500 may be paid by any Lottery agent. Prizes of \$601 or more will be paid by check after claim is properly filed. Once a name has been entered on the ticket back, the name cannot be changed. Players must be at least 18 years old.</li><li>SEND WINNING TICKETS TO ILLINOIS LOTTERY, P.O. BOX 19080, SPRINGFIELD, IL, 62794-9080.</li><li>Tickets, transactions and winners are subject to all Lottery procedures, rules, directives, and state law. Official game rules are on file at the Illinois Lottery.</li><li>Approximate overall odds of winning (including break-even prizes) are 1 in 4.88. Approximate Prize odds are: \$1 - 1 in 10.71; \$2 - 1 in 14.29; \$4 - 1 in 50.00; \$5 - 1 in 100.00; \$10 - 1 in 100.00; \$20 - 1 in 712.17; \$100 - 1 in 6,000.00; \$1,000 - 1 in 240,000; \$1,000 a week for 20 years - 1 in 6,000,000.</li><li>Instant tickets may continue to be sold even when all top prizes have been claimed. The Remaining Instant Game Prize List is available at <a href="http://www.illinoislottery.com">www.illinoislottery.com</a>.</li></ul>
Street	
City	
State Zip Telephone No.	
Signature FallSafe®	
PROCEEDS ARE TRANSFERRED TO THE COMMON SCHOOL FUND AND THE CAPITAL PROJECTS FUND, AS DIRECTED BY LAW. PERSONS ALTERING TICKETS ARE SUBJECT TO PROSECUTION.	
IF YOU OR SOMEONE YOU KNOW HAS A GAMBLING PROBLEM, CRISIS COUNSELING AND REFERRAL SERVICES CAN BE ACCESSED BY CALLING 1-800-GAMBLER (1-800-426-2537). HAVE FUN! PLAY RESPONSIBLY! PLAYER HOTLINE (1-800-252-1775) Visit <a href="http://illinoislottery.com">illinoislottery.com</a> for game details.	
THE TOP PRIZES OF \$1,000 A WEEK FOR 20 YEARS WILL BE ANNUITIZED OVER A 20 YEAR PERIOD.	
  Recyclable	
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874-VOID01-000(299) ■	
	
Michael Jones Superintendent Illinois Lottery THE GOOD LIFE \$1,000 A WEEK FOR 20 YEARS GAME 874 ITDM LENGTH SETTING = 2.5"	

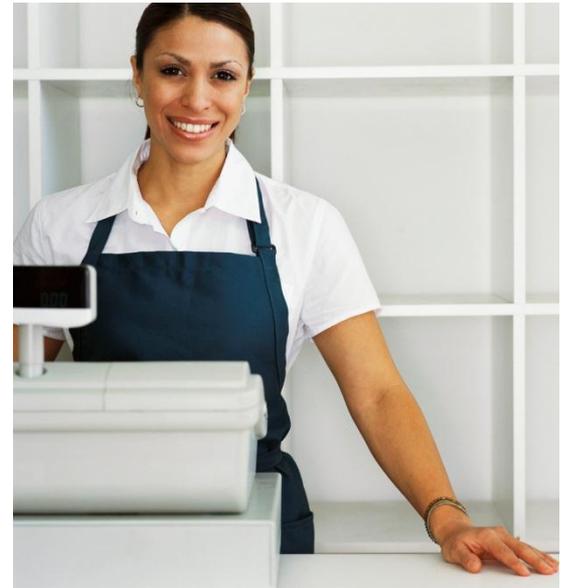
# Underage Play Prevention

All authorized Lottery retailers must sign and adhere to the Lottery Code of Conduct.

The Lottery Code of Conduct:

Ensures all retailers pledge to uphold the Lottery's commitment to integrity, respect and social responsibility

Educates the retailers on their roles and responsibilities with respect to responsible gaming



# Underage Play Prevention

**Play Responsibly.  
Must be 18 to Play.**

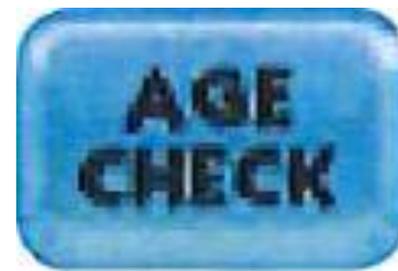
*For more information or to exclude yourself from play, call 1-800-252-1775 or visit [illinoislottery.com](http://illinoislottery.com). If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537).*



YOU WON FREE TXT AND POWERBALL	\$50.00
TOTAL	\$100.00
	\$500,000.00

Proper signage must be displayed at all points of sale and designated lottery play areas

Many terminals are equipped with an Age Check feature which allows retailers to scan a player's ID card to verify age



# Social Responsibility

Self Service Machines (ITDMs) also contain safeguards to prevent underage play

Placed in retailer's direct line of sight

Equipped with a remote shutdown feature allowing retailers to easily shut the machine down



For locations where there is not a designated retailer, the terminal requires players to scan their ID card prior to making a purchase

# Social Responsibility

These methods all help to ensure underage play prevention

**Play Responsibly.  
Must be 18 to Play.**

For more information or to exclude yourself from play, call 1-800-252-1775 or visit [illinoislottery.com](http://illinoislottery.com). If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER (1-800-426-2537).

**YOU WON FREE TAX AND POWERBALL TOTAL**



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For a winning Pick 3 ticket, the holder may win only one prize per game on with the winning numbers drawn, but shall be entitled to a prize if the draw for Pick 3 hasn't occurred, or if the prize is forfeited. If the prize is forfeited, the player will receive an Exchange ticket. The Exchange ticket shall be a bearer instrument. Neither the Illinois Lottery nor the retailer shall be responsible for lost or stolen Pick 3 tickets.

For prize and odds information, call 1-800-252-1775. NEVER A VALID RECEIPT NOR PROOF OF PURCHASE. For additional information, call 1-800-252-1775. Must be 18 or older to play. If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER.

Prize money is transferred to the Common School Projects Fund, as directed by law. For more information, visit [illinoislottery.com](http://illinoislottery.com). If you or someone you know has a gambling problem, crisis counseling and referral services can be accessed by calling 1-800-GAMBLER.

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# Internet Portal

# Internet Portal

Expanding consumer access does not mean problem gaming will increase

Internet technology tools provide superior controls with the use of sophisticated customer relationship management programs

These tools establish a direct link with players allowing for the ability to limit play of games over the internet

System integrity is a mandate to prevent underage play



# Internet Portal

Internet technology tools provide superior controls:

Geo-filtering software verifies a player's location using the Internet Protocol (IP address) each time a player makes a purchase

Registration process including "Know Your Customer ID" requires information such as the player's address and date of birth. Prospective players must pass this review prior to making any purchases.



An account ownership, age and location confirmation displays and must be checked prior to each purchase. By checking this confirmation, the player is confirming that it is their account, that they are 18 or older and live in the state of Illinois.

# Internet Portal

Internet technology tools provide superior controls:

Each page on the website contains a footer displaying 1-800-GAMBLER information

Voluntary Self Exclusion Program and play limits

System integrity mandate prevents underage play



# Review

# Review



“To maximize growth in an ethical and responsible manner.”

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# Review

Name (Please Print Legibly; one name only) \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Telephone No. \_\_\_\_\_

Signature \_\_\_\_\_

PRIZES ARE TRANSFERRED TO THE COMMON SCHOOL FUND AND THE CAPITAL PROJECTS FUND AS DIRECTED BY LAW. PERSONS ALTERING TICKETS ARE SUBJECT TO PROSECUTION.

IF YOU OR SOMEONE YOU KNOW HAS A GAMBLING PROBLEM, CRISIS COUNSELING AND REFERRAL SERVICES CAN BE ACCESSED BY CALLING 1-800-GAMBLER (1-800-426-2537). HAVE FUN! PLAY RESPONSIBLY! PLAYER HOTLINE (1-800-252-1775) Visit [illinoislottery.com](http://illinoislottery.com) for game details.

874-VOID01-000(299)

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Michael Jones  
Superintendent  
Illinois Lottery

THE GOOD LIFE \$1,000 A WEEK FOR 20 YEARS  
GAME 874  
ITOM LENGTH SETTING = 2.5"

*All prizes must be claimed within 1 year after announced end of game (see Lottery agent for details). Prizes awarded by check after claim is properly verified on the ticket book. (Prizes cannot be changed). Prizes are voided 18 years old.*

*SEND WINNING TICKETS TO ILLINOIS LOTTERY, P.O. BOX 19080, SPRINGFIELD, IL 62794-9080.*

*Tickets, transactions and winners are subject to all Lottery procedures, rules, regulations, and state law. Official game rules are on file at the Illinois Lottery.*

*Overall odds of winning (including break-even) are 1 in 50.00; \$5 - 1 in 100.00; \$10 - 1 in 100.00; \$20 - 1 in 6,000.00; \$1,000 - 1 in 240,000; \$1,000 a week for 20 years - 1 in 6,000,000.*

*Instant tickets may continue to be sold even when all top prizes have been claimed. The Beginning Instant Game Prize List is available at [www.illinoislottery.com](http://www.illinoislottery.com).*

*THE TOP PRIZES OF \$1,000 A WEEK FOR 20 YEARS WILL BE ANNUITIZED OVER A 20 YEAR PERIOD.*



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**ILLINOIS LOTTERY**

YOU NOW HAVE 111 AND POWERBALL TOTAL \$24.00  
TOTAL \$108,084.00



# Review



# Responsible Gaming

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