

205 CMR: MASSACHUSETTS GAMING COMMISSION

205 CMR 150.00: PROTECTION OF MINORS & UNDERAGE YOUTH

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Section

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150.01: Preventing ~~Gaming and~~ Access to Gaming by Underage Persons

Each gaming licensee shall implement policies, procedures, and practices designed to prevent persons under the age of 21 from ~~gaming-gambling~~ and, except for ~~an employee~~ 18 years or over who is licensed pursuant to M.G.L. c. 23K and 205 CMR and acting in the performance of the duties the employee is licensed to undertake, from entering ~~a gaming area~~. The policies, procedures, and practices shall include but not be limited to an ongoing program of training for personnel at the gaming establishment that emphasizes the responsibility of personnel for identifying and preventing such activity by persons under the age of 21. Gaming wins and losses by persons under the age of 21 shall be transferred to the Commission's Gaming Revenue Fund.

150.02: Monitoring the Premises for Unattended Minors

- (1) Each gaming licensee shall establish policies, procedures, and practices requiring its security and surveillance personnel to conduct regular checks of parking areas for minors left in motor vehicles and for the immediate report of any such finding to the local and state police in the municipality where the gaming establishment is located.
- (2) Each gaming licensee shall establish policies, security procedures, and security practices to ensure the safety of minors on the premises of a gaming establishment, including but not limited to monitoring the premises of the gaming establishment for unattended minors.

150.03: Advertising and Marketing Guidelines

No gaming licensee or gaming establishment shall authorize or conduct marketing and/or promotional communications relative to gaming to target persons under the age of 21. Each gaming licensee shall implement policies, procedures, and practices to ensure that:

- (1) Advertising and marketing materials relative to gaming are not directed to or intended to appeal to persons under the age of 21.
- (2) Advertising and marketing materials relative to gaming do not contain cartoon figures, symbols, celebrity/entertainer endorsements, and/or language designed to appeal specifically to persons under the age of 21.

(3) Advertising and marketing materials relative to gaming are not advertised or promoted by anyone who is or appears to be under the age of 21.

(4) Advertising and marketing materials relative to gaming are not advertised in media where most of the audience is reasonably expected to be below the age of 21.

(5) Where reasonably possible, advertising and marketing materials relative to gaming ~~advertisements~~ are not placed adjacent to or in close proximity to comics or other features targeted to persons under the age of 21.

(6) Advertising and marketing materials relative to gaming are not advertised in or promoted at any venue where most of the audience is normally expected to be under the age of 21.

(7) Unless in response to a charitable request, clothing, toys, games, or other materials that appeal primarily to persons under the age of 21 are not given away at events where most of the audience is reasonably expected to be under the age of 21.

(8) Advertising, marketing, and promotional materials and activities relative to gaming are not promoted on college or university campuses or in college or university publications.

(9) Advertising and marketing materials relative to gaming are not placed on billboards or other outdoor displays that are adjacent to schools or other primarily youth-oriented locales.

150.046: Reporting Requirements Related to Minors and Underage Persons

Each gaming licensee shall submit an underage person report to the IEB by the 10th day of each month reporting the following information:

- (1) The number of persons under the age of 21 found in the gaming area;
- (2) The number of persons under the age of 21 found gaming at tables;
- (3) The number of persons under the age of 21 found gaming at slot machines or other electronic gaming devices;
- (4) The number of persons under the age of 21 found consuming alcohol;
- (5) The number of persons under the age of 21 turned over to the proper law enforcement authority; and
- (6) The number of persons under the age of 21 escorted from the gaming area.

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REGULATORY AUTHORITY

M.G.L. c. 23K, §§ 5(a); 21(a); 25(h).

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