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The Massachusetts Gaming Commission Announces Official Seal of Approval for Online Sports Wagering Operators *Emblem Will Indicate Legal Sportsbook Operator*

The Massachusetts Gaming Commission (MGC) has developed and adopted an official seal of approval (seal), which each licensed operator is required to include on their digital platforms beginning this month. The seal is intended to be a clear signal to those who choose to gamble that they are accessing a platform licensed in the Commonwealth of Massachusetts by the MGC.

This seal represents a significant step in the MGC's ongoing efforts to promote responsible and regulated gaming within the state. Consumers will now be able to easily distinguish between licensed, regulated platforms and unsafe, and illegal alternatives.

A competitive legal sports betting market is active in the Commonwealth of Massachusetts. Like their three brick-and-mortar counterparts, each of the seven licensed online operators in the Commonwealth are required to follow the laws and regulations governing sports wagering in Massachusetts. This includes implementing strong consumer protections to ensure data and financial security, industry-leading Know Your Customer (KYC) protocols to ensure only those eligible to wager can access their platforms, and responsible gaming initiatives to ensure customers have support to manage their gambling. Each operator is accountable to the MGC, which ensures compliance with Massachusetts laws and regulations. The seal will indicate that an operator is licensed by the MGC.

"The MGC has spent considerable efforts ensuring that the operators licensed in the Commonwealth share our values and are committed to consumer protections and responsible gaming," said Commissioner Eileen O'Brien. "Massachusetts residents who choose to gamble on sports deserve to know their data, personal and financial information are protected, and only the legal marketplace offers those protections. By locating this seal, users will be able to easily identify a legal sportsbook from an illegal operator."

Offshore and illegal operators have been accessible to patrons throughout the United States for years, and with the legalization of sports wagering, these illicit operators masquerade as permissible but are not licensed by any state jurisdiction and do not pay state taxes or licensing fees. The risk associated with illegal operators extends beyond potential data breaches or financial losses. Operators may refuse to honor winning bets, leaving consumers with little to no recourse. Illegal gambling activities are also often tied to other serious crimes. The Massachusetts Attorney General's Office recently issued a cease-and-desist letter to at least one major illegal operator and will continue to monitor and act against illegal operators with the cooperation of the MGC.

This newly adopted seal not only enhances consumer protection, but also builds trust with members of the public that choose to gamble. It serves as a visual reminder of the regulations in place within the legal market and encourages responsible gambling practices.

It is essential for all stakeholders – operators, regulators, and consumers alike – to recognize the importance of a legal and regulated market. By choosing to gamble only with licensed operators displaying the official seal, consumers can enjoy their experience with the peace of mind that comes from knowing they are protected by Massachusetts laws and regulations.



Massachusetts Gaming Commission

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