

LeoSafePlay - Responsible Gaming at LeoVegas

While gambling is a source of entertainment and fun for a large number of people, it can also have a negative impact on the lives of a small but significant portion of our client-base. LeoVegas is keenly aware of its duty of care to all its customers, and goes to great lengths to ensure that its customers are able to enjoy themselves in a safe environment. Responsible gaming has been an important area even since the company was founded, and this is evident in the product design and the overall approach to customer support the company takes.

All LeoVegas employees are required to undergo LeoSafePlay training on the topic of responsible gaming. LeoVegas has enlisted the help of a third party learning platform to help host and deliver responsible gaming training clearly and efficiently to all employees, supplementing the training delivered by the Responsible Gaming Team. Those employees with direct client-contact receive more extensive training, which includes more specific information on how to identify signs of problem gambling and how to help customers who are showing these signs.

LeoVegas also employs a team of Responsible Gaming Agents, who promote responsible gaming practices within the company and within our client-base as part of LeoSafePlay. The team is also tasked with identifying clients who are showing signs of problem gambling, intervening and providing them with information as to where they may seek help. The team has recruited the help of experts to review and improve existing procedures related to the topic of responsible gaming, and has also been aided by the introduction of technological advancements in the field of remote casino operation.

Player Protection Measures & Customer Support

LeoVegas has developed a number of tools that are employed in the effort to promote LeoSafePlay and help customers play responsibly. The client has a number of intuitive gaming limits available to use at any time, including a *Deposit Limit*, *Loss Limit*, *Wagering Limit*, and *Session Limit*, as well as the option to *self-exclude* at any time. Customers are also encouraged to monitor their account history, allowing them to keep track of all transactions made on their account.

The company has also invested heavily in the development of the [LeoSafePlay Self-Assessment](#), an in-house self-assessment which measures the impact of gambling on four scales – *time management*, *money management*, *personal health* and *relationships*. Once the assessment has been completed, customers are informed of which aspects of their life have been negatively affected by gambling. Customers also receive suggestions for which tools they should consider making use of, based on their unique responses throughout the assessment, links to internal resources related to responsible gaming, as well as external resources in the form of local help organisations.

The self-assessment also allows the company to gather valuable information about common problems which its customers face, allowing LeoVegas to

contribute to a growing body of research in the field. Here, the aim is to continue to promote responsible gaming practices via Leo Safe Play and ensure that individuals who enjoy gambling are able to do so with minimal risk.

LeoVegas has also established a dedicated [LeoSafePlay page](#), providing its customers with a centralised hub of all information related to the topic of responsible gaming, including information about the risks associated with gambling, player-protection measures, parental control measures, and links to market-specific help organisations. Customers can also access this information by means of an extensive FAQ page, which contains a selection of frequently asked questions related to the topic of responsible gaming.

LeoVegas culture

LeoVegas put a lot of effort to improve and widen the scope of LeoSafePlay. Our internal policies and procedures are constantly being updated and improved, knowledge on the topic continues to be shared more freely and in new ways between all employees, and relevant technological advancements continue to be incorporated, all of which will allow us to fulfil our commitment to responsible gaming in a more holistic manner.