



**I-GAMING LICENSING AND REGULATIONS GROUP
E-Games / E-Bingo Licensing Department**

MEMORANDUM

16 August 2022

TO : **ALL OPERATORS
ALL SERVICE PROVIDERS**

FROM : **THE ASSISTANT VICE PRESIDENT**

SUBJECT : **RESPONSIBLE USE OF TEXT BLASTS**

This refers to the reports and complaints regarding the various text spams promoting online (casino) gaming websites and inviting people to register thereat.

While the **Regulatory Framework For Marketing And/Or Promoting Remote Gaming Platform And Services** allows the conduct of announcements and/or advertisements through the use of existing mass media subject to specific messaging parameters and Responsible Gaming mandatory elements, please be informed that all kinds of promotions and other forms of advertisements through SMS or text blasts shall not be permitted, except when such promotions and/or advertisements are directed to the existing pool of registered players of a gaming platform. Needless to state, text blasts shall not be used to encourage the new registration of new players.

This directive shall take effect immediately subject to the imposition of applicable penalties as provided for in the **Table Of Penalties For The Remote Gaming Platform**, i.e. fines, suspension, and/or revocation of the approval, in case of a verified violation herein.

For your guidance and strict compliance.

Thank you.


JEREMY B. LUGLUG

Noted by:


ALBERTO O. REGINO JR.
Officer-In-Charge

CTS NO. 20220818-180248