



NCPG

National Council on Problem Gambling

iCAP: Internet Responsible Gambling Compliance Program



What is iCAP?

It is a compliance assessment program that provides operators, regulators and consumers with guidance on responsible gambling practices for Internet gaming. Developed by the National Council on Problem Gambling (NCPG) it is the first program of its kind in the US. NCPG developed the first US Internet responsible gambling standards in 2012 based on best practices from jurisdictions around the world. Many of these principles were incorporated into legislation, regulation and platforms in states that legalized internet gambling. iCAP provides operators with the opportunity to receive an independent assessment of their responsible gaming programs that often go beyond state requirement to meet the higher NCPG standards.

Why should you apply for iCAP certification?

Concerns over gambling addiction and the protection of minors are the perennial concerns of opponents of Internet gambling. Financial institutions continue to be reluctant to process Internet gambling transactions. One of the best ways to deal with negative perceptions is to point to the fact that your site has been accredited by the National Council on Problem Gambling and give assurance to stakeholders regarding your Internet gambling operations.

How will NCPG promote iCAP?

Consumers who choose to gamble online will be urged to do so with operators who receive iCAP certification. Legislators and regulators will be encouraged to require licensees to utilize the IRG Standards and the iCAP process. NCPG will acknowledge certified companies on our website and throughout our public communication initiatives.

How can you get started?

If you are responsible for a legal Internet gambling site, including racing and lottery sites, you may apply for iCAP certification. The certification process includes detailing descriptions of your policies and procedures with reference to each of the IRG standards. Eligible candidates will be assessed by NCPG's specialist testing partner Gambling Integrity Services (GIS). This includes an on-site visit and mystery shopping exercise by trained testers. The GIS report, including scores for each

category and an overall grade, is provided to the NCPG iCAP committee. The committee reviews the report and judges whether the site should be awarded the certificate of compliance, which is valid for 1 year. Certificate holders will also receive an electronic icon which can be displayed on their website.

What iCap cannot do

Certification validates that in the opinion of the NCPG iCAP committee the certificate holder's website is compliant with the NCPG Internet Responsible Gambling Standards. However, NCPG makes no warranty or guarantee about any experience of any particular user or users, and does not warrant or guarantee that the website was, will or would be similarly compliant in any particular user experience or series or combinations of experiences. NCPG is not a guarantor or insurer of the website, its operations, its owner(s) or its operator(s) and denies all liability arising from any manner of usage of this website.

How much does it cost?

The total fee is \$8,000 per website for the initial review and certification. This consists of a review fee of \$3,500 and an initial certification fee of \$4,500 (NCPG members receive a discount of \$1,500 on the certification fee). Annual renewal is \$8,000. Fees are non-refundable.

About NCPG

The National Council on Problem Gambling (NCPG) is the national advocate for programs and services to assist problem gamblers and their families. NCPG was founded in 1972 and is neutral on legalized gambling. NCPG is a 501(c)(3) non-profit organization. Copies of the Internet Responsible Gambling Standards and NCPG US Online Gambling Regulations Report are available at: <http://www.ncpgambling.org/programs-resources/responsible-gaming/>

About GIS

GIS is an international consultancy advising regulators, governments and companies on all aspects of gambling consumer protection. GIS has extensive experience with responsible gaming audits and benchmarking for online and land-based gambling operators.

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www.ncpgambling.org/icap