

**24 NCAC 06A .0905      INFORMATION TO PROMOTE RESPONSIBLE GAMING**

(a) Advertising, marketing, and other promotional materials published, aired, displayed, disseminated, or distributed by or on behalf of any Operator shall include a link to and phone number for the North Carolina Problem Gambling Helpline or other Commission-approved number or problem gambling resource using language provided by the Commission and such other information regarding responsible gaming as required by the Commission ("Responsible Gaming Messaging"). This requirement does not apply to static advertising, such as the display of a logo, that does not contain additional inducements to Wagering.

(b) Such advertising, marketing, and other promotional materials shall not use a font, type size, location, lighting, illustration, graphic depiction, or color obscuring conditions or limiting factors associated with the Advertisement of such Problem Gambling Helpline information. If an Advertisement is of insufficient size or duration to provide the information required, the Advertisement shall refer to a website or application that prominently includes this information.

(c) For digital billboards, Responsible Gaming Messaging shall be visible for the entire time the rest of the Advertisement is displayed.

(d) The Commission may authorize alternative methods of providing Responsible Gaming Messaging when the nature, size, or placement of the Advertising make it impractical or impossible to include the Responsible Gaming Messaging within the Advertising itself. Any alternative methods for providing the Responsible Gaming Messaging must be approved by the Commission. The Commission or Director may establish "safe harbors" for alternative methods for approving the Responsible Gaming Messaging and the Director may approve alternative methods outside of those safe harbors on a case-by-case basis.

*History Note:      Authority G.S. 18C-114(a)(14);  
Previously adopted as Rule 11-005;  
Eff. January 8, 2024;  
Readopted Eff. March 27, 2024.*