

24 NCAC 06A .0908 OPT-OUT FROM DIRECT MARKETING

(a) Each direct Advertisement, marketing, or other promotional materials about Wagering shall clearly and conspicuously describe a method by which an Individual may opt out of receiving future direct Advertisements.

(b) An Operator shall honor any request to opt out as soon as practicable and, in any event, no later than 10 Days from the date of such request. If a direct Advertisement is sent via electronic mail, the described opt-out method shall include either an electronic mail address that will accomplish such opt-out or a link to an online website address at which such opt-out may be accomplished as simply as practicable.

(c) A direct Advertisement sent other than by electronic mail shall include at least one of the following methods to opt out:

- (1) telephone;
- (2) regular United States mail;
- (3) online website address or mobile application at which such opt-out may be accomplished as simply as practicable; or
- (4) electronic mail.

*History Note: Authority G.S. 18C-114(a)(14);
Previously adopted as Rule 11-008;
Eff. January 8, 2024;
Readopted Eff. March 27, 2024.*