

Responsible Gambling

Protect Players, Revenue, and Your Brand

Ensure Safer Gambling While Protecting Your Brand and Revenue

Responsible Gambling is about stepping in early, helping you understand whether players are gambling within their financial means while giving operators and gambling platforms the insight to spot vulnerability before it turns into a compliance issue, financial exposure, or regulatory penalty.

Shufti's Responsible Gambling tool is designed to guide and inform your teams, so high-risk cases always receive human review and judgment.

It protects players while also safeguarding your licences, brand reputation, and revenue.

At Shufti, we offer a comprehensive solution to operators and gambling platforms that focuses on **early detection and prevention**, helping players stay in control of their gambling behavior by helping you assess whether:

- ▶ Players are gambling with disposable income, not money they need for essentials like rent or food.
- ▶ Gambling may be linked to addiction or financial stress.

Why it Matters

Regulators are setting strict expectations. They want operators to prove they are actively managing:



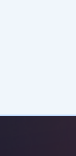
Affordability

Can the player actually afford to gamble?



Behavioral Risk

Are there signs of risky or harmful gambling patterns?



Proactive Intervention

When should the operator step in to prevent harm?

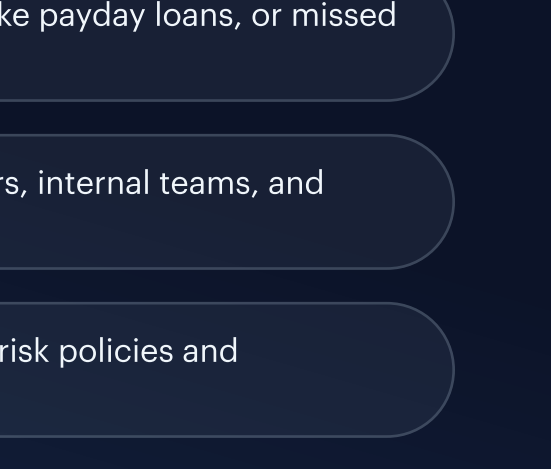
If operators fail to meet these requirements, it can lead to **brand damage, financial penalties, and even the loss of licences.**

An automated approach to Responsible Gambling helps you:

- ▶ Support your compliance obligations while still enabling fast, low-friction player journeys.
- ▶ Keep compliant while still enabling fast, low-friction player journeys.

Regulatory Alignment

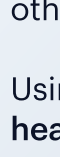
Shufti is designed to support the affordability and vulnerability expectations of leading gambling regulators and national authorities.



Shufti's Responsible Gambling solution helps you:



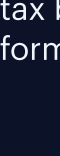
Prove that players can afford to gamble without affecting essential living costs.



Spot financial vulnerability early through indicators like payday loans, or missed payments.



Keep clear, audit-ready decision records for regulators, internal teams, and leadership.



Align affordability and vulnerability checks with your risk policies and jurisdiction-specific requirements.

Protecting Players & Platform Integrity

To ensure a safe and fair gambling experience, operators must protect players and platform integrity by **preventing fraudulent activity, bonus abuse, chargebacks, and other abusive behaviors.**

Using one platform for Responsible Gambling helps protect the operator's **financial health** and supports **fair, secure transactions** for players.

Challenges

RAW FINANCIAL DATA

Bank statements, card statements, tax bills, etc., come in different formats and qualities.

INCONSISTENT DECISIONS

Different reviewers interpret the same statement differently, leading to uneven outcomes.

MANUAL ASSESSMENT

Teams must interpret and calculate gambling spend, income, and debts by hand.

POOR AUDIT TRAIL

It's hard to explain to regulators why one player was allowed to continue and another wasn't.

HIDDEN RISK MARKERS

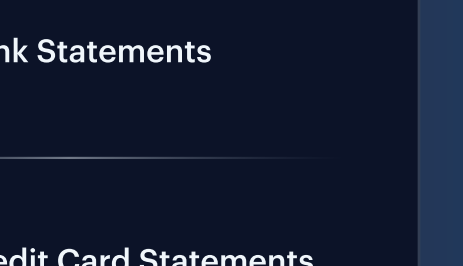
- ▶ **Payday loans:** A player may be using high-interest loans to fund their gambling.
- ▶ **Irregular income:** The player's earnings could be unstable, making their gambling habits unsustainable.

LIMITED RULE TRANSPARENCY

Current tools are not tailored specifically to Responsible Gambling and affordability, making it difficult to justify decisions.

How Does Shufti Solve This?

Shufti uses proprietary AI and document extraction (OCR) technology to transform raw financial documents into actionable, explainable risk profiles. By doing so, Shufti automates and simplifies much of the analysis behind **affordability checks, behavioural risk, and compliance reporting**, so your teams can focus on final decisions and interventions.



Shufti utilizes configurable rules to evaluate the extracted data, including:

- ▶ **Current gambling levels:** How much and how often the player is gambling.
- ▶ **Gambling behavior:** Identifying red flags like rising stakes, multiple operators, late-night activity, etc.
- ▶ **Financial health:** Debt markers such as payday loans, missed bills, and eWallet usage.

These explainable outputs help your team understand, defend, and act on each case with confidence.

An overall risk level for the player (Low, Medium, High).

A rule-by-rule breakdown of risk factors across multiple domains (e.g., gambling behavior, debt, income instability).

These explainable outputs help your team understand, defend, and act on each decision with confidence.

Document Types Supported

Shufti analyzes multiple document types to build a holistic view of a customer's financial position, including:

- Bank Statements
- Credit Card Statements
- Tax Bills
- Property Tax/ Local Tax Notices

Empower Teams to Make Faster, and Safer Decisions

Shufti is designed not just for the business, but for the people who use it every day: Heads of Compliance, Responsible Gambling Managers, Risk Analysts, and Operations teams.

By using **Shufti**, you can:

Cut manual review time dramatically
Spend less time reading through pages of bank statements and more time focusing on high-risk cases that really need human judgment.

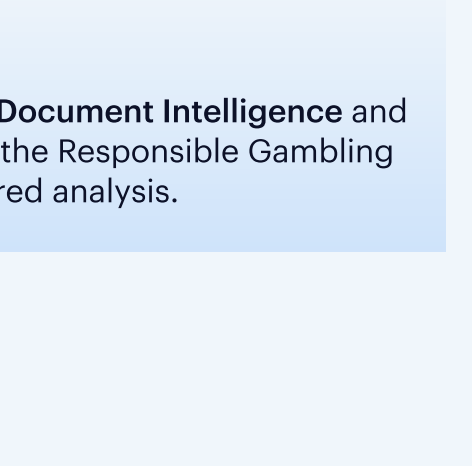
Make faster, more consistent decisions
Standardised, rules-based assessments mean similar cases get similar outcomes, reducing internal debates and rework.

Be audit-ready at all times
Every **assessment or case review** comes with a clear, human-readable report and rule breakdown, so you can quickly explain why to regulators, auditors, and internal stakeholders.

Protect revenue and player experience
Automated assessments allow you to approve low-risk players faster and reduce unnecessary friction, while routing higher-risk cases to human review, helping to prevent drop-offs and abandoned journeys.

Shufti turns Responsible Gambling from a manual bottleneck into a **scalable, efficient, and defensible process** that protects both players and your business.

How It Works Step-By-Step



01

Select the type of document you want to analyze.

02

Select Document Intelligence and opt for the Responsible Gambling as desired analysis.

03

Shufti extracts and structures the data, then uses **custom-built rules** to apply **Responsible Gambling standards** to assess risk.

04

Get a clear, **human-readable report** detailing the player's **overall risk level** and individual domain scores.

Why Choose Shufti?

Shufti provides an automated, comprehensive solution for Responsible Gambling and affordability that delivers measurable benefits to operators:

Reduced operational cost:
AI-powered OCR and data processing reduce manual review time.

Stronger compliance with less effort:
Clear, explainable risk reports simplify demonstrating proactive monitoring to regulators.

Better player experience and conversion:
Automated, fast reviews keep genuine players moving, protecting revenue and players.

Easy integration and fast deployment:
Seamless integration for quick go-live and faster time-to-value.

Consistent, defensible insights:
Rule-based, configurable risk assessment ensures transparent and consistent evaluations to guide and inform your teams.

Ready to Build a More Authentic Platform?

Replace anonymity and abuse with trust and authenticity.

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Book a Demo