Fitzdares has selected Crucial Player Protection system to protect at-risk players

Fitzdares will be using the Crucial Player Protection (CPP) system which has been designed as a single, scalable solution for compliance, business and case management. The ultimate aim is to improve the accuracy of review for AML and Responsible Gambling to increase the protection of at-risk players.

This is done through 27 harm markers that are combined with advanced algorithms and machine learning which has been calibrated to the exchange business. These advanced models are based on individual player behaviour, but also traders and are segmented at the core by product, country, and vertical.

This allows Fitzdares to compare player behaviour not only with the wider cohort but also against their individual benchmarked behaviour over time, which is key to minimising gambling related harm. CPP then allows Fitzdares to automatically interact with players about their gambling behaviours and habits, through the full integration with Adobe.

CPP drives player interaction on a timely and specific basis to educate players of how to stay in control of their play and utilise the RG tools available to help them do this. From the customer perspective, this guides them though their own playing habits to keep them in the “entertainment zone”.

The use of CPP in monitoring and assessing player behaviour allows players to continue enjoying online gambling without experiencing harm. CPP also monitors, tracks and stores all actions and interactions taken between Fitzdares and its

players, which is critically important when it comes to providing evidence to the regulator or player that it took necessary action, and can then show the resulting change in play.

Andy Masters, COO at Crucial Compliance, said: “We are delighted to have partnered with Fitzdares and to be providing the operator with our powerful Crucial Player Protection solution.

“It is the only compliance platform that has been built from the ground up by compliance professionals for the specific purpose of compliance and with a focus on a single view and holistic player protection.

“CPP improves the output and efficiency of the compliance team, allowing the Fitzdares team to focus on the most at risk players. The tool is also supported by an experienced training, data and analytical team who continue to support the needs of the business in an everchanging regulation landscape”

Sam McKnight, Head of UK Compliance at Fitzdares said: “We take player protection incredibly seriously and in Crucial Compliance we have a partner that can provide us with the platform and tools we need to take safer gambling to the next level.

“Its technology is at the cutting edge of safer gambling and is always supported by an experienced team on hand to ensure that we maximise the potential of the platform and tools available through Crucial Player Protection.

“This partnership is evidence of our commitment to safer gambling and compliance and will be crucial to our success in the UK market and beyond.”

ENDS

About Fitzdares

Fitzdares is the world’s finest bookmaker and has been taking bets since 1882. Their client-centric ethos distinguishes them in the market, supplementing their state-of-the-art digital platform with a highly-personalised service. Fitzdares was named SBC’s Racing Sportsbook of The Year in 2020.

In the United Kingdom and Ireland, clients can place bets via the Fitzdares app (Apple & Android), website, live chat, SMS, email and telephone. There is an expert team of brokers on the other end of the line to take bets, answer questions, and even debate the topical sporting matters of the day. Their dedication to this world-class service guarantees that their members enjoy the very best betting experience.

Fitzdares’ UK members typically come from the world of finance and international business – their mutual love of sportuniting them. All members are carefully monitored by a highly-dedicated responsible gambling team to ensure a safe and fun experience.

In 2021, Fitzdares opened The Fitzdares Club in Mayfair, a place for members to enjoy live sport in comfort and luxury. A stone’s throw from the world-renowned Claridge’s, it is spread over two beautifully decorated floors with a restaurant, bar, two private dining rooms and a dedicated Racing Room. Nine state-of-the-art 4K TVs adorn the walls, showing live sport all year round. More recently, Fitzdares launched a second Club near Cheltenham Racecourse, complete with a stunning 18-hole golf course in the beautiful Cotswolds countryside.

About Crucial Compliance:

Crucial Compliance is the one-stop-shop for all your regulatory, corporate responsibility and compliance needs. With extensive knowledge and expertise in the various RG and AML areas, Crucial Compliance can provide you with tailormade strategies & solutions which will match your regulatory and aspirational Corporate Social Responsibility.

Crucial Compliance delivers a holistic safer gambling strategy which is tailored to the specific needs of online gaming operators. It provides support to help you build a long term, sustainable and effective Player Protection Model, by providing data driven analyses, in-depth knowledge of the industry and a wide range of tools to support your business needs.

Crucial Compliance is bringing change to the industry, one operator at a time.