

# The mission: Playing Safely

Strategy 2024–2028  
of the Netherlands Gambling Authority

## Preventing gambling addiction

The Netherlands Gambling Authority (Kansspelautoriteit, Ksa) monitors compliance with duty-of-care rules by operators and takes harsh action where necessary. We also explain what we want and enter into dialogue with operators in order to find better solutions. Furthermore, we assist people to help themselves through a self-imposed Gambling Break by enlisting in the Central Exclusion Register (Cruks) and through various self-help modules. Of course, we also inform people about the risks of gambling and offer guidance to problem gamblers so they can get the help they need.

Playing Safely

## Protecting and informing consumers

We let players play protected games with legal operators. We do this by adequately informing the public about gambling and referring people to the different forms of assistance that are available. Additionally, we monitor compliance with the rules by operators and intervene where necessary.

## Countering illegality and crime

We are cracking down on illegal online operators. For this, we need additional jurisdiction, because not all the tools we have are equally effective. For example, we aim to quickly make illegal offerings inaccessible to players by shutting down websites. Together with the Public Prosecution Service, municipalities and the police, we tackle illegal physical offerings that contribute to subversion. Furthermore, we prevent criminals from laundering money by ensuring compliance with the Anti-Money Laundering and Anti-Terrorist Financing Act (Wwft).

## What are we building on?



### Understanding the gambling market

We understand the seduction tactics of legal and illegal operators. We know which games there are and how they work. And we are aware of the risks associated with gambling. We also understand how to intervene where necessary and recognize which interventions are effective.

### Understanding players

We understand how gambling related problems arise. We understand how a recreational gambler can turn into an at-risk gambler and an at-risk gambler can turn into a problem gambler. In addition, we know how large the group of at-risk gamblers and problem gamblers is.



### Innovatively monitoring compliance

We perform risk-based and data-driven monitoring. Our interventions are fast and appropriate, focused on achieving maximum result.

We will continue to improve to keep up with developments in the market. In order to do this properly, we organise our own innovative strength.

### Collaborations

To fulfil our ambitions, we work together with stakeholders to achieve our mission: Playing Safely. We act to prevent misconduct. These stakeholders include the criminal justice chain, addiction care services, municipalities and debt counselling services.



### Professional organisation

We will continue to invest in our information management and security and in our data management. In doing so, we will keep our processes and systems up to date and efficient. This will contribute to our risk-based and data-driven monitoring. Furthermore, addiction prevention is a full-fledged task in our work.