



NEW YORK STATE GAMING COMMISSION VIOLATION NOTIFICATION

A. Incident Information:

Date of Notification: January 23, 2024
Date of Violation: August 29, 2023
Incident Location: American Wagering, Inc.
NYSGC Case Number: 24-MSW-AWI-01

B. Vendors/Licensees Cited:

Table with 2 columns: Name, Address. Row 1: American Wagering, Inc. d/b/a Caesars Sportsbook, 6325 S. Rainbow Blvd, Suite 100 Las Vegas, NV 89118

C. Statutes, Regulations, Internal Controls, and/or Programs Violated:

9 NYCRR § 5325.2

(b) A problem gambling plan shall include the following:
...(3) policies and procedures that clearly illustrate:
...(v) procedures to limit or prevent loyalty and other rewards and marketing programs for patrons exhibiting suspected or known problem gambling behavior;

9 NYCRR § 5330.34(c)

Other regulatory requirements. Each skin shall comply with the problem gaming, self-exclusion and excluded person requirements, including trainings, set forth in Parts 5325 and 5327 of this subchapter as if such licensee were a gaming facility licensee and with Part 5402 of this subtitle.

9 NYCRR § 5402.4

(a) A gaming operator shall train its employees and establish procedures to:
... (4) ensure that self-excluded persons do not receive, either from the gaming operator or any agent thereof, gaming junket solicitations, targeted mailings, telemarketing promotions, player club materials or other promotional materials relating to gaming activities at its licensed facility;

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D. Summary of Violations:

On August 29, 2023, American Wagering, Inc. d/b/a Caesars Sportsbook (“Caesars”) sent marketing communication emails to four patrons participating in the Commission’s Voluntary Self-Exclusion Program, and 10 patrons participating in the Caesars-specific self-exclusion program. The error was identified during a review of various dynamics involving Caesars’s operating practices. All marketing communications were immediately stopped by Caesars upon its identification of the error.

Caesars’s actions of emailing marketing communications to self-excluded patrons resulted in four violations of 9 NYCRR § 5402.4(a)(4) with regard to patrons participating in the Commission’s Voluntary Self-Exclusion Program, and 10 violations of 9 NYCRR § 5325.2(b)(3)(v) (as incorporated by 9 NYCRR § 5330.34(c)) with regard to patrons participating in the Caesars-specific self-exclusion related programs, all of which also constituted a failure to abide by Caesars’s approved Internal Controls and Responsible Gaming New York Program.

F. Fines:

Upon investigation, it was determined, and conceded by Caesars, that Caesars had sent marketing communications via email to 14 self-excluded patrons. The Commission hereby issues the following fines:

American Wagering, Inc. d/b/a Caesars Sportsbook is hereby fined \$7,000 (\$500 for each of the 14 excluded patrons marketed to in violation of applicable Commission rules and Caesars’s Internal Controls and Responsible Gaming New York Program).

