



# Equifax RiskScan

Promoting Responsible Gambling



# Equifax is proud to introduce RiskScan, a dedicated solution designed for promoting responsible gambling practices and mitigating the harm from excessive gambling

The United Kingdom boasts one of the world's most significant gambling markets, with more than half of all adults participating in various forms of gambling.

The government's<sup>1</sup> research has revealed that 0.5% of the adult population grapples with problem gambling, while 3.8% engage in gambling at at-risk levels. The challenge for all parties within the gaming industry is to encourage safe, responsible gambling while protecting those who are most at risk.

The UK Gambling Commission, the industry's regulatory authority, now expects gaming businesses and other key organisations to play a pivotal role in reducing the harm associated with gambling. This necessitates the continuous development and improvement of existing practices and the identification of innovative methods to curtail gambling-related harm.

**RiskScan harnesses the power of our Risk Navigator score, leveraging public data sources to identify those most at risk of harmful gambling.**

<sup>1</sup><https://www.gov.uk/government/publications/gambling-related-harms-evidence-review/gambling-related-harms-evidence-review-summary--2#introduction>

# Discover how RiskScan can transform the way you do business



## Challenge

Lack of Credit Bureau Data Access



## Solution

Informed Decision

Gaming firms do not yet have access to Credit Bureau data and cannot use financial data for consumer assessment. RiskScan empowers the gambling sector to make informed decisions by identifying consumers at risk. By blending our Risk Navigator score with critical risk event indicators and public data, we can identify consumers at highest risk of harm, in a manner that is transparent and explainable.

Regulatory Pressure



Proactively address vulnerability

With the new solution, companies can proactively address vulnerabilities ensuring regulatory concerns are met and customer impact is minimised, whilst the solution can accommodate future regulatory changes in data availability.

Disruption in Onboarding



Seamless customer journey

Gaming firms want to assess the financial health of consumers without disrupting the onboarding process. Finding a balance is tough. Our solution seamlessly integrates with your consumer journey, ensuring the same user experience, and enabling you to validate a customer within milliseconds.

## Key Benefits:



### Protect Vulnerable Consumers:

By accurately assessing risk, you can protect vulnerable consumers and demonstrate a commitment to responsible gambling.



### Streamlined Onboarding:

Our solution seamlessly integrates into the onboarding process, ensuring a smooth customer journey.



### Regulatory Compliance:

Equifax's RiskScan enables you to adhere to regulatory requirements and latest industry standards while supporting your business objectives.

Ideal solution for gaming companies that are determined to identify warning flags to prevent consumers from becoming overexposed to gambling losses





Reach out and learn how Equifax's RiskScan can help your organisation champion responsible gambling, safeguard vulnerable consumers, and continue to thrive in an industry that is actively working to strike a balance between entertainment and safety.

**Visit [equifax.co.uk/business](https://equifax.co.uk/business) to book a free consultation to see how our solution can work for you**