

Putting player safety first in online casino choices

Choosing the right platform isn't just about making sure players can access funds or enjoy a game, it's an essential part of supporting responsible gaming.

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[/EINPresswire.com/](https://www.einpresswire.com/) -- The gaming

industry is no stranger to hype and hyperbole; virtually every online

platform boasts of offering the best selections of games and a player experience that stands out from the rest. The reality is that some unscrupulous operators offer all the purported benefits on platforms that, in actuality, are far from rewarding and, at worst, downright shady. An authentic online casino business will have a sustainable approach to operations, underscored by the principle that says the house only wins if players are safe and secure from beginning to end.

Trust: an ethereal concept

The concept of trust in business is abstract. Customers are typically wary regarding platforms that claim to be "trustworthy", viewing such claims as red flags rather than demonstrations of integrity or consistency.

Transparency first

First-class customer experiences provide what companies claim to offer. In iGaming, as with any customer-facing industry, communication is core to what's on offer. Not only does communication with players need to be clear and concise, it must be accurate and transparent. This is imperative and driven by the need to build sustainable business and customer relationships, which should be governed by the absolutes of the guidelines set out by gaming regulators and regional authorities. Again, unscrupulous operators may seek shortcuts and ways around legislation, a self-destructive path that harms the industry.

Responsible Gaming - a priority for all



The Rootz LTD logo

Safety and security are just the beginning. The overarching principle governing regulated gambling is the protection of players. Operators must ensure that their customers can access a complete Responsible Gaming regime. This starts with identity verification and KYC procedures that ensure that players are legitimately allowed to access gaming products and that they fulfil all the requirements regarding age and sources of funds. They must be able to monitor their own gaming activities (time spent playing, the amount spent within a session and the actual amount of their bankroll in real time). They must have access to resources that help them manage their gaming activities, such as on-screen reminders, access to problem gaming literature and resources and helpful details about identifying and managing problem gaming. The good news is that despite some perceptions about the gaming industry when an online casino is operated according to best practice guidelines, players will have a peace-of-mind experience supported by end-to-end measures prioritising their wellbeing.

Moreover, online gaming platforms must use secure payment providers, usually with multiple options. These third-party providers offer services built into the casino platforms so that deposits and withdrawals can seamlessly occur. These payment providers are governed by strict regulations as financial service providers, and a good casino platform will provide options that consumers are familiar with to enhance their experience.

Choosing a platform

While Google will share an enormous range of options for online casino platforms, players are always advised to dig a little deeper when choosing a space in which to play. Plenty of sites host reviews of online platforms, and players can also see what's being said about an online casino platform in the news. An online platform shouldn't be giving off warning signals. The better-known sites are usually the best places to explore first since more information about them will be contained in reviews. Many will also allow players to try out games for free in demo mode, with no risk since customers are playing with play money. An important consideration is the Welcome Offer, which should always be clearly communicated. If it sounds too good to be true, it probably is. A great tip: look for sites with the seal of approval from world-class regulators, such as the Malta Gaming Authority. A site displaying the MGA logo demonstrates that they're run under the auspices of a highly stringent regulatory regime.

At the heart of iGaming are play experiences. These are designed to be fun and entertaining without creating undue pressure on players to achieve unrealistic goals. Ultimately, there must be fair play at work: an equal chance of winning (or losing) to anyone who is playing. Fair play, once again, is moderated by the operator and the regulators, both of whom ensure that the odds are transparent.

New Zealand has its own gaming industry challenges, particularly when it comes to the reduction of harm. According to the [New Zealand Department of Internal Affairs website](https://www.dia.govt.nz/Minimising-Gambling-Harm) < <https://www.dia.govt.nz/Minimising-Gambling-Harm> >, New Zealanders are surveyed every two years to find out more about their gambling activities and the rates of harm for each kind of

gambling. This Health and Lifestyle Survey covers each facet of gambling, including online gambling, TAB, casino gambling and pokies. In turn, the results of these surveys help inform specific industry updates that protect consumers. The ongoing battle is made more complex when unregulated operators attempt to infiltrate the market.

Putting players first

The online gaming industry is relatively new: as New Zealand seeks ways to provide options that protect players, there will be updates to legislation and increased measures put in place to reduce gambling harm. Prospective players should choose platforms that come with integrity and consistency, from companies committed to adapting according to regulatory requirements over time. That way, players will be reassured that they're enjoying a safe and secure experience that's fun and enjoyable.

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