



General Assembly

January Session, 2025

**Committee Bill No. 5269**

LCO No. 5104



Referred to Committee on GENERAL LAW

Introduced by:  
(GL)

**AN ACT CONCERNING GAMING ADVERTISEMENTS AND PERMISSIBLE PAYMENT MECHANISMS FOR ONLINE GAMING ACCOUNTS.**

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. Subsections (c) to (e), inclusive, of section 12-863 of the  
2 general statutes are repealed and the following is substituted in lieu  
3 thereof (*Effective October 1, 2025*):

4 (c) A master wagering licensee and a licensed online gaming  
5 operator, online gaming service provider and sports wagering retailer  
6 shall each, where applicable based on the services provided:

7 (1) Prohibit an individual from establishing more than one account  
8 on each electronic wagering platform operated by the licensee;

9 (2) Limit a person to the use of only one debit card or only one credit  
10 card for an account, obtain permission from all account holders before  
11 authorizing any debit, charge or withdrawal on any jointly held debit  
12 card or credit card account and place a monetary limit on the use of a  
13 credit card over a period of time, provided single-use stored value  
14 instruments purchased by cash or debit card only, including, but not

15 limited to, a gift card or a lottery terminal printed value voucher, may  
16 be used pursuant to subdivision (3) of subsection (d) of section 12-853;

17 (3) Allow a person to limit the amount of money that may be  
18 deposited into an account, and spent per day through an account;

19 (4) Provide that any money in an online account belongs solely to the  
20 owner of the account and may be withdrawn by the owner;

21 (5) Establish a voluntary self-exclusion process to allow a person to  
22 (A) exclude himself or herself from establishing an account, (B) exclude  
23 himself or herself from placing wagers through an account, or (C) limit  
24 the amount such person may spend using such an account;

25 (6) Provide responsible gambling and problem gambling information  
26 to participants; and

27 (7) Conspicuously display on each applicable Internet web site or  
28 mobile application:

29 (A) A link to a description of the provisions of this subsection;

30 (B) A link to responsible gambling information;

31 (C) A toll-free telephone number an individual may use to obtain  
32 information about problem gambling;

33 (D) A link to information about the voluntary self-exclusion process  
34 described in subdivision (5) of this subsection;

35 (E) A clear display or periodic pop-up message of the amount of time  
36 an individual has spent on the operator's Internet web site or mobile  
37 application;

38 (F) A means to initiate a break in play to discourage excessive play;  
39 and

40 (G) A clear display of the amount of money available to the

41 individual in his or her account.

42 (d) At least every five years, each master wagering licensee shall be  
43 subject to an independent review of operations conducted pursuant to  
44 such license for responsible play, as assessed by industry standards and  
45 performed by a third party approved by the department, which review  
46 shall be paid for by the licensee.

47 (e) Advertising, marketing and other promotional materials  
48 published, aired, displayed or disseminated by or on behalf of any  
49 gaming entity licensee shall:

50 (1) Not depict an individual who is, or appears to be, under twenty-  
51 one years of age, unless such individual is a professional athlete or a  
52 collegiate athlete who, if permitted by applicable law, is able to profit  
53 from the use of his or her name and likeness;

54 (2) Not be aimed exclusively or primarily at individuals under  
55 twenty-one years of age, or at individuals under eighteen years of age if  
56 pertaining exclusively to keno, online lottery ticket sales or fantasy  
57 contests, or any combination thereof;

58 (3) Not directly advertise, target or promote Internet games or retail  
59 sports wagering to specific individuals, rather than a general audience,  
60 who are excluded pursuant to a self-exclusion process as described in  
61 subdivision (5) of subsection (c) of this section, through methods,  
62 including, but not limited to, electronic mail, telephone calls, text  
63 messages, direct messaging applications, mail and social media;

64 (4) State that individuals shall be eighteen or twenty-one years of age  
65 or older, as applicable, to participate in the type of gaming advertised,  
66 marketed or promoted;

67 (5) Not contain images, symbols, celebrity or entertainer  
68 endorsements or language designed to appeal specifically to those  
69 under twenty-one years of age, or, if pertaining exclusively to keno,  
70 online lottery ticket sales or fantasy contests, or any combination

71 thereof, to those under eighteen years of age;

72 (6) Not contain inaccurate or misleading information that would  
73 reasonably be expected to confuse and mislead patrons in order to  
74 induce them to engage in gaming;

75 (7) Not offer any financial incentive in order to induce individuals to  
76 engage in gaming;

77 ~~[(7)] (8)~~ Not be published, aired, displayed or disseminated to a  
78 media outlet or on social media, that appeal primarily to individuals  
79 under twenty-one years or age, or, if pertaining exclusively to keno,  
80 online lottery ticket sales or fantasy contests, or any combination  
81 thereof, to those under eighteen years of age;

82 ~~[(8)] (9)~~ Not be placed before any audience where the majority of the  
83 viewers or participants is presumed to be under twenty-one years of  
84 age, or, if pertaining exclusively to keno, online lottery ticket sales or  
85 fantasy contests, or any combination thereof, to those under eighteen  
86 years of age;

87 ~~[(9)] (10)~~ Not imply greater chances of winning compared to other  
88 licensees;

89 ~~[(10)] (11)~~ Not imply greater chances of winning based on wagering  
90 in greater quantity or amount, except for a lottery draw game that was  
91 approved prior to January 1, 2024, is available for patron wagering as of  
92 June 6, 2024, includes features approved by the department that increase  
93 the chances of winning and is not exclusively sold by lottery sales  
94 agents;

95 ~~[(11)] (12)~~ Not contain claims or representations that gaming will  
96 guarantee an individual's social, financial or personal success;

97 ~~[(12)] (13)~~ Not use any type, size, location, lighting, illustration,  
98 graphic, depiction or color resulting in the obscuring of any material  
99 fact; and

100 [(13)] (14) If a direct or targeted advertisement or promotion sent to  
101 an individual, including, but not limited to, electronic mail or text  
102 message, include a clear and conspicuous Internet link that allows the  
103 recipient to unsubscribe by clicking on one link.

|   |                 |                  |
|---|-----------------|------------------|
| This act shall take effect as follows and shall amend the following sections: |                 |                  |
| Section 1   | October 1, 2025 | 12-863(c) to (e) |

**Statement of Purpose:**

To provide that (1) a master wagering, online gaming operator, online gaming service provider or sports wagering retailer licensee shall obtain the permission of all account holders before authorizing any debit, charge or withdrawal on a jointly held debit card or credit card account, and (2) no advertising, marketing or other promotional materials published, aired, displayed or disseminated by or on behalf of any gaming entity licensee shall offer any financial incentive in order to induce individuals to engage in gaming.

*[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline, except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is not underlined.]*

Co-Sponsors: REP. RUTIGLIANO, 123rd Dist.; REP. FISHBEIN, 90th Dist.

H.B. 5269