

EL Webinar | 11:00 – 13:00 CET | 13 May 2025

Legal Frameworks for AI in Lottery Marketing: Navigating Risks and Responsibilities



PROGRAMME

11:00 – 11:10

Welcome & Introduction

Jannie HAEK, CEO, The National Lottery Belgium & Supervisory Chair,
EL Legal and Regulatory working group

Hana BAROCHOVA, Head of Category Management – Lotteries Allwyn
AG & Executive Chair, EL Marketing & Communications working group

11:10 – 11:30

Positives of AI for marketing

Marco IANNONE, Head of AI, Allwyn Group

11:40 – 12:00

Risks and observations from a legal perspective

Philippe VLAEMMINCK, Managing Partner, Vlaemminck.law & EL
Legal Advisor

12:00 – 12:45

PANEL DISCUSSION

Dr. Michael AUER, Managing Director, Neccton

Joanna KIESZEK, Head of Compliance and Internal Audit Team and
Ethics Officer, Totalizator Sportowy, Poland

Ravinder ROOPRA, CPO/DPO Head of Privacy, Kantar

Viktoria NTOUNA, Expert Lawyer – Corporate & Commercial Affairs,
OPAP, Greece

Moderated by **Philippe VLAEMMINCK**, Managing Partner,
Vlaemminck.law & EL Legal Advisor

12:45 – 12:55

Q & A with participants

12:55 – 13:00

Closing Remarks

Hana BAROCHOVA, Head of Category Management – Lotteries Allwyn
AG & Executive Chair, EL Marketing & Communications working group