Veikkaus proposes to bring forward compulsory authentication in gaming arcades - aiming to make online gaming loss limits cover even slot machines

Veikkaus is proposing new measures to reinforce the safety and responsibility of Finnish gaming.

To achieve these objectives, either the Lottery Act or the decrees must be amended.

Veikkaus aims to bring forward the adoption of compulsory authentication in its own gaming locations – the Feel Vegas and Pelaamo arcades – by 1.5 years. According to the initial target schedule, compulsory authentication would only enter into force at the beginning of 2023.

- If the decision making proceeds according to objectives, customers will not be able to play slots unauthenticated after June 2021. After the adoption of compulsory authentication, people will also have the chance to set a complete ban on their gaming, if they feel that gaming causes them trouble, says Veikkaus’ SVP, Channels and Sales Jari Heino.

On decentralized slot machines, for example in stores, service stations, and restaurants, compulsory authentication will be adopted as decided before, as early as January 2021.

- We want to build a gaming environment where even people having trouble with controlling their gaming are looked after. We are constantly designing new solutions to facilitate gaming control. Compulsory authentication will offer us many new opportunities in this respect, and we will continue working on the implementation of these opportunities and developing them further, says Mr Heino.

Veikkaus also hopes to make the maximum loss limit currently in use in the online games of high event frequency (online instants, slots, eBingo and the table games, excluding poker) cover the slot machines in the retail network as such.

- According to our plan, this would be done by the end of June 2021, when the slot machines are already covered by compulsory authentication. As regards Casino Helsinki, we are planning to leave the slot machines in the casino out of the scope of the general loss limit, says Mr Heino.

The loss limit applied to the online games of high event frequency has been set to a thousand euros a day and two thousand euros a month in the Lotteries Act. Due to the coronavirus, the limit has been lowered to 500 euros a day by a decree of the Ministry of the Interior for a fixed period until the end of September 2020.
According to SVP, Channels and Sales Mr Heino, the planned measures would have a major impact on gaming responsibility.

- For example, the reforms will enable us to prevent money laundering and underage gaming even better than before. We have raised our reference age limit from 23 to 30. That means that everyone looking under 30 will be asked to show their ID at all of Veikkaus’ arcades. Our partners in, for example, stores, kiosks, restaurants, and service stations will be required to verify the customers’ age in the same way, starting from the beginning of October.

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