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Mr Green Fined €3m For Duty Of Care Breach

The Swedish Gambling Authority (SGA) has **fined** William Hill-owned Mr Green SEK30m (€2.93m) for serious and lengthy breaches of its duty of care requirements.

The operator was also fined SEK1.5m for not implementing sufficient money laundering risk assessments, in accordance with the country's Money Laundering Act.

The Money Laundering Act limits the maximum penalty amount for compliance breaches at SEK1m.

However, the Gaming Act allows significantly more hefty penalty fees calculated on a gambling firm's turnover.

Both of Mr Green's violations were deemed to be "serious" by the regulator, warranting the large fines and accompanying warnings.

The case regarding money laundering was initiated after the regulator received complaints about Mr Green on November 18, 2019 from a customer.

The SGA then gathered information regarding Mr Green's 15 highest depositing customer accounts during the period January 1, 2019 through to June 1, 2020, as well supplementary material on six of these customers.

After assessing the 15 players' files, the SGA concluded that "Mr Green has not ensured that customer knowledge is current and sufficient, which is why Mr Green has not been able to assess the risk of being used for money laundering and financing of terrorism".

The regulator also then found duty of care breaches when assessing other player files.

In Sweden, licensees must provide feedback on player behaviour and apply restrictions to combat excessive gambling.

The meaning of excessive gambling “should be determined with consideration to the player's set limits for deposits, loss limits, login time and changed gambling behaviour and more”, according to the judgment.

However, measures such as feedback on a player’s gambling behaviour, limits and access restrictions at times took Mr Green several months to apply to accounts for customers the SGA would deem at risk, the regulator said.

Section 5 of the Gaming Ordinance states that a licensee, for the purpose of fulfilling their duty of care, must contact players who raise a deposit limit or indicate a higher limit than SEK10,000 per month.

Mr Green did make attempts to contact the customers being assessed by the SGA; however, the operator should then “have taken adequate gambling liability measures in the form of feedback, restrictions and access restrictions based on gambling behaviour, instead of waiting for information about customers from the money laundering department”, according to the SGA.

Mr Green’s objection that there has been no guidance available regarding the duty of care and that it is necessary for licensees to have time to develop their work was dismissed by the regulator.

The decision was dated August 23 and provides Mr Green with a three-week window to launch an appeal.

Mr Green was purchased by British bookmaker William Hill in 2019, which was then itself bought by casino giants Caesars Entertainment for £2.9bn in April this year. Caesars has said it intends to sell off William Hill's assets outside the US.

Companies

William Hill

Caesars Entertainment

Jurisdictions

Sweden

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Online Gambling

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Specialisms

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Enforcement

Responsible Gambling