Media Relations
Alberta iGaming Corporation
Email: AiGC.Media@abigaming.ca

News Release

New Alberta Policy Takes Proactive Step Towards Enhancing Online Gambling Safeguards for Young Adults

The Alberta iGaming Corporation (AiGC) will introduce a new responsible gambling policy within Alberta's regulated iGaming market to address gambling concerns among individuals aged 18 to 24.

Edmonton, AB – November 19, 2026 – The Alberta iGaming Corporation (AiGC) is strengthening its responsible gambling framework by implementing proactive protections for young adults within Alberta who participate in regulated online gambling.

The new policy—which builds upon current responsible gambling requirements for operating within the regulated market—will address evolving research that highlights the impacts of online gambling on individuals 18 to 24 years of age. Young adults are more likely to exhibit impulsive and risk-taking behaviours; as a result, they're more susceptible to personalized marketing and engagement strategies.

To address these risks, AiGC is implementing a series of measures that reduce practices associated with increased gambling intensity in players under 25 years of age.

"We're taking steps to ensure a safer regulated iGaming space for Albertans, especially young adults," said AiGC CEO Dan Keene. "By enforcing stronger marketing standards, we're increasing safeguards for a demographic that faces heightened risks of gambling harm."

AiGC will work with regulated iGaming Operators in Alberta to implement the draft policy, which is expected to take effect in the spring of 2027. The draft policy will:

- Prohibit dedicated VIP hosts from being assigned to players under 25.
- Restrict communications around return-to-play incentives such as inducements, bonuses, free bets, promotional credits, or similar messages that reactivate players under 25 whose accounts have been inactive for six months or longer.
- Enhance monitoring, risk profiling, and intervention for players under 25, and proactively review newly registered players in the demographic.

"Young Albertans deserve to be protected from the risks of online gambling," said Dale Nally, Minister of Service Alberta and Red Tape Reduction. "These new safeguards will help protect young adults from harmful gambling practices and ensure Operators are doing their part to prevent gambling-related harm. We're going to keep raising the bar when it comes to protecting Albertans and holding Operators accountable."

Media Relations
Alberta iGaming Corporation
Email: AiGC.Media@abigaming.ca

The policy announcement comes during the province's inaugural Responsible Gambling Week (November 16-22, 2026), reflecting the regulated iGaming market's commitment to safer play, and available supports.

More information on Responsible Gambling Week can be found at abigaming.ca.

-30-

AiGC Media Relations
aigc.media@abigaming.ca