

**For Immediate Release**

## **SAFER GAMBLING RESEARCH AND SOLUTIONS: FOCAL TO SHARE KEY INSIGHTS AT ICE LONDON**

**Halifax, NS: December 15<sup>th</sup>, 2023**– Focal announced today that President, Tracy Schrans and Director of Safer Gambling and Stakeholder Engagement, Jay Robinson, will speak on panels at ICE VOX, Feb 5<sup>th</sup>-8<sup>th</sup>, 2024 in London England.

Tracy will present at the World Regulatory Briefing with four other industry experts. The focus of the panel will be the intersection of research and policy and how industry sponsored research can be ethical and impactful.

"With over two decades in gambling research I look forward to contributing to the conversation with other industry stakeholders to address critical issues surrounding research and policy to reduce gambling related harm," says Schrans.

Jay will present during the Safer Gambling Workshop series with five other industry experts and will delve into how to shift responsibility from players to products across safer gambling solutions and brainstorm ideas on industry-wide best practices.

"I look forward to engaging with colleagues on how to balance technology and interactions and how we can use software and systems to better protect and support players," says Robinson.

The Focal team will also be presenting and exhibiting in the award-winning Consumer Protection Zone (Booth N1-CP2).

ICE London is a leading global gaming event that runs from February 6<sup>th</sup>-8<sup>th</sup>, 2024 and brings together solution providers and gaming professionals across all key verticals.

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### **About Focal Research Consultants Limited:**

[Focal Research](#), is an award-winning Canadian data analytics company that uses data science and information technology for social policy, corporate social responsibility, and consumer protection purposes. Focal has worked with stakeholders worldwide for three decades, setting responsible gambling standards for player protection with international recognition in developing algorithms to help operators identify and assist at-risk gamblers.

### **About ALeRT BETTOR Protection:**

[ALeRT](#) offers a powerful solution to fully manage safer gambling and customer interaction initiatives, including precise dashboard and player analytics, interaction reporting and management reporting. In addition, ALeRT provides broad coverage of a full suite of products, including pokies, video lottery, slots, electronic roulette, table games, sports betting, racing, etc.

The ALeRT™ System is based on 20+ years of peer-reviewed research and industry testing. Developed in collaboration with operators, regulators and public health providers in Europe, Canada, NZ, and the UK, it helps gambling operators deliver consistent day-to-day customer care over all their properties.

The system integrates corporate social responsibility best practices and technologies across a modern enterprise, helping move operators into an active prevention role. It does this by identifying at-risk players, supporting effective customer interactions, and evaluating the impact of such interactions in reducing customer risk and harm.

ALeRT™ is an agile solution that can be easily adapted to product changes and compliance, protecting an operator's return on investment.

### **For more information:**

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