



# Affordability For Gambling

Combine data assets from multiple sources at individual, demographic and geographic level on a where available basis with W2's affordability solution.

Built to provide as clear a picture as possible without intruding into the customer journey, this solution allows you to gain insight into multiple affordability indicators to protect your players, comply with regulation, and avoid potential fines and reputational damage.

This solution can be delivered directly or through our partners at Crucial Compliance.

## Key Benefits

API integration for real-time decisioning.

Ongoing monitoring for changes in player circumstances.

Verify declared income without need for documentation.

Understand previous loan application purpose and amount.

50+ data indicators from public, third-party, and self declared sources.

Analyse player population with batch database review.

## Complementary Services

**Document Verification**

**Global eKYC**

**AML Services**

## How Do I Consume The Data?

### API At Onboarding

W2's affordability solution can be integrated via a single API at onboarding. This means that anytime a new player signs up to your brand, an affordability check will automatically trigger to ensure you understand the affordability of said player. You can then use W2's online portal to review your results for further analysis. There is also the option to implement a monitoring system to re-screen current customers however frequently you need.

### Player Changes

We understand that the circumstances of your players changes frequently. The W2 affordability solution can also be set to trigger based on changes in player behaviour. Examples include an unusual deposit increase or a specific marker of harm (MOH) trigger. An affordability check will then automatically activate in the background to give you better insight into whether that player requires more investigation.

## Use Cases

Satisfy player protection regulation aligning with the updated 2005 Gambling Act.

Gain more insight into your player base without intruding into the customer journey.

Protect the reputation of your business by identifying problem gamblers.

Ensure you are aware of changes to player circumstances with routine monitoring.

## Ready to Upgrade Your Player Protection?

Your pain points? We understand. This is why we do what we do, and can provide you with an experience like no other. Click below to speak with a sales representative.

[Book A Demo](#)



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