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Mindway AI's view on the proposed gambling regulation in Finland

Introduction to Mindway AI

Mindway AI is a global industry-leading innovator in the field of safer gambling solutions. Mindway AI has consistently demonstrated expertise and technological advancements, proving our commitment to ensuring safer gambling practices across global markets in the gambling industry. Mindway AI started out in 2018 as a spin-out of Aarhus University in Denmark founded by Professor of Neuroscience, Kim Mouridsen.

Mindway AI is a Danish founded and registered award-winning software company solely focused on automatic detection and monitoring of at-risk and problem gambling behaviour. Our solutions GameScanner and Gamalyze are built on a combination of insights from neuroscience, AI, and human psychologist expert's assessments. By leveraging this technology, we empower both gambling operators and individuals to make informed decisions and take proactive measures to ensure responsible gambling.

Mindway AI's considerations for the Finnish Regulatory Authority:

In light of Finland's current scenario, we infer the necessity for the regulatory body to ensure the availability of comprehensive player and financial data from the Finnish gambling market. In terms of policies, we suggest the following for consideration:

- Implement a structure for self-regulation and user restriction to protect players.
- Develop guidelines on responsible betting and provide comprehensive information on the risks associated with gambling.
- Advocate the use of scientific player monitoring systems, enforcing their mandatory integration into gambling platforms.
- Influence operators to provide players with self-assessment tests on gambling-related risks which is mandatory in most regulated markets.
- Insist on at least 90-days retrospective player data to ensure effective analysis of player behaviour.
- Minimum standards for monitoring solutions to include ISO certification.
- Implement guidelines that look beyond financial thresholds and to focus on problematic human gambling behaviours.

The Role of AI in Gambling

In this modern age, AI has significantly influenced how the gambling sector operates, particularly in terms of promoting responsible gambling. AI plays a major role in monitoring gambling behaviour, with various European and international regulatory bodies beginning to recognise its potential in improving their regulatory frameworks.

Our GameScanner solution is deployed across 37 countries, providing solutions in 14 languages, and overseeing about 7.7 million active players monthly. With our broad global influence, we manage to keep pace with the global adoption of AI and how it significantly contributes to consumer protection, especially in Europe's more mature markets.

Recent Innovations by Mindway AI

Our most recent undertaking involved assisting the Ministry of Finance in Brazil in understanding the advantages of systems like ours. Consequently, the country has now made AI-based player monitoring systems mandatory throughout their gambling market.

Last year we formed a partnership with the Hellenic Gaming Commission to augment their player protection efforts through our scientifically based approach. Discussions are ongoing with multiple regulatory bodies on how to best utilize our innovations to combat gambling-related harm. Should you require additional information or wish to ask further questions, we are always available to assist.

We have been involved in the European standardized Markers of Harm as a result of the standardization project driven by the EU standardization body CEN (Mindway AI is one of only to monitoring solution providers participating in this important project). We believe the monitoring systems should be noted to look beyond the setting of only financial thresholds but also include clarifying the full gambling behavior with behavioral markers of harm. Only focusing on financial or time spent thresholds or markers has proved troublesome in other markets and to also place an emphasis on human gambling behavioral thresholds to avoid making the marketplace unattractive for legal operators.

Should you have any further questions or queries we are at your disposal.

Best regards,



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