General Assembly

Substitute Bill No. 5271

January Session, 2025

HB05271GL 031325

AN ACT PROHIBITING GAMING-RELATED ADVERTISING, MARKETING AND PROMOTIONAL ACTIVITIES AT PUBLIC INSTITUTIONS OF HIGHER EDUCATION.

Be it enacted by the Senate and House of Representatives in General Assembly convened:

Section 1. Subsection (e) of section 12-863 of the general statutes is repealed and the following is substituted in lieu thereof (*Effective from passage*):

(e) Advertising, marketing and other promotional materials published, aired, displayed or disseminated by or on behalf of any gaming entity licensee shall:

(1) Not depict an individual who is, or appears to be, under twenty-one years of age, unless such individual is a professional athlete or a collegiate athlete who, if permitted by applicable law, is able to profit from the use of his or her name and likeness;

(2) Not be aimed exclusively or primarily at individuals under twenty-one years of age, or at individuals under eighteen years of age if pertaining exclusively to keno, online lottery ticket sales or fantasy contests, or any combination thereof;

(3) Not directly advertise, target or promote Internet games or retail sports wagering to specific individuals, rather than a general audience, who are excluded pursuant to a self-exclusion process as described in

subdivision (5) of subsection (c) of this section, through methods, including, but not limited to, electronic mail, telephone calls, text messages, direct messaging applications, mail and social media;

(4) State that individuals shall be eighteen or twenty-one years of age or older, as applicable, to participate in the type of gaming advertised, marketed or promoted;

(5) Not contain images, symbols, celebrity or entertainer endorsements or language designed to appeal specifically to those under twenty-one years of age, or, if pertaining exclusively to keno, online lottery ticket sales or fantasy contests, or any combination thereof, to those under eighteen years of age;

(6) Not contain inaccurate or misleading information that would reasonably be expected to confuse and mislead patrons in order to induce them to engage in gaming;

(7) Not be published, aired, displayed or disseminated to a media outlet or on social media, that appeal primarily to individuals under twenty-one years or age, or, if pertaining exclusively to keno, online lottery ticket sales or fantasy contests, or any combination thereof, to those under eighteen years of age;

(8) Not be published, aired, displayed or disseminated (A) on the campus of any constituent unit of the state system of higher education, or (B) on any Internet web site, online service, mobile application or social media platform established or maintained by or on behalf of any constituent unit of the state system of higher education;

[(8)**]** (9) Not be placed before any audience where the majority of the viewers or participants is presumed to be under twenty-one years of age, or, if pertaining exclusively to keno, online lottery ticket sales or fantasy contests, or any combination thereof, to those under eighteen years of age;

[(9)**]** (10) Not imply greater chances of winning compared to other

licensees;

[(10)**]** (11) Not imply greater chances of winning based on wagering in greater quantity or amount, except for a lottery draw game that was approved prior to January 1, 2024, is available for patron wagering as of June 6, 2024, includes features approved by the department that increase the chances of winning and is not exclusively sold by lottery sales agents;

[(11)**]** (12) Not contain claims or representations that gaming will guarantee an individual's social, financial or personal success;

[(12)**]** (13) Not use any type, size, location, lighting, illustration, graphic, depiction or color resulting in the obscuring of any material fact; and

[(13)**]** (14) If a direct or targeted advertisement or promotion sent to an individual, including, but not limited to, electronic mail or text message, include a clear and conspicuous Internet link that allows the recipient to unsubscribe by clicking on one link.

This act shall take effect as follows and shall amend the following sections:		
Section 1	*from passage*	12-863(e)

Statement of Legislative Commissioners:
In Subsecs. (e)(8)(A) and (B), "state system of public higher education" was changed to "state system of higher education" for consistency with standard drafting conventions.

GL *Joint Favorable Subst. -LCO*