

# LEGAL AND ETHICAL EXCELLENCE: ESTABLISHING RESPONSIBLE PRACTICES IN THE GAMING SECTOR

# WHY WE'RE HERE TODAY

## India's gaming industry is at a historic inflection point

The sector has moved from a niche entertainment activity to a mainstream cultural and economic (albeit the ban) force, influencing sports, media, technology, and youth engagement at an unprecedented scale.

## The credibility and long-term viability of the sector hinges on responsible practices

Trust of players, parents, regulators, investors, and society is becoming the industry's most valuable currency.



## Legal, ethical, and technological challenges are converging

Evolving regulations, concerns around data privacy, monetisation models, AI-driven gameplay, and protection of minors are reshaping how platforms must operate.

## Our shared goal is to build a stable, transparent and sustainable gaming ecosystem

One that protects users, encourages fair competition, supports innovation and positions India as a global leader in responsible gaming and esports governance.

# BROAD OVER VIEW OF THE KEY CONSIDERATIONS



# VARIOUS KINDS OF GAMING



## CASUAL GAMING

Ludo, Carrom



## FANTASY SPORTS

Fantasy Football,  
Fantasy Cricket



## CARD GAMES

Rummy, Poker



## OPINION TRADING

Prediction Markets  
Binary Trading Options



## ESPORTS

Call Of Duty, BGMI



## SOCIAL GAMING

Candy Crush, Minecraft



## HORSE RACING

Permitted within the Racecourse  
(with certain exceptions)



## BETTING

Casino - permitted in some states  
Sports Matches - Illegal



## LOTTERY

Lotteries (Regulation) Act, 1998;  
Lottery (Regulation) Rules, 2010

# THE EXPLOSIVE GROWTH OF GAMING IN INDIA



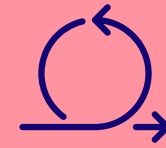
## 500 Million + Active Users across casual, and competitive formats

India is one of the world's largest gaming populations, with Tier 2/3 cities driving the next wave of adoption.



## Convergence of esports, real-money gaming, and casual gaming

Lines between entertainment, competition, and monetisation are blurring, bringing new opportunities and new regulatory complexity.



## Cross-border investors and advanced technologies transforming the ecosystem

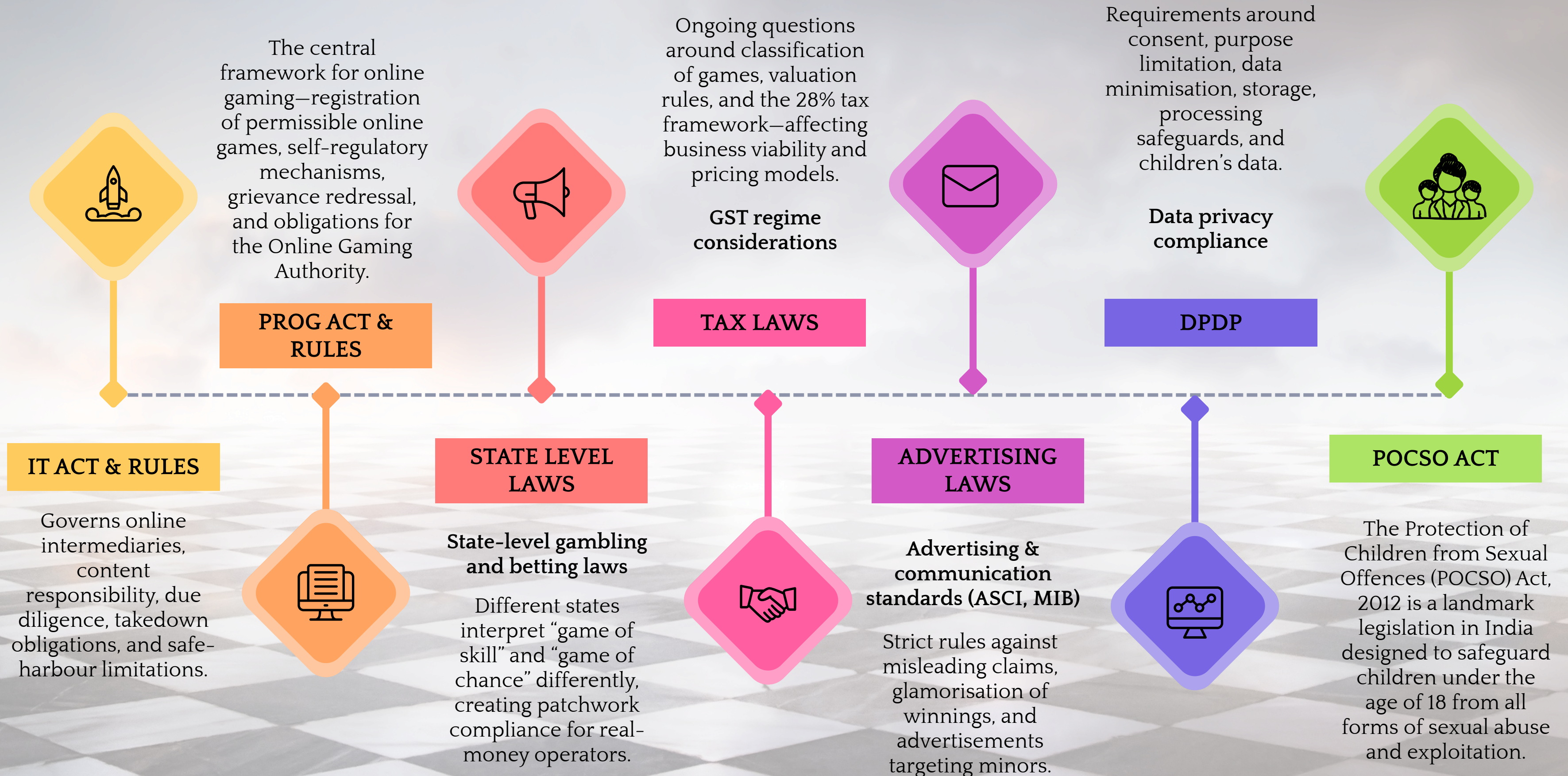
AI, 5G, cloud gaming, blockchain assets, and foreign capital are accelerating growth while raising new compliance considerations.



## Increasing scrutiny from government, judiciary, media, and civil society

Concerns about addiction, financial risk, minors' exposure, misleading ads, and consumer harm are at the centre of policy debates.

# THE REGULATORY LANDSCAPE



# WHY ETHICS MATTER MORE THAN EVER

## Legal compliance ≠ Ethical responsibility

Meeting minimum legal requirements is only the starting point. Ethical leadership demands going beyond compliance to protect players, especially the vulnerable.

## Public perception increasingly shapes government regulation

Media narratives around addiction, losses, or harm (especially involving minors), directly impact policy and judicial attitudes toward the industry.

## Industry reputation drives investor confidence

Responsible operators attract more stable investment, better partnerships, and long-term brand loyalty.



## A moral obligation to protect vulnerable communities

Young users, high-risk players, and first-time gamers must be shielded from predatory monetisation, manipulative design, and financial overexposure.

## Ethical lapses create lasting regulatory backlash

Even isolated incidents (fraud, misleading ads, addiction stories) can lead to bans, high taxation, or restrictive rules affecting the entire sector.

# KEY RISK AREAS

## KYC AND OTHER MONETARY FRAUD

Weak identity verification or loose transaction monitoring exposes platforms to money laundering, underage access, multi-accounting, bots, and financial fraud.

## UNVETTED MARKETING CLAIMS AND CELEBRITY ENDORSEMENTS

Misleading win-rate claims, “risk-free” messaging, and irresponsible influencer promotions can violate ASCI/MIB rules and attract legal penalties.

## CONTENT INVOLVING MINORS

Platforms must ensure no overtly sexualised, harmful, or exploitative content appears anywhere on the service, and that minors are not targeted inappropriately by gameplay or ads.

## MISCLASSIFICATION OF GAMES (MONEY GAMES AND NON MONEY GAMES)

The legal status of a platform/game often hinges on this distinction. Incorrect classification can trigger legal liability, tax consequences, and other prohibitions.

## DATA PRIVACY AND USER PROFILING RISKS

With increasingly data-driven game design, operators must ensure DPDP-compliant data collection, responsible profiling, algorithmic fairness, and protection of sensitive user information.

## CROSS-BORDER PAYMENT FLOWS AND REGULATORY FRICTION

Payments routed through foreign entities, wallets, or crypto can create FEMA, taxation, and AML compliance challenges.

## IP MISUSE AND GAME ASSET OWNERSHIP DISPUTES

Issues relating to copyright in game art, characters, music, User Generated Content (UGC), esports content, and virtual assets frequently lead to litigation if rights are not clearly assigned or licensed.

## DATA PROTECTION

Respecting players' data rights, minimising data collection, implementing robust security, and ensuring transparent AI/ML practices.



## EQUITABLE MONETISATION MODELS

Pricing and reward structures that avoid manipulative microtransactions, loot box ambiguity, or pay-to-win mechanics—particularly important in youth-oriented platforms.



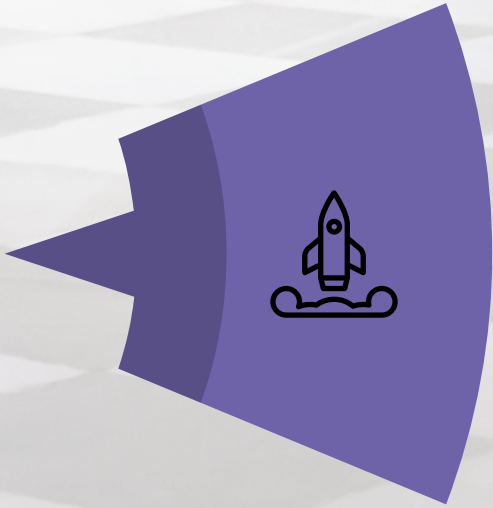
## ACCOUNTABILITY

Internal compliance teams, third-party audits, grievance redressal systems, and clear consequences for violations.



## COMMUNITY TRUST

Safe moderation practices, inclusive design, anti-harassment measures, and transparent dialogue with players, parents, regulators, and the esports ecosystem.



# PILLARS OF ETHICAL EXCELLENCE

## MINOR PROTECTION

Strong age-gating, content filters, ad restrictions, parental controls, and compliance with POCSO/ASCI child-safety standards.



## FAIR GAME DESIGN

Avoiding dark patterns, ensuring skill-predominant mechanics, enabling testable fairness (RNG certifications where applicable), and preventing exploitative gameplay loops.



## USER TRANSPARENCY

Clear and honest communication about odds, game mechanics, pricing, winnings, risks, and data usage builds trust and reduces disputes.



# LESSONS FROM JURISDICTIONS LEADING THE WORLD IN RESPONSIBLE GAMING

## UNITED KINGDOM GAMBLING COMMISSION

Rigorous Responsible  
Gambling & Gaming Tools  
& Mandatory Disclosures

The UK regulator requires online gaming platforms to provide multiple tools that help players stay in control of their behaviour. These include:

- Reality checks that pop up during gameplay to show how long a player has been playing.
- Deposit limits, time-out options, and self-exclusion, which are mandatory tools operators must offer.
- VIP program controls, where companies must verify whether a player can afford high spending, monitor for signs of harm, and document checks.
- Return-to-Player (RTP) disclosures, showing the statistical payout percentage of each game so users understand the odds.
- Clear complaint and dispute processes that every operator must publish.
- These requirements come from the UK's Remote Gambling & Software Technical Standards and the Gambling Commission's regulatory guidelines.

Singapore follows a highly structured system for protecting minors from harmful content. This includes:

- Age ratings for all games, such as Advisory 16 or M18, based on content like violence, sexuality, or drugs.
- Mandatory parental controls built into platforms and devices.
- Restrictions on violent, sexual, or exploitative content from reaching minors.
- Online safety rules requiring apps and platforms to prevent grooming, bullying, or unsafe communication.
- Age-assurance measures that require platforms to determine whether a user is a minor before showing age-restricted content.

These guidelines come from IMDA's Video Game Classification System and its Online Safety Code of Practice.

## SINGAPORE IMDA

Strict Age & Content  
Classification

# LESSONS FROM JURISDICTIONS LEADING THE WORLD IN RESPONSIBLE GAMING

## EU GDPR

### Data Minimisation & User Rights

Under the EU's data protection law (GDPR), companies must:

- Collect only the minimum amount of data needed for their service. They cannot store unnecessary or excessive personal information.
- Be transparent about what data they collect and why.
- Obtain clear consent from users for data that is optional or sensitive.
- Allow users to delete their data, request access to it, or correct it.
- Protect users from harmful automated decisions, including algorithmic profiling that could affect them unfairly.
- Face heavy penalties if data is misused, leaked, or collected unlawfully.

These principles are set out in the core provisions of the GDPR, including Articles 5, 6, 17, and 22.

## SOUTH KOREA

### Gaming Curfews & Youth Protection

South Korea has some of the strictest youth gaming protection rules in the world, such as:

- Night-time “shutdown laws” that restrict minors from playing online games during late-night hours, which was eventually repealed in 2021, and replaced with a “choice permit” system that allows parents and guardians to manage their children’s gaming hours .
- Fatigue or warning systems that remind players to rest and limit continuous gameplay.
- Spending caps for minors so they cannot make excessively large in-game purchases.
- Structured guidelines for esports participation, especially at school level, to ensure safety, balance with academics, and protection from exploitation.

South Korea’s youth gaming policies are issued through its Ministry of Gender Equality & Family and relevant gaming regulations.

# BUSINESS BENEFITS OF RESPONSIBLE GAMING



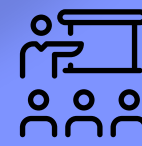
Higher User  
Trust = Higher  
Retention



Lower Legal  
and  
Reputational  
Risk



Easier  
Investor  
Onboarding



Better  
Brand  
Credibility



Stability for  
Long-Term  
Growth

# VISION FOR INDIA'S GAMING ECOSYSTEM

Building a globally respected, safe and innovative gaming environment





[connect@amsportslaw.com](mailto:connect@amsportslaw.com)



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