

GAMING AND BETTING



WITH THE RAPID EXPANSION OF ELECTRONIC GAMING AND FIXED-ODDS BETTING IN BRAZIL, REGULATION OF THE SECTOR HAS BECOME ESSENTIAL. THE INDUSTRY IS NOW SUBJECT TO A SERIES OF RULES APPLICABLE TO BOTH BETTORS AND FIXED-ODDS BETTING PLATFORMS AND COMPANIES, COMMONLY REFERRED TO AS "BETS." THE REGULATION ALSO ESTABLISHED SPECIFIC CRITERIA AND CONDITIONS FOR OTHER AGENTS ACTIVELY INVOLVED IN THE SECTOR, INCLUDING, WITHOUT LIMITATION, HOLDING COMPANIES WITHIN THE BETTING ECOSYSTEM, PAYMENT INSTITUTIONS, MARKETING AND ADVERTISING AGENCIES, TELECOMMUNICATIONS COMPANIES, AND FOREIGN INVESTORS.

ADVISORY SERVICES FOR THE GAMING AND FIXED-ODDS BETTING SECTOR

Machado Meyer has a team of professionals with extensive experience in this sector, who work in an integrated way with other practice areas of the firm. We offer legal solutions to assist players in the electronic gaming and fixed-odds betting ecosystem in structuring themselves so that their operations are safe and in compliance with industry regulations.

OUR SERVICES INCLUDE:

CORPORATE AND TRADEMARK MATTERS

- Corporate structuring of betting operators
- Legal assistance for trademark registration
- Drafting of sector-specific policies and procedures for gaming and betting businesses

LICENSING AND REGULATORY AUTHORIZATION

- Legal support for obtaining authorization to operate fixed-odds betting platforms
- Preparation and submission of documentation required for licensing
- Negotiation and management of contracts with regulatory bodies and commercial partners

FINANCIAL AND TAX ADVISORY

- Legal and financial advisory, including guidance on opening bank accounts and prize payouts
- Tax advisory services tailored to the gaming and betting industry

GOVERNANCE AND COMPLIANCE

- Assistance in designing Anti-Money Laundering (AML) mechanisms for betting companies
- Structuring of responsible gaming policies and measures to prevent match-fixing and gambling addiction

DATA PROTECTION, PRIVACY AND CYBERSECURITY

- Development and implementation of personal data protection and privacy programs
- Maturity assessment of personal data protection and privacy programs
- Implementation of systems for responding to data subject requests
- Conducting Data Protection Impact Assessments (DPIAs)
- Incident response and crisis management in the event of data breaches
- Contractual clauses addressing personal data transfers
- Data Retention and Disposal Policy
- Implementation of third-party vendor risk assessments
- Advisory services to the Data Protection Officer (DPO)

We also provide legal consulting for data-driven partnerships and assist with the structuring of data monetization business models.

LITIGATION AND CONSUMER LAW

- Guidance on compliance with consumer protection regulations and representation in administrative and judicial consumer disputes
- Negotiation of settlements and mediation of conflicts involving customers, partners, and regulatory authorities
- Development of risk mitigation strategies to prevent legal disputes
- Legal advisory on marketing, advertising, and promotional activities

GENERAL LEGAL SERVICES

- Drafting, reviewing, and negotiating commercial and operational contracts
- Contract review for compliance with current applicable laws and regulations
- Assistance in interpreting new legislation and regulatory changes affecting the industry
- Defense in administrative enforcement proceedings

We are ready to provide you with necessary, ongoing legal support and guidance on day-to-day operational matters. Based on our knowledge of the area and integrated approach, we provide solid and efficient legal solutions to operate safely in this new and expanding environment

RELATED PARTNERS



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