



General Assembly

**Amendment**

January Session, 2025

LCO No. 8096



Offered by:

REP. LEMAR, 96<sup>th</sup> Dist.

SEN. MARONEY, 14<sup>th</sup> Dist.

REP. RUTIGLIANO, 123<sup>rd</sup> Dist.

SEN. CICARELLA, 34<sup>th</sup> Dist.

REP. TURCO, 27<sup>th</sup> Dist.

To: Subst. House Bill No. 5271

File No. 298

Cal. No. 200

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

1 Strike everything after the enacting clause and substitute the  
2 following in lieu thereof:

3 "Section 1. Subsection (c) of section 12-863 of the general statutes is  
4 repealed and the following is substituted in lieu thereof (*Effective January*  
5 *1, 2026*):

6 (c) A master wagering licensee and a licensed online gaming  
7 operator, online gaming service provider and sports wagering retailer  
8 shall each, where applicable based on the services provided:

9 (1) Prohibit an individual from establishing more than one account  
10 on each electronic wagering platform operated by the licensee;

11 (2) Limit a person to the use of only one debit card [or only one credit  
12 card] for an account, and [place a monetary limit on] prohibit the use of  
13 a credit card, [over a period of time,] provided single-use stored value  
14 instruments purchased by cash or debit card only, including, but not  
15 limited to, a gift card or a lottery terminal printed value voucher, may  
16 be used pursuant to subdivision (3) of subsection (d) of section 12-853;

17 (3) Allow a person to limit the amount of money that may be  
18 deposited into an account, and spent per day through an account;

19 (4) Provide that any money in an online account belongs solely to the  
20 owner of the account and may be withdrawn by the owner;

21 (5) Establish a voluntary self-exclusion process to allow a person to  
22 (A) exclude himself or herself from establishing an account, (B) exclude  
23 himself or herself from placing wagers through an account, or (C) limit  
24 the amount such person may spend using such an account;

25 (6) Provide responsible gambling and problem gambling information  
26 to participants; and

27 (7) Conspicuously display on each applicable Internet web site or  
28 mobile application:

29 (A) A link to a description of the provisions of this subsection;

30 (B) A link to responsible gambling information;

31 (C) A toll-free telephone number an individual may use to obtain  
32 information about problem gambling;

33 (D) A link to information about the voluntary self-exclusion process  
34 described in subdivision (5) of this subsection;

35 (E) A clear display or periodic pop-up message of the amount of time  
36 an individual has spent on the operator's Internet web site or mobile  
37 application;

38 (F) A means to initiate a break in play to discourage excessive play;  
39 and

40 (G) A clear display of the amount of money available to the  
41 individual in his or her account.

42 Sec. 2. Subsection (e) of section 12-863 of the general statutes is  
43 repealed and the following is substituted in lieu thereof (*Effective October*  
44 *1, 2025*):

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

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

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

56 (3) Not directly advertise, target or promote Internet games or retail  
57 sports wagering to specific individuals, rather than a general audience,  
58 who are excluded pursuant to a self-exclusion process as described in  
59 subdivision (5) of subsection (c) of this section, through methods,  
60 including, but not limited to, electronic mail, telephone calls, text  
61 messages, direct messaging applications, mail and social media;

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

65 (5) Not contain images, symbols, celebrity or entertainer  
66 endorsements or language designed to appeal specifically to those

67 under twenty-one years of age, or, if pertaining exclusively to keno,  
68 online lottery ticket sales or fantasy contests, or any combination  
69 thereof, to those under eighteen years of age;

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

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

78 (8) Not be published, aired, displayed or disseminated in any athletic  
79 facility located on the campus of any public or private institution of  
80 higher education in this state, or on any Internet web site, social media  
81 platform, online service or mobile application established or maintained  
82 by or on behalf of any public or private institution of higher education  
83 in this state, unless such materials exclusively consist of an  
84 announcement, signage or display that is (A) directed to a general  
85 audience, and (B) comprised of one or more of the following: (i)  
86 Trademarks, symbols or logos; or (ii) a statement disclosing any  
87 relationship that may exist between the gaming entity licensee and such  
88 institution of higher education;

89 ~~[(8)]~~ (9) Not be placed before any audience where the majority of the  
90 viewers or participants is presumed to be under twenty-one years of  
91 age, or, if pertaining exclusively to keno, online lottery ticket sales or  
92 fantasy contests, or any combination thereof, to those under eighteen  
93 years of age;

94 ~~[(9)]~~ (10) Not imply greater chances of winning compared to other  
95 licensees;

96 ~~[(10)]~~ (11) Not imply greater chances of winning based on wagering  
97 in greater quantity or amount, except for a lottery draw game that was

98 approved prior to January 1, 2024, is available for patron wagering as of  
99 June 6, 2024, includes features approved by the department that increase  
100 the chances of winning and is not exclusively sold by lottery sales  
101 agents;

102 [(11)] (12) Not contain claims or representations that gaming will  
103 guarantee an individual's social, financial or personal success;

104 [(12)] (13) Not use any type, size, location, lighting, illustration,  
105 graphic, depiction or color resulting in the obscuring of any material  
106 fact; and

107 [(13)] (14) If a direct or targeted advertisement or promotion sent to  
108 an individual, including, but not limited to, electronic mail or text  
109 message, include a clear and conspicuous Internet link that allows the  
110 recipient to unsubscribe by clicking on one link.

111 Sec. 3. Section 52-554 of the general statutes is repealed and the  
112 following is substituted in lieu thereof (*Effective January 1, 2026*):

113 Any person who, by playing at any game, or betting on the sides or  
114 hands of such as play at any game, excluding any game permitted under  
115 chapter 226 or any activity not prohibited under the provisions of  
116 sections 53-278a to 53-278g, inclusive, loses the sum or value of one  
117 dollar in the whole and pays or delivers the same or any part thereof,  
118 may, within three months next following, recover from the winner the  
119 money or the value of the goods so lost and paid or delivered, with costs  
120 of suit in a civil action, without setting forth the special matter in his  
121 complaint. If the defendant refuses to testify, if called upon in such  
122 action, relative to the discovery of the property so won, the defendant  
123 shall be defaulted; but no evidence so given by the defendant shall be  
124 offered against him or her in any criminal prosecution. [Nothing in this  
125 section shall prohibit any person from using a credit card to (1)  
126 participate in online casino gaming, online sports wagering, retail sports  
127 wagering or fantasy contests, as such terms are defined in section 12-  
128 850, and conducted pursuant to sections 12-852 to 12-865, inclusive, as

129 applicable, or (2) participate in keno through or purchase tickets for  
130 lottery draw games through the Internet web site, online service or  
131 mobile application of the Connecticut Lottery Corporation, pursuant to  
132 section 12-853.]"

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>January 1, 2026</i>	12-863(c)
Sec. 2	<i>October 1, 2025</i>	12-863(e)
Sec. 3	<i>January 1, 2026</i>	52-554

Section 1	<i>January 1, 2026</i>	12-863(c)
Sec. 2	<i>October 1, 2025</i>	12-863(e)
Sec. 3	<i>January 1, 2026</i>	52-554