



## **National Council on Problem Gambling Partners with Mindway AI to Enhance Responsible Gambling Initiatives**

**FOR IMMEDIATE RELEASE**

October 11, 2023

**CONTACT:**

Cait Huble

[CaitH@ncpgambling.org](mailto:CaitH@ncpgambling.org)

202-470-1815

**Washington, DC** – The National Council on Problem Gambling (NCPG) and safer gambling solution provider Mindway AI are proud to announce their strategic partnership. This partnership will see the integration of Mindway AI’s innovative Gamalyze solution into NCPG’s flagship responsible gambling website, [ResponsiblePlay.org](https://ResponsiblePlay.org).

As part of NCPG’s ongoing commitment to promoting responsible gambling practices and mitigating the risks associated with problem gambling, this partnership signifies a significant leap forward in providing tools and resources for individuals seeking information about responsible gambling and feedback on their own gambling habits.

Gamalyze is an award-winning, gamified reinvention of the self-test designed to identify risky gambling behavior and draw insights from neuroimaging, providing personalized interventions to individuals who may be at risk of developing gambling-related problems. By partnering with Mindway AI, NCPG aims to leverage more engaging and actionable insights to enhance the effectiveness of responsible gambling programs.

[ResponsiblePlay.org](https://ResponsiblePlay.org) provides important resources for those who choose to gamble to keep their gambling fun but safe and shares information about how to gamble responsibly. Information about problem gambling and where to get help for problem gambling, whether they are directly or indirectly affected by it, is also available. ResponsiblePlay.org is supported by the NFL via the NFL Foundation.

“We are thrilled to announce our exciting partnership with NCPG nationwide in the US,” said Rasmus Kjaergaard, CEO of Mindway AI. “This collaboration is a testament to our commitment to innovation in responsible gambling and our shared vision of creating a brighter future. Together, we will pave the way for industry transformation and redefine what’s possible. This partnership marks the beginning of a new era, and we’re ready to lead the way.”

NCPG’s Executive Director, Keith S. Whyte, shared his enthusiasm about the partnership: “Education plays a pivotal role in preventing gambling-related harm. The integration of Gamalyze

into [ResponsiblePlay.org](https://ResponsiblePlay.org) will empower visitors with an innovative tool to help them make well-informed choices about their gambling behavior.”

The NCPG and Mindway AI partnership represents a significant step forward in advancing responsible gambling practices within the US online gambling landscape. By leveraging human expertise, artificial intelligence and data-driven insights, both organizations are dedicated to protecting vulnerable players and fostering a safer gambling ecosystem.

### **About the National Council on Problem Gambling**

The National Council on Problem Gambling (NCPG) is the only national nonprofit organization in the US that seeks to mitigate gambling-related harm. NCPG is neutral on legalized gambling. If you or someone you know may have a gambling problem, contact the National Problem Gambling Helpline, which offers hope and help without stigma or shame. Call 1-800-GAMBLER, text 800GAM, or visit [www.1800gamblerchat.org](https://www.1800gamblerchat.org). Help is available 24/7 – it is free and confidential.

### **About Mindway AI**

Mindway AI is a Danish award-winning software company that creates innovative and advanced tech solutions for fully automatically detecting and monitoring at-risk and problem gambling behavior. Based on neuroscience and artificial intelligence, Mindway AI works with gambling operators, platform providers, regulators, and governments to supply state-of-the-art early detection and intervention solutions to enhance player protection. Mindway AI has a strong market position in Denmark and the Netherlands and currently sees growth in Germany, UK, Sweden, Australia, Malta, Spain, Switzerland, and the US. At present, Mindway AI’s solutions detect more than 7 million active players monthly and is translated into 14 different languages. Better Collective A/S is a majority shareholder of Mindway AI.