



# Consent Management for Operators:

What you need to know ahead of 2025

The screenshot displays the user interface for managing consent for a user named Joe Smith. At the top, there is a profile card for Joe Smith with a photo and name. Below this, there are tabs for Overview, Data, Channels, and Devices. The Channels tab is active, showing a list of communication channels with checkboxes: Push (checked), Email (checked), SMS (checked), Post (unchecked), Phone call (unchecked), Social media (checked), and Digital (unchecked). Below the channels, there is a section titled 'Latest Consent Updates' with a clock icon. This section shows two updates: one for Marketing (General) with a timestamp of 18:03:32, iOS Push channel, and a status of 'Withdrawn' (indicated by a red 'x'); and one for Legitimate (Service) with a timestamp of 3:02:22, Email channel, and a status of 'Granted' (indicated by a green checkmark).

Category	Update Type	Timestamp	Channel	Status
Marketing	General	18:03:32	iOS Push	Withdrawn
Legitimate	Service	3:02:22	Email	Granted

In 2025, consent management will become a key priority for iGaming operators as regulatory requirements evolve alongside technological advancements. Updates to UK GDPR and new guidance from the ICO will require operators to adapt their practices to ensure compliance while protecting player trust.

With these changes taking effect on May 1, 2025, operators must act now to review and update their player consent processes. Staying ahead of the requirements is essential to avoid penalties and maintain regulatory alignment.



## Current Situation

The current Social Responsibility Code within the UK Gambling Commission's License Conditions and Codes of Practice (LCCP) outlines requirements regarding direct marketing consent for gambling operators. As of now, the regulation mandates that operators must ensure they do not send direct marketing communications to individuals who have not given explicit consent to receive them.

The current framework emphasizes compliance with data protection laws, including the General Data Protection Regulation (GDPR) and the UK Data Protection Act 2018. This includes obtaining clear, informed, and freely given consent for any marketing efforts and allowing individuals to withdraw consent easily.

## What's Changing

From May 1 2025, the Gambling Commission will introduce stricter guidelines. These changes will likely require operators to take additional steps to verify consent and improve transparency, aligning with broader aims to promote socially responsible gambling and reduce harm.

Operators will now need to give their players a much more granular way of selecting their marketing preferences. If it isn't deemed granular enough, operators run the risk of receiving GDPR non-compliance fines.



## What Operators Need to Do

Some key actions operators need to take are as follows:

### ✓ **Review current consent practices**

- Ensure all existing marketing consents are explicit, informed, and freely given, in line with GDPR standards.
- Implement processes to verify that all marketing communications have active customer consent.

### ✓ **Be sure to have all marketing preferences set to “off” by default during the customer registration process in 2025**

### ✓ **Segmentation of Preferences:**

- Marketing preferences should be split by:
- Product type: For example, sports betting, casino, bingo.
- Communication channel: Email, SMS, calls, etc.
- This segmentation ensures customers have granular control over the marketing they receive.

### ✓ **Clear withdrawal/opt-out mechanisms**

### ✓ **Audit and Update Customer Records:**

- Conduct a comprehensive review of all consent records to ensure compliance.
- Update systems to automatically log and track consent changes for audit purposes.

Bottom line, operators need to take steps to ensure that they are managing consent effectively, remaining compliant with regulations as they come in, and maintaining player trust.

## More Information

Check out how Xtremepush can help you prepare for the upcoming regulations and stay compliant with our Consent Management tool.

[Join our free on-demand webinar to learn more.](#)

