

APPLYING AI FOR POSITIVE IMPACTS ON LOTTERY

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hile AI may seem like a recent development, it's not. The technology has been with us for decades – from the earliest video games to more everyday tools like Google searches or Amazon's product recommendations. AI is rapidly transforming industries, redefining how we interact with technology and each other. The lottery industry is no exception, and while the integration of AI brings numerous opportunities for innovation and efficiency, it can also present challenges.

AI provides lotteries with a wide range of tools to enhance responsible gaming, improve security, and increase operational efficiency. For example, AI can significantly improve responsible gaming efforts by utilizing analytics in player preferences and behaviors and offering personalized alerts and self-exclusion options. Data-driven insights allow lotteries to send direct messages to players when there are sudden changes in their habits, deliver self-exclusion reminders, connect them to help lines, and more.

The intersection of AI and lottery also offers exciting opportunities to enhance the integrity and safety of lottery operations. By leveraging advanced technologies, lotteries can proactively address security threats,

ensuring fairness and trust for all participants. AI can bolster security and fraud protection by automatically scanning vast amounts of data, identifying and blocking a range of threats, including cyberattacks, attempted player fraud, and internal manipulation. As AI continues to evolve, it will play a crucial role in enhancing lottery operations' security, ushering in a new era of innovation and protection for the industry.

Despite its benefits, as with any technology, AI must be implemented carefully. Lotteries must give careful consideration when implementing AI technology, including proper safeguards, transparency, and oversight mechanisms, which are important to mitigate potential impacts.

The global lottery team at GLI is here to help you with best practices and standards from around the world to speed up implementation while also helping you avoid potential pitfalls.

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