



Memorandum Order No. 2025-102
04 April 2025

POLICY ON RESPONSIBLE GAME DESIGN

I. BACKGROUND

The Philippine Charity Sweepstakes Office (PCSO) is committed to ensuring that all lottery and gaming products operate under the highest standards of integrity, fairness, and social responsibility. In line with the World Lottery Association (WLA) Responsible Gaming Framework, PCSO recognizes the potential risks associated with gaming and is dedicated to minimizing harm while maximizing benefits to society. This policy outlines PCSO's commitment to responsible game design to prevent problem gambling and promote a safe, secure, and sustainable gaming environment.

II. OBJECTIVES

This policy aims to:

1. Establish responsible gaming standards for game design that align with global best practices.
2. Integrate design features that minimize gambling-related risks for players and promote responsible gaming practices.
3. Prevent problem gambling through appropriate game structures, mechanics, and marketing strategies.
4. Protect vulnerable individuals, including minors and those at risk of gambling addiction.
5. Foster a culture of ethical responsibility in game development and implementation.
6. Maintain public trust and confidence in PCSO gaming products.

III. COVERAGE

This policy applies to:

1. All PCSO lottery and gaming products, both current and future.
2. Game developers, designers, and marketing teams.
3. Agents, operators, and suppliers involved in PCSO gaming activities.
4. Third-party service providers contracted for game-related services.

IV. CORE PRINCIPLES

1. Responsible Game Design

PCSO shall ensure that all games are designed with responsible gaming principles in mind. This includes:

- a. Clear rules and mechanics that promote transparency.



- b. Avoidance of excessive play incentives, misleading information, or addictive mechanics.
- c. Implementation of cool-down periods or spending limits where applicable.¹
- d. Ensuring game fairness and eliminating exploitative features.

2. Protection of Minors and Vulnerable Players

PCSO prohibits access to gaming products by individuals below 18 years old and implements safeguards such as:

- a. Age verification mechanisms in digital and retail platforms.
- b. Marketing restrictions to prevent the targeting of minors.
- c. Educational campaigns to raise awareness of gambling risks.

3. Ethical Marketing and Advertising

All game promotions and advertisements must follow the approved Policy on Responsible Gaming Advertising and Marketing Communication.

4. Support for Responsible Gambling Programs

PCSO shall allocate resources to:

- a. Player education programs on responsible gambling.
- b. Training for PCSO Management and technical staff involved in game design, particularly regarding responsible gaming and its integration into game designs.
- c. Collaboration with mental health professionals for problem gambling intervention.
- d. Research initiatives to continuously improve responsible gaming practices.

V. GAME DESIGN GUIDELINES

PCSO will ensure responsible gaming through prudent game design by:

1. Establishing clear and well-explained mechanics to avoid misleading players.
2. Displaying information such as the odds of winning and potential risks of excessive playing to help players make informed decisions.
3. Designing games that minimize excessive or continuous play, discouraging rapid, impulsive behaviors.
4. Integrating age and identity verifications into the game design process to ensure that no minors can access the games.
5. Incorporating responsible gaming tools such as voluntary play limits, self-exclusion options, and clear loss limits².
6. Ensuring jackpot structures are designed to prevent unrealistic player expectations and minimize gambling harm.
7. Implementing systems that allow players to provide their feedback and concerns regarding game design.

¹ In the advent of plans for web-based betting application platform/s

² For web-based betting application platform/s



8. Conducting pre-launch risk assessments using well-established frameworks, such as the Assessment Tool to Measure and Evaluate the Risk Potential of Gambling Products (ASTERIG), to ensure that games pose the lowest to moderate risks for players.
9. Identifying potential player behavior to address possible negative impacts.
10. Ensuring game availability and accessibility do not encourage excessive gambling behaviors.
11. Requiring all game updates and new designs to undergo periodic responsible gaming risk evaluations.

VI. MONITORING AND EVALUATION

1. Ongoing Monitoring

All game designs will be evaluated thoroughly to ensure compliance with this policy. This includes regular reviews of all game designs and mechanics to ensure market relevance and appropriateness:

- a. Monitor game performance and assess risks associated with player behavior.
- b. Review player protection mechanisms and update policies accordingly.
- c. Conduct regular audits of game compliance with responsible gaming principles.

2. Feedback Handling

Any feedback, complaints, or concerns raised by stakeholders regarding game design will be investigated promptly for continuous policy improvement. The PCSO shall take corrective action if any game design violates the principles of responsible gaming.

3. Training and Awareness

Information and education campaigns shall be planned and implemented by PCSO to ensure that all stakeholders are well-informed of responsible gaming design principles and policies:

- a. The HRD shall conduct employee training and identify third-party service providers and relevant conferences focused on integrating responsible gaming into game designs to educate PCSO management and technical staff on best practices and innovations.
- b. External stakeholders shall likewise be informed and required to implement this policy on responsible gaming design.

VII. REVIEW AND UPDATES

This policy shall be reviewed and updated as necessary to incorporate:

1. New research findings on responsible gaming.
2. Regulatory changes from Philippine and international gaming authorities.
3. Feedback from players, stakeholders, and responsible gaming organizations.
4. Emerging industry trends in ethical game design.

All updates will be communicated to relevant partners and stakeholders.



For strict compliance.


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