Proactively protect your players

KENSEI

A data integrity solution
for the Gaming industry

NChain

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iGaming is one of the world's most regulated industries. Failures to adequately verify, store and report player data, as well as to prove appropriate management of markers of harm have cost operators dearly. In 2021, over £40 million in fines were issued in regulated markets around the world.

The two most common reasons for fines are:

1. Failing to ensure and prove responsible gaming practices
2. Insufficient Know Your Customer (KYC) and Anti-Money Laundering (AML) procedures.

Kensei, a data integrity platform, removes the complexities of creating an auditable and irrefutable log of player information and actions with blockchain. Together with our partners, W2 and Crucial Compliance, we offer a robust and comprehensive solution for safer gambling that unlocks more efficient business practices, less costly compliance and healthier gaming.

Over £40 million in fines were issued in regulated markets around the world.

Innovation through collaboration

Built with the complementary expertise of three leading firms, our solution brings together the latest technologies to streamline KYC, promote player protection and mitigate fines and reputational damage.

Single Customer View
Better experiences for players, operators and regulators

KENSEI
Compliant immutable ledger with advanced digital notarisation, offering trusted, pseudoanonymous oversight to regulators.

CRUCIAL COMPLIANCE
Player protection using the latest behavioural science and a monitoring system to identify markers of harm and offer real-time support.

W2
Non-intrusive affordability checks that deliver near-instant and transferrable KYC and KYB, with AML assurances.

Kensei – a data integrity platform

Our new platform, Kensei, enables trust in data by removing the complexities in creating and referencing immutable data logs. Seamlessly, reliably and at scale, it provides the bridge between legacy technologies and blockchain.

Kensei helps operators

Avoid costly fines and private litigation

Ensure complete compliance in regulated markets

Keep players on your platform with faster onboarding (KYC & AML)

Maximise the lifetime value of players by helping them play within healthy limits

Decrease cost and frequency of external audits

Kensei integrates seamlessly with existing management platforms to reduce risk and provide assurances for both operators and players.

Blockchain technology provides an immutable ledger

Kensei is built on the infinitely scalable blockchain, on a protocol that is tailor-made for mass adoption and usage. It is robust and supported by a thriving community of developers, projects and enterprise-grade users.

Blockchain added value:

Player Protection	
	Data Integrity Provides transparency to strengthen the trust between players and operators
	Accountability Supports and verifies employee behaviour
	Data Subject Access Request Reduces months of work compiling reports to a single click

Operator Insurance	
	Data Integrity Prevents questions of impropriety on behalf of operators
	Tamper-Proof Evidence Offers immutable clarity to regulators in the case of investigation into operator/player communication

AML / KYC / KYB	
	Tokenisation of KYC Verification Reduces costs by eliminating redundant KYC verifications
	Immutable Ledger Records encrypted KYC documentation in perpetuity for convenient validation, without revealing any personal information
	Know Your Business (KYB) Offers a decentralised platform for businesses to efficiently evaluate suppliers and partners.

CRUCIAL COMPLIANCE

Protecting players and preventing problematic gaming

Crucial Compliance works with customers and regulators to bring Kensei-enabled data integrity to responsible gaming.

With an advanced behaviour monitoring system, the platform is able to identity at-risk behaviour before its negative impact fully manifests.

Verifiable care

Crucial Compliance uses Kensei to create immutable, trustworthy certificates that guarantee operator data for external audit. These allow regulators to verify that an operator is working in best practice of the law to ensure healthy gaming on their platform.

Using Kensei provides immediate value to clients, who are able to save time and money in preparing for and cooperating with regulators.

This reduces the risk of failing to maintain compliance standards and allows operators to focus on what they do best: delivering outstanding gaming experiences.

Identify
By evaluating markers of harm, we identify potential problematic gambling behaviour at the earliest possible stage.

Interact
Human-to-human interaction, rather than mere pop-ups and notifications, helps to proactively stop players from spiralling into more dangerous gaming.

Notarise
Interactions between player and operator, as well as the effectiveness of those interactions, are notarised on the blockchain to provide integrity and immutability.

Automate
Appropriate automation and learning ensures that systems for safer gaming are becoming more efficient and effective over time.

W2

Streamlining onboarding and helping players stay in the game

W2 enables frictionless customer onboarding with a fully automated, global KYC solution that is designed to exceed compliance demands while simplifying the experience of the player.

W2 provides:

- Affordability check – enabling a real sense of disposable income without being intrusive

- KYC – Turning verification to validation using tokenization and reducing unnecessary verifications

Records of document validation and verification, as well as personal information about players and their sources of funds can all be encrypted and stored, offering transparency for regulators without sacrificing player privacy.

How Kensei works

Two of our core products, Kensei Connect and Kensei Compute, form a complete, integrated solution for the Gaming industry.

KENSEI CONNECT

Facilitates the creation of tamper-proof activity logs that confirm sequences of events.

• Sequential notarisation
• Parallel notarisation
• Verification

Ensure the integrity of sequential documents and data, and associated interconnections by creating secure, unbreakable, tamper-proof logs.

KENSEI COMPUTE

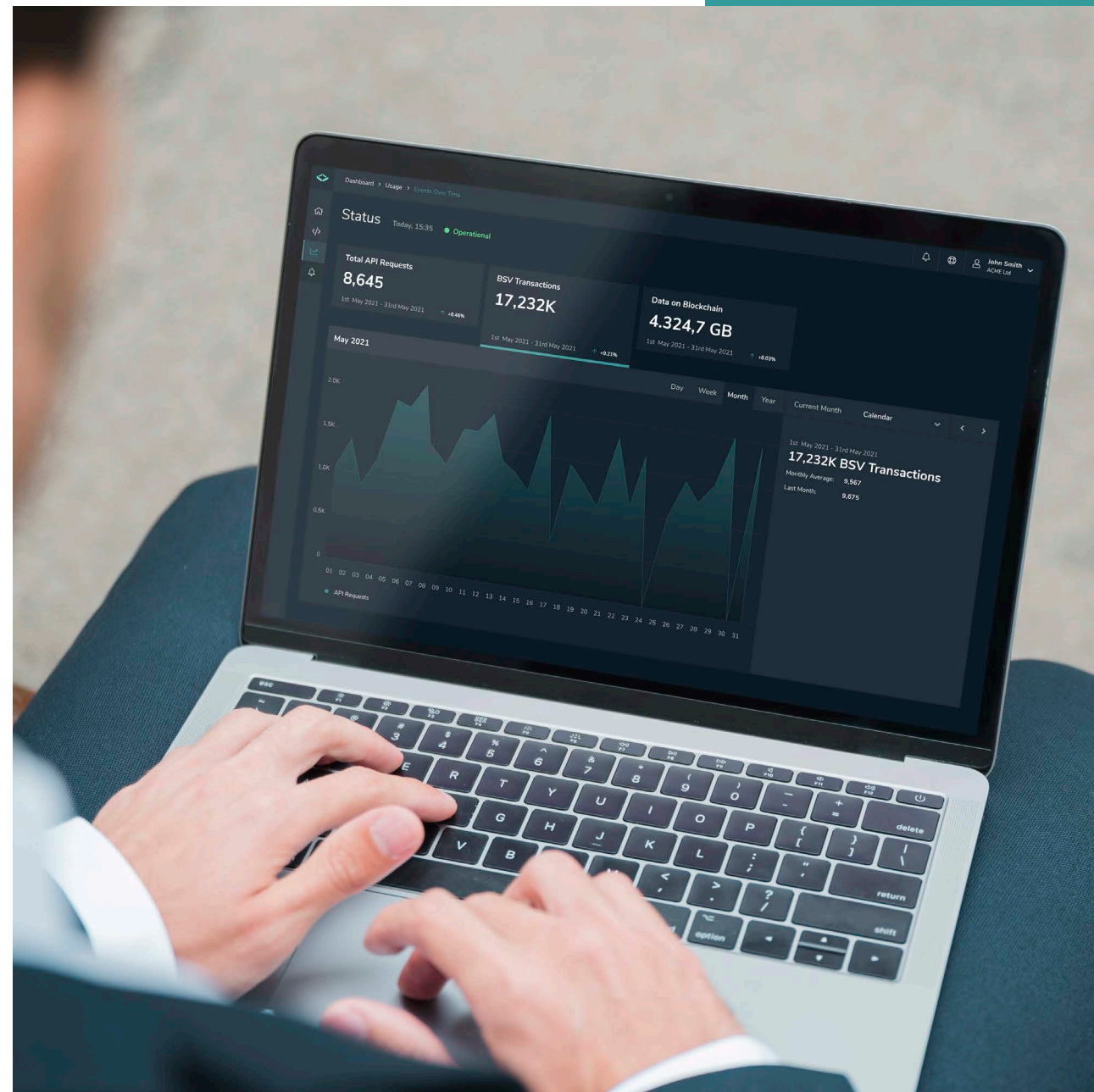Enables gaming logic and rules to be executed in a dependable, provably fair way.

• Computational consistency
• Fully auditable
• Software verification

Resolve any uncertainties or disputes over gaming events by replaying Kensei's on-chain computation audit log.

Benefits

With the Kensei platform, you can undeniably prove your commitment to responsible gaming and gain a competitive advantage.
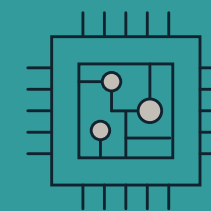
Benefits for Compliance

• Tamper-proof logs of key activities and accounts
• Cost and time savings for external audits
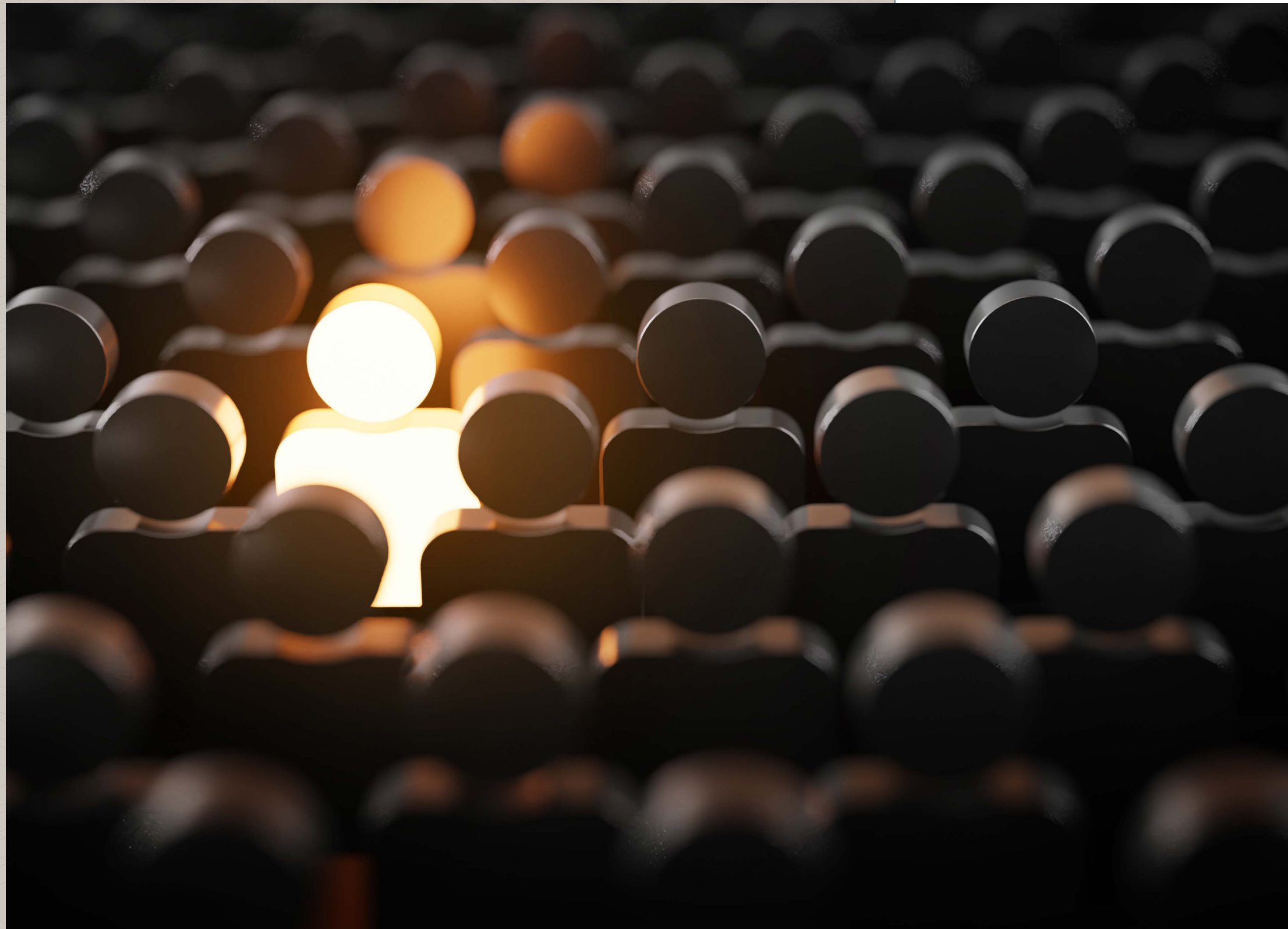• Provable elimination of fraud and money laundering

Benefits for Players

• Accelerated KYC and AML onboarding
• Proactive direct communication to support healthy habits
• Trustworthy and personally auditable outcomes

Benefits of the Technology

• Flat fees - costs do not fluctuate
• Simple API integration
• No blockchain expertise or development experience required

Building a true
Single Customer View

The comprehensive solution we offer is not just beneficial for players' experiences at a single operator; it is enabling better experiences across and between multiple platforms.

In-depth affordability checks and player behaviour history can now be shared among operators and relevant suppliers to collectively protect players, accelerate onboarding, highlight at-risk behaviour that would trigger markers of harm and improve overall experiences.

A Single Player View has been a challenge for the industry in the past due to the lack of technology that can:

- allow sharing solely the necessary data across operators to protect players without jeopardising the player privacy.

- provide pseudoanonymity to prevent competitors to use the player data for their acquisition activities.

The power of Kensei as a data integrity platform solves both challenges and is realising a new chapter in seamless online gaming experiences.

KENSEI

POWERED BY

nChain

Contact us to learn how Kensei can enhance your iGaming offering,
decrease regulatory risk and increase revenue.

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