



STATE OF MAINE
Department of Public Safety
Gambling Control Board
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EXECUTIVE DIRECTOR

**NOTICE OF COMPLAINT DISMISSAL
DOCKET NO. GCB-2024-81**

Factual Background

On Wednesday, January 10, 2024, Oxford Casino sent an email to a list of over 60,000 individuals stating that they had won the “Email Drawing Promotion” for \$250.00 in slot machine free play. This email was sent in error to this list and instead should have been sent to only five individuals. Oxford Casino realized the error and immediately contacted the Executive Director of the Gambling Control Board and Gambling Control Unit. Less than an hour after the original email, Oxford Casino sent an email retracting the promotional email, explaining that the promotional email was sent in error.

Oxford Casino has an existing promotion filed with the Gambling Control Board (“Board”) that permits the Casino to send out a promotional email every Wednesday to five individuals, who are qualified under its rules, offering \$250 of Free Slot Play. The Oxford Casino “Email Drawing Promotion Rules” for this promotion were filed with the Board as required by Board rules Chapter 29, § (1)(5) governing slot machine promotions. According to Board records, the Oxford Casino “Email Drawing Promotion Rules” for this promotion became effective on July 28, 2021.

Complaints

The Gambling Control Unit received numerous phone calls and 183 formal written complaints complaining about the email promotion. Those written complaints have all been docketed by the Executive Director as case no. GCB -2024-81.

Pursuant to Gambling Control Board Rules Chapter 27, Section 1(1)(B), the Executive Director conducted the following investigation of the matter:

- a) Reviewed written complaints;
- b) Reviewed the promotional and retraction emails Oxford Casino sent;
- c) Reviewed the explanation provided by Oxford Casino of its actions; and
- d) Reviewed the Oxford Casino “Email Drawing Promotion Rules” for this promotion.

16-633 C.M.R. ch. 27 § 1(1)(B).


Conclusion

There is no dispute about the facts. The promotional email for \$250 of Free Slot Play was sent to over 60,000 people. It was intended to be sent to only five recipients, consistent with Oxford Casino's "Email Drawing Promotion Rules" effective July 28, 2021. The promotional email as sent on January 10, 2024 to over 60,000 recipients is not consistent with the promotional rules filed with Board. According to the "Email Drawing Promotion Rules," the promotional credits are to be offered only to five randomly selected Oxford Rewards players. In addition, pursuant to those rules, the Management of Oxford Casino "reserves the right to cancel, change or modify the ...promotion...with prior notification to the Maine Gambling Control Board." Oxford Casino "Email Drawing Promotion Rules" Section (P)(eff. July 28, 2021).

After careful review of the established facts, the Board's laws and rules, and Oxford Casino's filed "Email Drawing Promotion Rules" for this promotion, the Executive Director concludes that the email offer accidentally sent to the 60,000 plus recipients and then promptly retracted does not violate Gambling Control Board laws or rules, because the original email was sent accidentally, was inconsistent with the filed "Email Drawing Promotion Rules," and Oxford Casino provided prior notification of the retraction to the Board's Executive Director immediately upon realizing the mistake, before the retraction was sent, and then sent a clarifying retraction to the over 60,000 original recipients.

Accordingly, pursuant to Gambling Control Board Rules Chapter 27 § 1 (2)(E), the complaints docketed as case no. GCB-2024-81 are hereby dismissed. 16-633 C.M.R. ch. 27 § 1(2)(E).

Dated: 1/18/24


Milton Champion
Executive Director
Gambling Control Board and
Gambling Control Unit