



AI iGaming Content Risk Review Checklist

A practical review checklist for AI assisted iGaming content in regulated markets

CONTENT SCOPE

This checklist is intended for use before publishing or sharing content externally, and applies to AI assisted content used across iGaming marketing, commercial, and product communication, including:

- SEO articles and landing pages
- Game guides, reviews, and provider content
- Affiliate and partner content
- Sales decks, proposals, and pitch materials
- Website copy, blogs, and gated resources
- Client facing emails and campaign messaging

RISK SCALE

0 ➤ No risk	2 ➤ Moderate risk
1 ➤ Minor risk	3 ➤ High risk

HOW TO USE

- 1 **Review each item before content goes live**
- 2 **Mark the risk level based on internal standards**
- 3 **Resolve any medium or high risk items before approval**



Assessment Criteria	Risk Score (0–3)
CONTENT ACCURACY & QUALITY REVIEW	
Accuracy & Quality	<p>All facts, statistics, and references are correct and verifiable</p>
	<p>Content is clear, readable, and logically structured</p>
	<p>The page adds substance and avoids generic or filler content</p>
	<p>Spelling, grammar, and terminology are consistent</p>
	<p>Game features such as RTP, volatility, paylines, and bonus mechanics match the live version</p>
	<p>Language, examples, and references fit the target region</p>
	<p>Any device or platform claims are accurate and QA verified</p>
CONTENT INTEGRITY, COMPLIANCE & GOVERNANCE REVIEW	
Originality & Search Integrity	<p>Content is original and does not duplicate existing pages</p>
	<p>Keywords are used naturally without stuffing</p>
	<p>Brand specific insight or expertise is clearly present</p>
	<p>Factual claims are supported by credible sources</p>
Compliance & Licensing	<p>Promoted games are licensed and approved in the target region</p>
	<p>Content aligns with applicable gambling advertising rules (UKGC, MGA, etc.)</p>
	<p>RTP information and legal disclaimers match the jurisdiction</p>
	<p>Required licensing information is clearly stated</p>

Assessment Criteria	Risk Score (0-3)
CONTENT INTEGRITY, COMPLIANCE & GOVERNANCE REVIEW (Continued)	
	Responsible gambling messaging and age restrictions are included where required
	Affiliate or commercial relationships are clearly disclosed
	No misleading claims such as guaranteed wins or risk free betting
	Brand names, trademarks, and IP are used within permitted rights
Brand & Tone	Tone and terminology match brand guideline
	Language is professional, inclusive, and audience appropriate
	No biased, insensitive, or controversial phrasing is present
AI Governance	Content has been reviewed and approved by a human editor
	AI generated elements have been checked for factual accuracy
	Any required AI disclosure is included
	Names, quotes, and statistics are verified and not fabricated

FINAL REVIEW GUIDANCE

- Any item marked Moderate or High risk should be resolved before publishing.
- Content should not be approved if regulatory or claim accuracy risks remain open.
- This checklist supports review consistency and does not replace legal or compliance sign off where required

FINAL APPROVAL

Reviewed by:
Date:
Approved for publish: Yes / No

