



STAKEHOLDER: CUSTOMER

“I stay away from the unregulated gaming companies”

Hillevi Fällström, who has various occupations, has been a customer of Svenska Spel for many years. Bingo online, Texas Hold'em, scratch lotteries online and Vegas are some of her favourite games.

In what way have you noted that Svenska Spel handles its responsibility for Vegas?

“In the case of Vegas, I've noticed that restaurant owners position the machines so as to ensure they have a better oversight of them. On the other hand, they sometimes fail in terms of checking a player's age. But I've frequently seen Svenska Spel doing random checks. That's great! There are also signs telling you whom to turn to if you feel you're losing control of your gaming, though I think compulsive players ignore them.”

Is responsible gaming an important feature when you choose your gaming operator?

“Definitely, for me it's decisive. I stay away from the unregulated companies, as I don't know if they are dependable and whether they accept their responsibility. When I play at Svenska Spel, I know that everything is handled in the right way, that nothing is rigged and that I'll get my money if I win. It's simply safer.”

How do you feel Svenska Spel deals with its responsibility on svenskaspel.se?

“I think that many poker players appreciate that they must indicate how much they plan to play for and how long even before the game begins. When the game starts, it's often such fun that you simply don't think of the time and money running way.”

Read more about our stakeholder dialogues on page 101.