

It's been an exciting and productive month at Rightlander as we continue to grow, connect, and explore new opportunities across the industry. From welcoming major new clients like Fidelity International to attending key events such as Affilifest and SBC Summit Americas, we've been deepening our engagement with the affiliate and compliance communities.

In this edition, we're sharing updates on Brazil's evolving iGaming regulations, insights from the conference floor, and how our tools are empowering clients to scale their programs with confidence and compliance.

Let's dive into what's new and what's next.



Fidelity International Joins Forces with Rightlander

We're proud to announce that Fidelity International, a leading global investment management company, and Yolo, a renowned gaming firm, are among the latest brands to partner with Rightlander.

With our Trackback Discovery technology, Fidelity gains full visibility into affiliate traffic sources and ensures that promotions for its regulated products remain compliant with FCA standards. This allows them to identify non-compliant content and control affiliate messaging quickly.

Yolo also partners with Rightlander to monitor the digital promotion of its iGaming products across multiple online channels, including influencers and content partners. With automated scans and monitoring, Yolo ensures consistent, compliant messaging and protects brand integrity across its marketing ecosystem.



Connecting at Affilifest, AWIN Think Tank & SBC Americas

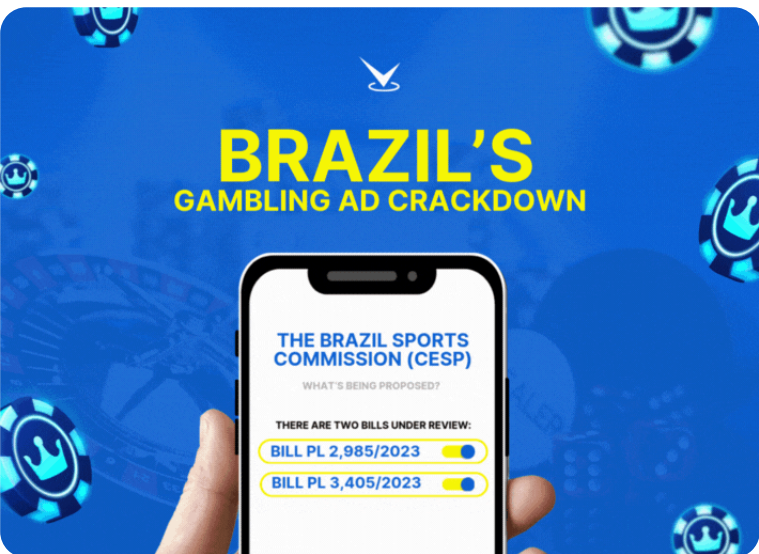
We enjoyed attending Awin's Global Think Tank in beautiful Vilamoura, Portugal, celebrating Awin's 25th anniversary. From engaging panels to elegant gala dinners, it was an inspiring industry celebration.

At the first SBC Americas, the conversation centred on the rise of sweepstakes and crypto brands, their market implications, and the anticipated regulatory changes in Alberta, Canada, which could shape the industry across the country.

Discussions at Affilifest highlighted the rapid growth of sub-networks and the transparency challenges brands face. The increasing use of AI-generated content and its effects on brand representation were also key topics.

FTC Cracks Down on Influencer Marketing & Sweepstakes: What You Need to Know

The FTC has updated its guidelines on influencer marketing and sweepstakes to promote greater transparency and protect consumers from deceptive practices. Key changes include broader definitions of endorsements (including AI and virtual influencers), mandatory clear disclosures of material connections, specific hashtag guidance for contests (e.g., using #contest instead of #sweeps), and increased liability for misleading or fake endorsements. The new rules also ban fake reviews and require brands to monitor the content of influencers. We recommend taking a cautious approach to ensure compliance with these new updates by proactively educating influencers, using unambiguous disclosure tags like #ad or #sponsored, and regularly reviewing promotional content. Read our full article to make sure your program stays ahead of the curve.



Regulatory Updates - Brazil Cracks Down on iGaming Ads

Brazil's iGaming market, newly regulated this year, is already seeing tighter advertising rules. The Secretariat of Prizes and Bets (SPA) now bans ads targeting minors and requires clear age warnings on all promotions. Further restrictions may follow. The Brazil Sports Commission (CEsp) is debating two bills—one to ban all iGaming ads and another to stop endorsements from athletes and celebrities.

As the market expands, regulators are focused on striking a balance between industry growth and consumer protection, particularly for younger audiences. You can read more in our [latest article](#).

Meet the team - Where to next?

We plan to attend a few affiliate events in the coming months and would be delighted to meet you if you are also planning to attend.

Our team will be making appearances at:

iGB Live | July 2nd - 3rd
Affiliate Summit East | August 4 - 5
SBC Europe | September 15 -18

**iGB
LIVE**

**Affiliate
summit**east

**SBC | SUMMIT
LISBON**