Alberta iGaming

Overview

After nearly two years of planning and preparation, the Alberta government's regulated iGaming market officially launched on July 13, 2026.

The regulated market helps reduce participation in illicit online gaming by providing people in Alberta with access to regulated, socially responsible gaming options backed by strong consumer protections.

Players benefit from safeguards designed to support responsible play, including a centralized self-exclusion system that allows individuals to take a break from gambling and manage their gaming activity across participating platforms.

Strict rules governing advertising, marketing, and promotions help ensure operators do not target minors or individuals at greater risk of gambling-related harm.

Operators must provide players with access to their account information and transaction history, helping them monitor their gaming activity and make informed decisions.

To support broader public priorities, two per cent of the total gross gaming revenue (GGR) is allocated to First Nations initiatives and one per cent of GGR is dedicated to social responsibility programs.

The Alberta iGaming Corporation (AiGC) manages market operations, while Alberta Gaming, Liquor and Cannabis (AGLC) regulates and enforces compliance to protect the integrity of the system.

Registered operators that meet all regulatory and licensing requirements are permitted to offer legal iGaming services in Alberta.

Why a regulated market is needed

Before Alberta's government established a regulated iGaming market, many people in Alberta were already using online gaming sites that operated outside provincial oversight.

A regulated market provides adults who choose to gamble online with safer options, stronger consumer protections and enhanced safeguards against gambling-related harm. It also allows Alberta's government to recover revenue that would otherwise leave the province.

To operate legally in Alberta, iGaming operators must:

- register with AGLC;
- enter into an operating agreement with AiGC; and
- meet strict requirements related to game integrity, fairness, player protection, and prevention of underage gambling.

Social responsibility

Social responsibility is a foundational component of the Alberta government's regulated iGaming market. Operators must implement measures that help reduce the risk of gambling-related harm and support responsible play.

To operate in Alberta, operators must:

- identify and respond to high-risk player behaviour;
- provide players with information that supports informed decision-making;
- offer tools that allow players to set financial and time-based gaming limits;
- remind players that responsible gaming tools are available;
- integrate AGLC's centralized self-exclusion system into their platforms;
- provide access to player transaction and account activity information;
- remind players to review their account activity; and
- require players to confirm they are fit to play before participating.

Industry standards for responsible gaming

The AiGC is partnering with the Responsible Gambling Council (RGC) to ensure all iGaming sites in Alberta complete a mandatory social responsibility accreditation program called Responsible Gambling Check (RG Check).

Assessing sites against internationally recognized responsible gambling standards will help ensure players in Alberta have the best protections possible.

Centralized Self-Exclusion

The Alberta government's regulated iGaming market launched with a centralized self-exclusion system in place on day one.

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The program allows individuals to voluntarily exclude themselves from participating regulated iGaming sites and certain land-based gaming activities through a single application process, making self-exclusion more accessible and effective.

Individuals who self-exclude are prohibited from participating in regulated iGaming activities or collecting winnings during their exclusion period.

Advertising

Advertising rules are an important part of the Alberta government's commitment to social responsibility and protecting vulnerable individuals and groups from gambling-related harms.

Advertising must:

- not be intentionally communicated to self-excluded or high-risk individuals;
- not be directed at minors or include individuals who are, or appear to be, minors; and
- be truthful and not mislead consumers or misrepresent products.

Operators are required to comply with advertising standards and requirements established under the *Gaming, Liquor and Cannabis Act*, regulation, and AGLC operational policies.

Revenue Allocation

The Alberta government's regulated iGaming market supports programs and services that benefit people in Alberta while providing a competitive environment for operators.

Alberta's government allocates:

- two per cent of total GGR to support First Nations initiatives and Indigenous revenue generation;
- one per cent of total GGR to fund social responsibility initiatives, including gambling research, prevention, education and treatment;
- 20 per cent of net gaming revenue is allocated to the General Revenue Fund to support government programs and services that people in Alberta rely on every day.
- The remaining balance of net iGaming revenue goes to iGaming operators.

Supports for Players

Players in Alberta continue to have access to a range of supports related to gambling awareness, prevention and treatment, including:

- GameSense (gamesenseab.ca);
- 211 Alberta (ab.211.ca);
- Counselling and addiction services (recoveryalberta.ca); and
- Primary Care Networks (albertapcns.ca/pcn).

Additional information

- Alberta's Regulated Online Gaming Market | AiGC
- Application Guide for iGaming Registration | AGLC
- Advertising Standards and Requirements | AGLC

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