

Alberta iGaming

Overview

In spring 2025, the Government of Alberta passed Bill 48, which introduced the *iGaming Alberta Act* (iAA) and amended the *Gaming, Liquor and Cannabis Act* (GLCA). This legislation established the market structure, including creating the new Alberta iGaming Corporation (AiGC) to oversee market operations; designating Alberta Gaming, Liquor and Cannabis (AGLC) as the market regulator; and establishing key requirements for a private iGaming market, such as setting the minimum age to place bets online at 18 years.

Building on Bill 48, regulatory amendments to the Gaming, Liquor and Cannabis Regulation (GLCR) were published in January 2026 to further define regulatory processes and requirements for a private, regulated iGaming market.

The regulations create exemptions from registration for iGaming, outline advertising and social responsibility obligations, and introduce temporary measures to help operators to transition into Alberta's regulated market. These provisions align with our social responsibility objectives and ensure a smooth and responsible shift for operators registering with AGLC.

In addition to the iAA and GLCR, more detailed iGaming requirements are outlined in AGLC Standards and Requirements for Internet Gaming at aglc.ca.

What this means?

This is one more step in the development of Alberta's legal iGaming market during the transition to market launch. Later this year, Alberta will launch the market with registered iGaming operators. Final timelines are in development and will be communicated when available. Industry information sessions will continue to be scheduled until market launch.

At this time, operators should begin the registration process with AGLC to ensure compliance with the iAA.

Registration

iGaming websites and suppliers are required to be registered, except for under specific exemptions. Exemptions include:

- an iGaming worker;
- a person who does not provide goods and services directly to an iGaming site (as determined by AGLC); and

- holder of gaming licence to sell lottery tickets (e.g. Western Canada Lottery Corporation).

Once in the registration process, operators can advertise to, and sign-up, prospective customers, but cannot add funds to their accounts or take bets. These activities can commence following completion of all three milestones:

- registration and due diligence with AGLC;
- a commercial agreement is in place with AiGC; and
- registered iGaming operators have been notified of market launch by AiGC.

Transition provisions in place now permit those in the registration process to advertising and sign-up prospective customers before market launch, after which all registrations are expected to be completed. No funds can be added to player accounts or bets taken during this transition time.

Social Responsibility

Social responsibility requirements are critical to launching a private, regulated iGaming market, as they will make online gambling safer, and help minimize the risk of harm to Albertans who choose to gamble online.

To operate in Alberta, operators must:

- implement policies and procedures to identify and prevent the risks of harm to players resulting from iGaming;
- identify and intervene in high-risk player behaviour;
- provide players with access to information that enables them to make informed decisions about their iGaming activity;
- provide players with tools to set financial and time-based limits on their play during account registration, and to make these tools available for use at any time afterwards;
- remind players that these tools are available for use;
- integrate the province's centralized self-exclusion platform on their websites and apps;
- record player transactions and inform players of their financial account activity;
- send reminders to players that they may review their account activity; and
- require players to affirm that they are fit to play prior to participating in iGaming activities.

Centralized Self-Exclusion

Alberta will be launching iGaming with a centralized “self-exclusion” platform. This system will allow Albertans who choose to take a break from gambling to ban themselves from participating in land-based and/or regulated iGaming platforms, all in one place, making self-exclusion convenient and effective.

Individuals who self-exclude from iGaming are not permitted to enter an iGaming site or collect prizes from participating in iGaming under the new centralized self-exclusion program.

Advertising

Placing rules around iGaming advertising is an important part of government’s commitment to social responsibility. These rules will help protect youth and vulnerable Albertans from gambling-related harms.

To operate in Alberta, advertising must:

- not be intentionally communicated to self-excluded or high-risk individuals;
- not be directed at a minor, or include an individual who is or appears to be a minor; and
- be truthful and must not mislead or misrepresent products.

Additional details are included in Schedule 1.1 of the GLCR and include regulatory requirements that provide further clarity and protections for players with respect to advertising, promotions, and inducements.

Revenue Allocation

Regulating iGaming provides an opportunity to support programs and services for Albertans. Alberta’s approach balances fair revenue generation for operators and support to government priorities, including First Nations revenue generation, social responsibility initiatives, and support for the programs and services Albertans rely on every day.

Alberta will allocate 80 per cent of net iGaming revenue to operators, retaining 20 per cent for programs and services that support Albertans.

Two per cent of total Gross Gaming Revenue (GGR) will be allocated to support First Nations, ensuring Indigenous revenue generation. Parameters around First Nations funding administration will be determined following further engagement with Indigenous partners. (GGR is equal to bets placed minus winnings paid out minus eligible deductions.)

One per cent of total GGR will be allocated to support social responsibility initiatives, funding gambling research, prevention, education, and treatment.