# Gambling Commission fines AG Communications £1.4 million for regulatory breaches



The Gambling Commission has imposed a substantial penalty of £1.4 million on AG Communications, which operates under the brand Aspire Global, for significant regulatory breaches linked to customer welfare and anti-money laundering compliance. The penalty was announced following findings that highlighted the firm's "wholly unacceptable" failures to implement necessary safeguards for at-risk customers across its 58 gambling websites.

The commission's investigation revealed alarming instances where customers were allowed to gamble excessively without adequate oversight. Specifically, one individual managed to lose £6,000 within a mere 48-hour period, prompting contact from the firm only after they had surpassed the daily loss threshold of £5,000. Furthermore, another customer lost £7,000 in slightly more than four hours due to a system error that failed to prevent them from depositing beyond the established limits.

The commission also identified a serious lapse where a customer, despite having previously self-excluded, was able to establish multiple gambling accounts, raising concerns over the company’s commitment to responsible gaming practices.

In addition to these social responsibility failures, AG Communications has also been found wanting in terms of anti-money laundering measures. This regulatory action is not the first for the firm; in 2022, AG Communications incurred a fine of £237,600 for similar anti-money laundering deficiencies.

John Pierce, director of enforcement at the Gambling Commission, emphasised the gravity of AG Communications' failures. “Its failure to uphold anti-money laundering standards, delays in necessary interventions, and deficiencies in social responsibility measures are wholly unacceptable,” he stated. Pierce underscored the importance of having robust anti-money laundering policies and the need for operators to react promptly to any signs of suspicious activity. He concluded by warning that repeated regulatory failings would lead to more stringent enforcement actions in the future.

As part of the resolution, AG Communications will allocate the penalised amount to socially responsible causes, in line with commitments to improve their operational standards moving forward.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.gamblingcommission.gov.uk/public-register/regulatory-action/detail/179> - This URL supports the claim that AG Communications Limited was previously fined for anti-money laundering deficiencies, specifically highlighting a £237,600 penalty imposed in 2022.
* <https://www.gamblingcommission.gov.uk/news/enforcement-action> - This webpage provides information on various enforcement actions taken by the Gambling Commission, including fines for regulatory breaches related to anti-money laundering and social responsibility.
* <https://www.gamblingcommission.gov.uk/news/enforcement-action> - This URL further corroborates the Gambling Commission's active role in enforcing regulations and imposing penalties on operators for failing to meet standards.
* <https://www.gamblingcommission.gov.uk/> - The Gambling Commission's official website provides general information on their regulatory actions and policies regarding anti-money laundering and social responsibility.
* <https://www.gamblingcommission.gov.uk/publications/anti-money-laundering-guidance> - This URL would typically provide guidance on anti-money laundering measures that operators like AG Communications are expected to follow, though it is not directly linked in the search results.