

**DRAFT ONLY
NOT APPROVED FOR
INTRODUCTION**

HOUSE BILL NO.

Online sweepstakes authorized.

Sponsored by: Representative(s) HDraft

A BILL

for

1 AN ACT relating to trade and commerce; regulating online
2 sweepstakes as promotional advertising of prizes;
3 authorizing online sweepstakes games as specified; creating
4 an exemption from gambling prohibitions; requiring
5 collection of sales tax as specified; providing
6 definitions; and providing for an effective date.

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8 *Be It Enacted by the Legislature of the State of Wyoming:*

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10 **Section 1.** W.S. 40-12-210 is created to read:

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ARTICLE 2

3

PROMOTIONAL ADVERTISING OF PRIZES AND ONLINE SWEEPSTAKES

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**40-12-210. Online sweepstakes; requirements for
conducting online sweepstakes involving casino games;
collection of sales tax.**

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(a) A sponsor may conduct online sweepstakes subject
to the requirements of this article.

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(b) A sponsor conducting online sweepstakes in which
players may place wagers in casino games, games that
simulate or mimic casino games or other games of chance for
the opportunity to win prizes redeemable for money or other
prizes shall implement and maintain measures and controls
reasonably designed to:

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(i) Limit each player to one (1) active account;

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(ii) Prohibit players under twenty-one (21)
years of age from participating in those online sweepstakes
games;

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2 (iii) Enable players to exclude themselves from
3 those online sweepstakes games and take reasonable steps to
4 prevent those players from accessing games from which they
5 have excluded themselves;

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7 (iv) Permit any player to permanently close an
8 account at any time for any reason;

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10 (v) Display prominently on each website or
11 mobile application through which the sponsor offers those
12 online sweepstakes games information concerning assistance
13 for compulsive game play;

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15 (vi) Protect the privacy and online security of
16 players and player accounts;

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18 (vii) Verify through geolocation technology that
19 players are physically located in this state when
20 participating in those online sweepstakes and prevent
21 participation by players whose physical location in this
22 state cannot be verified; and

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1 (viii) Allow players to establish game play time
2 limits and spending controls.

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4 (c) A sponsor conducting online sweepstakes shall
5 collect and remit sales tax on taxable sales made in
6 connection with the online sweepstakes as required by law.

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8 **Section 2.** W.S. 6-7-101(a)(iii) by creating a new
9 subparagraph (P) and 40-12-201(a)(v) and by creating a new
10 paragraph (vii) are amended to read:

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12 **6-7-101. Definitions.**

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14 (a) As used in this article:

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16 (iii) "Gambling" means risking any property for
17 gain contingent in whole or in part upon lot or chance in
18 any game played with cards, dice, balls or on any gambling
19 device or contingent on the happening or outcome of an
20 event, including a sporting event, over which the person
21 taking a risk has no control, but does not include any of
22 the following:

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(P) Online sweepstakes, as defined in W.S. 40-12-201(a) (vii), conducted in compliance with W.S. 40-12-201 through 40-12-210.

40-12-201. Definitions.

(a) As used in this article:

(v) "Sponsor" means a person on whose behalf a solicitor gives a prize notice or person that offers online sweepstakes;

(vii) "Online sweepstakes" means a contest or game conducted over the internet by use of a computer, digital platform or mobile application on a mobile device in which a prize may be awarded in connection with the sale of consumer products or services, provided no purchase is necessary to enter or win a prize.

Section 3. This act is effective July 1, 2027.

(END)