

Unibet Group first gambling operator to integrate BankID in Sweden

Unibet Group is integrating the electronic authentication system BankID on its Unibet and MariaCasino sites for the Swedish market. Using BankID on Unibet Group's leading brands in Sweden will create a faster and more efficient authentication & verification process for the customers, as well as enhanced efforts to maintain a safe and secure site.

Unibet Group plc continues to lead the development within the online gambling industry and is integrating the Swedish electronic authentication system BankID to its Unibet and MariaCasino brands in Sweden.

Verifying and validating user identities is a complex and time consuming process. BankID will provide a faster, more secure way of accessing the site, thereby maximising player safety. At the same time, it will offer customers a user-friendly solution that speeds up the verification process and allows a safe log-in experience.

“By integrating BankID, we continue to show our commitment to innovative solutions by being the first operator in the gambling space to make use of this technology. As well as improving the customer experience, it adds a great deal of security to the account and together with other electronic verification solutions serves to improve the safety and security of our Swedish customer base”, says Daniel Gambin, Head of Player Safety at Unibet Group.

About BankID

BankID is the leading electronic identification system in Sweden with 6.5 million people using it on a regular basis for a wide variety of private and public services. The system is available on desktop, tablets and mobile devices.

For more information:

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About Unibet Group

Unibet Group is one of Europe's largest listed online gambling operators and is listed on Nasdaq Stockholm. Unibet Group provides services in 20 languages to over 15.8 million customers in over 100 countries through several subsidiaries and brands. Unibet Group is a member of the EGBA, European Gaming and Betting Association, RGA, Remote Gambling Association in the UK and is audited and certified by eCOGRA in relation to the pan-European CEN standard on consumer protection and responsible gaming.

More information about Unibet Group plc can be found on www.unibetgroupplc.com and twitter.com/UnibetGroup.