

24 NCAC 06A .0909 RETENTION OF ADVERTISING MATERIALS

The Operator shall retain and maintain, in a manner consistent with this Rule, any materials used to advertise, market, publicize, brand, or otherwise promote Wagering in this State for two years from the end of the advertising, marketing, branding, promotional, or publicity campaign. If an Affiliate marketer advertises, markets, brands, publicizes, or otherwise promotes Wagering on behalf of the Operator, those records shall be retained and maintained by either the Affiliate marketer or the Operator for the same two-year period.

*History Note: Authority G.S. 18C-114(a)(14);
Previously adopted as Rule 11-009;
Eff. January 8, 2024;
Readopted Eff. March 27, 2024.*