



Mindway AI partners with BetComply to scale safer gambling support

May 1, 2025 - [Mindway AI](#), the award-winning safer gambling software company, has enlisted the skillset of [BetComply](#), iGaming's most trusted technical and regulatory compliance firm, as it looks to further develop its product offering and support more operators.

The partnership will see BetComply's Safer Gambling & Sustainability Specialist Jez White and his team advising Mindway AI on how its solutions can be best incorporated into operators' safer gambling functions.

BetComply will also provide support on Mindway AI's product roadmap and new business opportunities, with a focus on GameScanner, an advanced software solution that helps gambling operators boost player protection and intervene early to prevent at-risk gambling behaviour.

BetComply's Safer Gambling & Sustainability Specialist Jez White said: *"Mindway AI is at the cutting edge of safer gambling technology, and we're excited to support their mission to raise the industry standard. Our goal is to help bridge the gap between innovation and implementation, ensuring operators can fully harness tools like GameScanner to deliver more effective, proactive player protection."*

Mindway AI's CEO Rasmus Kjaergaard added: *"We're thrilled to be working with BetComply, where Jez and his team's vast operational experience will be a huge asset as we continue delivering our award-winning software to more clients. We're excited about what we can achieve together."*

In March, White joined BetComply as the firm's first Safer Gambling & Sustainability Specialist, following more than eight years at Entain, where he served as Director of Player Protection Systems and Analytics.

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About BetComply

BetComply works with many of the biggest names in iGaming to deliver the most trusted compliance consultancy on the market. The team boasts unmatched expertise across the field, led by Chief Compliance Officer Mike de Graaff, and offers a complete range of support, including regulatory, technical, legal and outsourcing. For more information about how BetComply can help your business in regulated markets worldwide, visit: <https://betcomply.com>

About Mindway AI

[Mindway AI](#) is a Danish award-winning software company that creates innovative and advanced tech solutions for fully automatic detection and monitoring of at-risk and problem gambling behavior. Based on neuroscience and artificial intelligence, Mindway AI works with gambling operators, platform providers, regulators, and governments to supply state-of-the-art early detection and intervention solutions to enhance player protection. Mindway AI has a strong market position in Denmark and the Netherlands and currently sees growth in Germany, UK, Sweden, Australia, Malta, Spain, Switzerland, and the US. At present, Mindway AI's solutions detect more than 9.2 million active players monthly and is translated into 14 different languages. Better Collective A/S is a majority shareholder of Mindway AI.

Mindway AI's solutions:

- **GameScanner:** State-of-the-art detection software based on the combination of AI and human expert assessment. A "Virtual Psychologist" providing individualized and earlier detection of at-risk or problematic gambling behaviour.
- **Gamalyze:** Neuroscience-based gamified self-test of decision-making when gambling. More engaging, proactive, and actionable than typical self-test questionnaires.

For more information, go to www.mindway.ai