

STATE OF NEW JERSEY  
Office of the Attorney General  
Department of Law and Public Safety  
Division of Gaming Enforcement  
File Nos. D-81-22-025

\_\_\_\_\_  
: Civil Action  
:  
IN THE MATTER OF HARD ROCK : **ORDER**  
ATLANTIC CITY :  
:

The Division of Gaming Enforcement (“Division”), being authorized by *N.J.A.C.* 13:69B-2.9 to impose civil monetary penalties up to \$2,000 upon licensees for regulatory violations; and

The Division having sent a Notice of Violation to Hard Rock Atlantic City on July 28, 2022, imposing a \$2,000 civil penalty for the distribution of marketing emails to 403 self-excluded patrons, as well as the failure to properly check if patron files were filtered to exclude specific patrons, in violation of *N.J.A.C.* 13:69D-2.3(d), 13:69G-2.4(a)4 and (b); and

Hard Rock Atlantic City having agreed to the proposed penalty on August 15, 2022; and

Having considered the relevant provisions of the Casino Control Act, *N.J.S.A.* 5:12-1 *et seq.*, and the regulations promulgated thereunder, specifically for a violation of *N.J.A.C.* 13:69D-2.3(d), 13:69G-2.4(a)4 and (b);

I hereby **ORDER** that the civil penalty in the amount of \$2,000 as agreed to by the parties be imposed upon Hard Rock Atlantic City, payable upon receipt of an invoice from the Division.

Dated: October 17, 2022

David L. Rebeck  
DAVID REBUCK  
DIRECTOR