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7 Ways Sweepstakes Administration Reduces the Legal Risks of Sweepstakes Promotionsaa

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Sweepstakes administration helps brands stay on the right side of the law, which is critical to the success of your sweepstakes. While corporate legalteams are capable of handling risk management, when it comes to sweepstakes, the increasingly regulatory environment means that a single sweepstakescan open your company up to a myriad of legal compliance concerns andthe potential for legal liability.

To reduce the legal risks of running a sweepstakes, we recommend that you work with a sweepstakes company. A professional sweepstakes administratorcan help you to identify,prevent, and mitigate the risks that come along with running sweepstakes and contests.

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