

**From:** [Fuller, Maggie \(GAMING\)](#)  
**To:** [Shana Silverman](#)  
**Cc:** [Michelle Hadden](#); [jmaney@nyproblemgambling.org](mailto:jmaney@nyproblemgambling.org); [scanallatos@nyproblemgambling.org](mailto:scanallatos@nyproblemgambling.org); [Hapeman, Carolyn \(GAMING\)](#)  
**Subject:** RE: PGRC Website  
**Date:** Wednesday, April 13, 2022 11:02:00 AM  
**Attachments:** [image001.png](#)

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Hi Shana,

This goes directly to the website, it isn't intercepted on a marketing platform first.

Maggie

**Maggie Fuller**  
Director of Digital  
**New York State Gaming Commission**  
**Division of Lottery**

Mobile | [REDACTED]  
[maggie.fuller@gaming.ny.gov](mailto:maggie.fuller@gaming.ny.gov)  
[nylottery.ny.gov](http://nylottery.ny.gov)

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**From:** Shana Silverman <shana.silverman@overit.com>  
**Sent:** Wednesday, April 13, 2022 10:35 AM  
**To:** Fuller, Maggie (GAMING) <Maggie.Fuller@gaming.ny.gov>  
**Cc:** Michelle Hadden <mhadden@nyproblemgambling.org>; [jmaney@nyproblemgambling.org](mailto:jmaney@nyproblemgambling.org); [scanallatos@nyproblemgambling.org](mailto:scanallatos@nyproblemgambling.org)  
**Subject:** Re: PGRC Website

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Hi Maggie,

One more question: how are you generating and using the qr code? does the qr code go directly to the website or does it stop off to a marketing platform first.

**Shana Silverman**  
GM

[REDACTED]

m: [REDACTED]  
a: 435 New Scotland Ave, Albany, NY 12208  
w: [overit.com](http://overit.com) e: [shana.silverman@overit.com](mailto:shana.silverman@overit.com)

On Tue, Apr 12, 2022 at 2:37 PM Fuller, Maggie (GAMING) <[Maggie.Fuller@gaming.ny.gov](mailto:Maggie.Fuller@gaming.ny.gov)> wrote:

Thanks Shana. Happy to chat if that's easiest for you.

Also, small world – I used to work at Overit! Say hi to Michelle and Dan for me.

**Maggie Fuller**  
Director of Digital  
**New York State Gaming Commission**  
Division of Lottery

Mobile | [REDACTED]  
[maggie.fuller@gaming.ny.gov](mailto:maggie.fuller@gaming.ny.gov)  
[nylottery.ny.gov](http://nylottery.ny.gov)

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**From:** Shana Silverman <[shana.silverman@overit.com](mailto:shana.silverman@overit.com)>  
**Sent:** Tuesday, April 12, 2022 2:27 PM  
**To:** Michelle Hadden <[mhadden@nyproblemgambling.org](mailto:mhadden@nyproblemgambling.org)>  
**Cc:** Fuller, Maggie (GAMING) <[Maggie.Fuller@gaming.ny.gov](mailto:Maggie.Fuller@gaming.ny.gov)>; [jmaney@nyproblemgambling.org](mailto:jmaney@nyproblemgambling.org);  
[scanallatos@nyproblemgambling.org](mailto:scanallatos@nyproblemgambling.org)  
**Subject:** Re: PGRC Website

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Hi Michelle,

Let me look into this a bit and get back to you.

**Shana Silverman**  
GM

[REDACTED]

m: [REDACTED]  
a: 435 New Scotland Ave, Albany, NY 12208  
w: [overit.com](http://overit.com) e: [shana.silverman@overit.com](mailto:shana.silverman@overit.com)

On Tue, Apr 12, 2022 at 2:06 PM Michelle Hadden <[mhadden@nyproblemgambling.org](mailto:mhadden@nyproblemgambling.org)> wrote:

Hi Shana

Because our PGRC website landing page is now on every lottery ticket, commercial for MSB, etc. across the state via QR code, we need to ensure that as updates happen to the site, etc. we are sharing that information with the NYS Gaming Commission prior to making the change on the backend.

It seems a certificate was changed on the backend last week and the QR code was redirecting to a 404 page for almost a day. If you have any questions I can connect you with the person responsible for handling this at the NYS Gaming Commission. Maggie is cc'd here for ease of contact.

Either way in the future just give me a heads up beforehand and we'll connect you with Maggie to avoid any unexpected "outages" in the QR redirect.

Thank you for your help with this!

**Michelle Hadden, MSW**  
**Assistant Executive Director, Program**  
**New York Council on Problem Gambling**  
**O: 518-867-4084**  
**C: [REDACTED]**



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