

From: [Hapeman, Carolyn \(GAMING\)](#)
To: [Hartman-DeCenzo, Brigitte \(OASAS\)](#); [Michelle Hadden](#); jmaney@nyproblemgambling.org; [Miller-Whitney, Janice \(OASAS\)](#)
Cc: [Fuller, Maggie \(GAMING\)](#); [Maione, Brad \(GAMING\)](#)
Subject: RE: QR Code for PGRCs on the cover of the Daily News
Date: Thursday, January 13, 2022 12:38 00 PM

I know there are (at least) two types of QR code. One is static, like is the one we have, which is used when you don't expect the linked information is going to change often, if at all. The other is a Dynamic code that allows for linked information to be changed, on demand. The first can be created on-line for free, which we did, to enable MSW platforms and operators to work the QR code into their Responsible Gaming Plans and associated marketing materials, prior to launch. The Dynamic QR code takes more time and money because it needs to be programmed. I will look into the costs involved with creating a dynamic QR code so we may be able to track how many hits we're getting and where they are coming from. It would also be nice if we could change out the linked information to coincide with PGAM or other major sporting events. I honestly don't know if that's possible. I'll let you know.

From: Hartman-DeCenzo, Brigitte (OASAS) <Brigitte.Hartman-DeCenzo@oasas.ny.gov>
Sent: Thursday, January 13, 2022 12:09 PM
To: Hapeman, Carolyn (GAMING) <Carolyn.Hapeman@gaming.ny.gov>; Michelle Hadden <mhadden@nyproblemgambling.org>; jmaney@nyproblemgambling.org; Miller-Whitney, Janice (OASAS) <Janice.Miller-Whitney@oasas.ny.gov>
Subject: RE: QR Code for PGRCs on the cover of the Daily News

Carolyn,

Are you able to find out how many "hits" the QR code gets?

Brigitte

Brigitte Hartman-DeCenzo, LCSW

Pronouns: she/her/hers

Director, Prevention Programs & Problem Gambling
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From: Hapeman, Carolyn (GAMING) <Carolyn.Hapeman@gaming.ny.gov>
Sent: Thursday, January 13, 2022 10:56 AM
To: Michelle Hadden <mhadden@nyproblemgambling.org>; jmaney@nyproblemgambling.org; Miller-Whitney, Janice (OASAS) <Janice.Miller-Whitney@oasas.ny.gov>; Hartman-DeCenzo, Brigitte (OASAS) <Brigitte.Hartman-DeCenzo@oasas.ny.gov>
Subject: QR Code for PGRCs on the cover of the Daily News

Anyone else see this, this morning?

From: [\[REDACTED\]](#)
Sent: Thursday, January 13, 2022 10:52 AM
To: Hapeman, Carolyn (GAMING) <Carolyn.Hapeman@gaming.ny.gov>
Subject:

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