

From: [Fuller, Maggie \(GAMING\)](#)
To: [Shana Silverman](#)
Cc: [Michelle Hadden](#); jmaney@nyproblemgambling.org; scanallatos@nyproblemgambling.org; [Hapeman, Carolyn \(GAMING\)](#)
Subject: RE: PGRC Website
Date: Wednesday, April 13, 2022 11:33:00 AM
Attachments: [image001.png](#)

Yes!

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

Mobile | [REDACTED]
maggie.fuller@gaming.ny.gov
nylottery.ny.gov

From: Shana Silverman <shana.silverman@overit.com>
Sent: Wednesday, April 13, 2022 11:33 AM
To: Fuller, Maggie (GAMING) <Maggie.Fuller@gaming.ny.gov>
Cc: Michelle Hadden <mhadden@nyproblemgambling.org>; jmaney@nyproblemgambling.org; scanallatos@nyproblemgambling.org; Hapeman, Carolyn (GAMING) <Carolyn.Hapeman@gaming.ny.gov>
Subject: Re: PGRC Website

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Hi Maggie,

Does it go directly here?

<https://nyproblemgambling.org/>

Shana Silverman

GM

[REDACTED]

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

On Wed, Apr 13, 2022 at 11:02 AM Fuller, Maggie (GAMING) <Maggie.Fuller@gaming.ny.gov> wrote:

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
nylottery.ny.gov

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;
scanallatos@nyproblemgambling.org
Subject: Re: PGRC Website

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Hi Maggie,

One more question: how are you generating and using the qrcode? 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 e: shana.silverman@overit.com

On Tue, Apr 12, 2022 at 2:37 PM Fuller, Maggie (GAMING) <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
nylottery.ny.gov

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

ATTENTION: This email came from an external source. Do not open attachments or click on links from unknown senders or unexpected emails.

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 e: shana.silverman@overit.com

On Tue, Apr 12, 2022 at 2:06 PM Michelle Hadden <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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