



**Safeguarding solutions**

# Age assurance

An age assurance solution for any online product, service or business, featuring the widest range of age verification and age estimation methods to ensure the highest pass rates possible with minimal business disruption.

**Territory:** Global

**Type:** Age verification & age estimation

**Age groups:** -13, 13+, 16+, 18+, 21+, 25+

[www.verifymy.io](http://www.verifymy.io)

# Age assurance methods

Empowering your users through optionality, we offer a range of methods to suit individual preferences, maintain privacy and reduce friction. Our methods can be provided as a complete solution or as individual modules to complement existing solutions.



Email address



Government-issued ID



Government-issued ID & Facematch



Name and address



Facial age estimation



Credit card



Mobile phone number

## Benefits

### Protection of minors

Create age-appropriate experiences to ensure minors cannot access illegal or harmful content, or purchase age-restricted products.

### Compliance

Help businesses comply with global legislative requirements, such as the Children's Online Privacy Protection Act, GDPR, Online Safety Act, and Digital Services Act.

### Privacy-preserving

We collect the minimum data needed to fulfil the requirements of our safety tech solutions and all data is anonymised and encrypted.

### Trust & reputation

Enable businesses to demonstrate a commitment to responsible practices, improving reputation and customer loyalty.

### Data collection

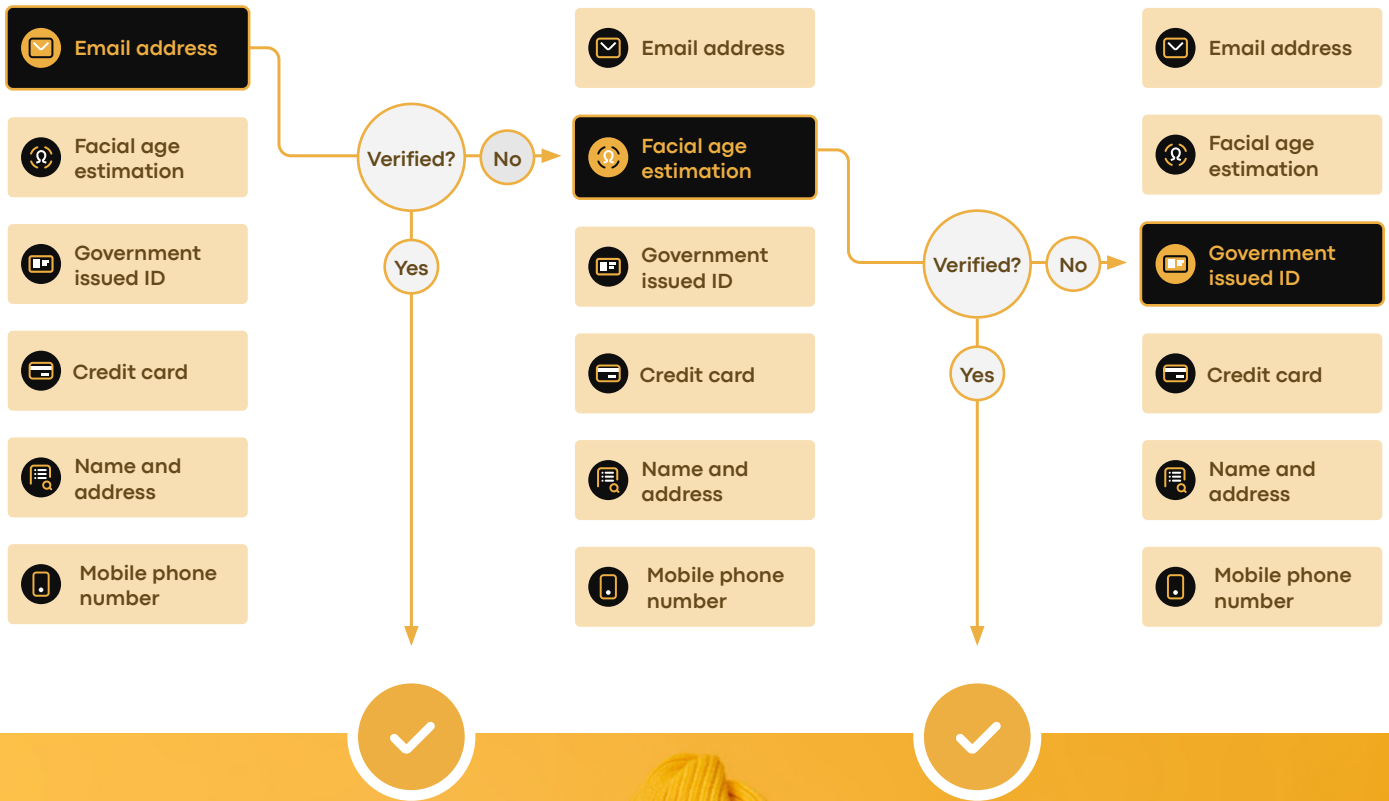
Customer database enrichment and enhanced personalised user experiences.

### Reduced fraud

Prevent fraudulent activities by verifying the ages of users, reducing the risk of identity theft and unauthorised transactions.

# How does it work?

Our solution is designed to maximise pass rates and reduce frustration by offering the user a waterfall approach of available age assurance methods.



# Our principles around data

All Verifymy solutions are built with a privacy-by-design approach.



## Data minimisation

We collect the minimum data needed to fulfil the requirements of our safety tech solutions. We routinely evaluate our data collection policy to ensure we adhere to data minimisation principles.



## Data integrity

256-bit encryption is the highest level of encryption possible, maximising the security of all data. Anonymisation via hashing and salting adds an extra layer of security and confirms the integrity of your users' data.



## Data retention

All data captured is encrypted, and once verified, Personal Identifiable Information (PII) is deleted or anonymised.



## GDPR

Our safety tech solutions are fully compliant with all fundamental principles and requirements of GDPR. GDPR is the European Union's legal framework for protecting personal information.

# Email address

Introducing age estimation using email address, provided exclusively by Verifymy

An email address can either be submitted by the platform via an API or inputted manually by the user.

To demonstrate ownership of the email address submitted, a time-restricted OTP will be triggered and must be clicked by the user.

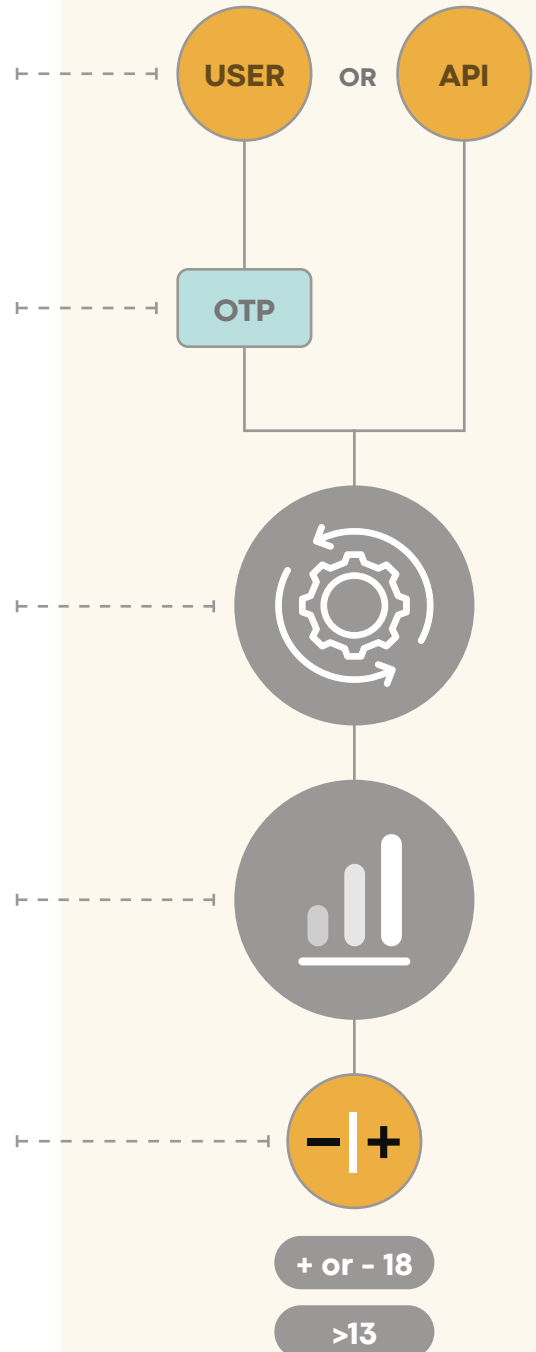
**N.B. this is not required if the user is logged in and the platform has previously authenticated the email address.**

The submitted email address is analysed using proprietary algorithms and external data sources. This includes reviewing sites and apps where a user has previously used that email address, such as financial institutions, mortgage lenders or utility providers.

Using this analysis, our proprietary technology builds a detailed digital footprint of the user, and the solution runs statistical analysis on the footprint to build an age profile.

An estimated age of the user is returned. This could be +/-18 or a minimum estimated age, such as >13.

**Incorporating data minimisation and privacy-by-design principles, we only collect the minimum data needed to successfully return an estimated age.**



## Age estimation using email address is:



### Frictionless

With the user's registered email address, checks can be performed in the background without the user's interaction.



### Inclusive and without bias

This method is without bias—there is no discrimination based on gender, skin tone, disability, social class, etc.



### Privacy-preserving

Our solution is built around data minimisation, meaning only the minimum amount of data is used to return an age estimation result. We don't generate information on who a user is; only a yes / no response to determine whether they meet a minimum age threshold e.g. 18.

## Get in touch

Are you interested in learning more about how our age assurance solution can help meet your compliance needs?

Contact us to speak to an expert or book a demo.

[Book a demo](#)

# Use cases

Verifymy's email address age assurance solution caters to the diverse requirements of online platforms, products, and services. Whether complying with ever-evolving regulations or ensuring age-appropriate experiences, we offer frictionless, privacy-preserving, and trustworthy solutions, ensuring the highest pass rates possible with minimal business disruption.

## Regulatory compliance

We ensure businesses comply with local and global legislative requirements.

**Age-gating:** Restricting access to content, products, or services based on a user's age. This is commonly seen in various industries, such as alcohol, tobacco, and adult entertainment.

**Age-appropriate experiences:** Creating online environments with activities, content, or products suitable for specific age groups, as well as restricting communication between certain age brackets. This is often seen on social media, video sharing, and online video gaming platforms.

## Sector-specific examples

**Adult entertainment:** Preventing minors from accessing adult content and adhering to evolving regulations to prevent children from encountering inappropriate websites and services.

**Social media:** Ensuring age-appropriate experiences and preventing minors from encountering illegal, inappropriate and harmful material.

**Online video gaming:** Ensuring users meet minimum age requirements for mature-rated video games and user-to-user functionality.

**Retail:** Verifying the age of users purchasing age-restricted items, such as alcohol, tobacco, vaping and bladed items.

**Online dating:** Verifying the age of users to prevent access to inappropriate content, catfishing and fraud.

**Healthcare services:** Verifying the age of patients accessing health services or purchasing prescription medications online.

## Database enrichment

**Enhancing or scanning existing user base to:**

- Improved advertising targeting for +/- 18, +/- 13 (or other age thresholds) to increase ROI and enhance personalised customer experiences.
- Ensure compliance with advertising and data privacy legislation.

# About Verifymy

Our mission is to provide frictionless, trustworthy solutions for online platforms to maintain their integrity, protect their reputation and safeguard their users.

## Age Assurance

An age assurance solution for any online product, service or business, featuring the widest range of age verification and age estimation methods to ensure the highest pass rates possible with minimal business disruption.

## Identity verification Content moderation

A complete end-to-end identity verification and content moderation solution to prevent uploaders from publishing illegal content on user-generated content platforms, ensuring a safe, trustworthy, and compliant online experience for everyone.



Follow Verifymy to keep up to date  
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regulatory developments.

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