

Low Friction Age Assurance



CONTEXT

- The need to verify a user's age associated with an account is growing due to regulatory requirements.
- This is relevant across various sectors, including adult content, gaming, and gambling.
- Regulatory demand is driving enterprise brands to control access more effectively.

SOLUTION

We provide proof of age linked directly to the mobile number by querying data held by Mobile Network Operators (MNOs).

The solution is currently implemented with an online gaming platform to ensure that age-restricted content and in-game purchases are only accessible to the appropriate audience.

WHY IT MATTERS

MNO data is considered authoritative enough (in the UK) to verify if a user meets the age requirement.

A positive signal from this data allows seamless account registration and secure in-game transactions.



Zero Friction User Experience

Simplifies the user journey, reducing drop-out rates and increasing customer satisfaction.



Regulatory Compliance

Meets legal requirements for age assurance.



Real-time Processing

Quick and efficient checks.



Minimal Data Requirement

The only information needed is the telephone number, avoiding the need to collect or store the date of birth (D.O.B).



Easy Process

No additional input is required beyond providing the telephone number.

ADDITIONAL CONSIDERATIONS

Since not all individuals have a registered mobile phone in their name, MNO data cannot cover every case. Enterprises should have alternative solutions like facial age estimation for users who cannot be verified by MNO data.

Increasing public unease about facial recognition is driving organisations to consider alternatives like MNO data as a first choice.

To ensure that the person providing the number is the actual owner, we recommend a simple possession check before verifying age with the mobile number.



CLOSING THOUGHTS

While the Verify Age Assurance service is not a comprehensive solution for all scenarios, it provides a superior user experience where applicable.

Enterprises value it for its ability to offer a **low-friction method that works well in most cases**, even though it's not a one-size-fits-all solution.