

## The fast, free and anonymous age verification solution to the Digital Economy Act - Yoti launches ProveMyAge to protect children from accessing adult content

**London, UK, 18th April** - Today, digital identity company Yoti reveal ProveMyAge, a new age verification solution for the adult sector. ProveMyAge is a secure and private solution that does not require individuals to share sensitive personal information, ID documents, credit card details or mobile phone numbers.

The service will help consumers and adult content providers comply with the new Digital Economy Act, set to come into force on 15th July 2019, which requires all adult sites in the UK to verify the age of individuals accessing adult content. Yoti's technology helps protect children from explicit content, while adults are able to prove their age without sharing excessive amounts of data that brings the risk of identity fraud.

Individuals have two options to verify their age with ProveMyAge:

- Look into the camera on their phone, tablet, laptop or computer, and Yoti Age Scan, Yoti's age estimation technology, will determine whether the individual is over or under the required age limit for access. The image taken to estimate their age is permanently deleted. Yoti Age Scan does not retain any information about individuals. It simply estimates their age. Yoti are using FaceTec's ZoOm 3D Face Authentication to give Yoti Age Scan the highest levels of anti spoofing and security.
- Use the free Yoti app to share their verified 'Over 18' attribute. This is the only piece of information shared; individuals don't even need to share their date of birth.

ProveMyAge gives verified individuals an age token, which gives them access to all adult websites that have integrated ProveMyAge. Age tokens are valid for a period of time, advised by the regulator, before the individual needs to reprove their age.

ProveMyAge has been designed with privacy and security at the core:

- It's anonymous and private. No personal or financial details are required, protecting individuals' identity and information. They can prove they're over 18 without proving their identity.
- Age verification takes seconds, making it fast and easy to use.

Many leading adult content operators and age verification providers, including AgeID and AV Secure, have already integrated or committed to integrate ProveMyAge, ensuring adults can choose this secure and private solution.

Robin Tombs, CEO and Co-Founder of Yoti explained, *"The internet is a fantastic source of creativity and learning for young people, but they must be able to explore it safely. As a parent, it's alarming just how easy it is for children to stumble across explicit adult content online. Age verification online will be a key step in helping to protect our children."*

*"ProveMyAge has been designed as **the** private, secure and anonymous way for adults to prove their age online. We don't believe individuals should have to share sensitive personal information, ID*

*documents, mobile phone numbers or credit card details simply to prove their age. For the first time ever, adults will be able to prove their age online without entering personal details.”*

*“ProveMyAge is **free** for individuals and **free** to adult websites of all sizes compliant with BBFC age verification regulations – ensuring cost is not a barrier to protecting children from accessing content they shouldn’t.”*

Yoti’s age estimation technology Yoti Age Scan is a secure age checking service that accurately estimates a person’s age by looking at their face. It is already being used by social networking site Yubo to estimate the age of people and flag any accounts where someone seems to have significantly misstated their age; an important task for safeguarding young people which would be expensive to do manually each day.

For more information go to [provemyage.com](http://provemyage.com). You can find out more about Yoti Age Scan by downloading the white paper [here](#).

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**About Yoti**

Founded in 2014, [Yoti](#) is a global technology company on a mission to become the world’s trusted identity platform. Our free digital identity app, which has over 3.7 million installs, is the new, safer way to prove your age on nights out, check out faster with age restricted items at supermarkets and save time and money proving your identity to businesses. It brings safer connections with the people you meet online as well as enabling secure website login with your biometrics instead of remembering passwords. All personal details are secured with 256-bit encryption and Yoti promotes a data minimisation approach. For more information, visit [www.yoti.com](http://www.yoti.com).

**Notes for editors:**

- NSPCC research (2016) showed that nearly half (46%) of children who’ve seen porn, first saw it by accident and nearly two thirds (65%) of 15-16-year-olds have seen pornography.
- ProveMyAge is a solution for UK citizens and overseas visitors to the UK:
  - The Yoti app accepts passports from over 160 countries, and over 50+ national ID cards and driving licences.
  - Yoti Age Scan does not require individuals to add any ID documents.
- Yoti Age Scan is a secure age checking service that accurately estimates a person’s age by looking at their face. Yoti Age Scan can be used when providing age restricted goods and services, both online and in person.
- Yoti Age Scan has been designed with data privacy and security as primary considerations. Crucially for consumers, their image is deleted after their age has been estimated, meaning Yoti Age Scan **‘always forgets a face’**.
- Yoti are using [FaceTec](#)’s ZoOm 3D Face Authentication to give Yoti Age Scan the highest levels of anti spoofing and security. Spoofing measures include holding a photo or video up to the camera.
- Yoti Age Scan is being used by Yubo, a live streaming chat room service, to check the age of individuals and flag any accounts where the person appears to have significantly misstated

their age; this task is important for safeguarding young people and would be prohibitively expensive to do manually each day.

- You can find out more about Yoti Age Scan by downloading the white paper [here](#).
- Yoti have signed the Safe Face Pledge signature, which encourages companies using artificial intelligence (AI) to ensure that facial recognition technology is not misused.