Yoti Guardian Council Meeting
Pre-Meeting Materials and Agenda

Attendance: See Table 1
Date: 26-06-25 - 15:00-16:30

Location: Google Meet
Recorder: Yoti staff

Agenda:

- Welcome and approval of previous minutes
- Yoti financial progress & performance update
- Update on New Product Development **-** Verified Video Calls
- Comment on external research
- Template updates & Security Centre Recruitment update
- Guardians at Large proposal
- AOB
- Close

Welcome and approval of minutes from the previous meeting 15:00 - 15:05	Yoti staff opened the meeting and welcomed the Guardians. A chair was officially nominated. Minutes for the Guardian Council meeting in December Q4 were approved by the Guardians present.
Yoti financial progress & performance update 15:05 - 15:15	Yoti staff reported positive financial results, stating Yoti has achieved break-even in March and has been profitable in March, April, and May, largely driven by revenue from age-related businesses. Yoti staff anticipates a continued healthy gross profit margin and operating profit margin. This improved performance is a significant relief for staff following previous headcount reductions. India Team Visit and Observations Yoti staff highlighted a positive visit to the Yoti team in Bengaluru, India, praising their energy, commitment, passion, and brightness. They noted the team's strong work ethic and the positive morale, having met with around 235 team members. Acknowledgement of Seyi Akiwowo's Contributions: Yoti staff expressed immense gratitude to Seyi Akiwowo for their two full terms of service on the Council since 2019. ACTION: Provide an update on the Yoti Foundation and next steps, including sharing the Rivet Foundation link, with a more detailed update planned for the next quarter.
Update on New Product Development - Verified Video Calls Verified Video Calls, a way to authenticate users who want to conduct Zoom meetings **15:15 to 15:35**	Yoti staff presented a demonstration of Yoti's new Verified Video Calls solution, designed to combat deepfakes and impersonation in online meetings. They explained that this solution offers a way to authenticate participants using digital ID or liveness checks. Yoti staff showed how a meeting can be set up as a verified call via a dashboard or a Google Calendar add-on. Attendees can join using a digital ID, a liveness check, or as unverified participants, with verified users displaying a logo next to their name. The host also has the option to challenge attendees for verification during the call. Once the call ends, an audit PDF signed by Yoti is generated. **Potential Applications and Market Considerations for Verified Video Calls** A member of the Yoti team highlighted the growing concern around deepfakes in remote interviews, exams, and training sessions. A Guardian shared examples of universities facing issues with fraudulent scholarship applications, suggesting that Verified Video Calls could serve as a useful solution. A Guardian noted the potential within the financial sector, where advisors interact with clients under strict regulatory requirements.

	A Guardian proposed the idea of a "fraud emergency kit" as a consumer-facing marketing concept, aimed at individuals vulnerable to scams. A Guardian raised important points regarding the product's messaging and target audience, emphasising the needs of small to medium-sized businesses and female entrepreneurs, who are often more susceptible to abuse and fraud. She also inquired about integration with other meeting scheduling platforms and advocated for clear consent policies to be highlighted within the product. A Yoti representative responded that while enterprise clients are expected to pay for the service, the team is considering offering a specific tailored programme for small businesses if pilot programmes demonstrate sufficient uptake.
Comment re research by Mint Secure **15:35 to 15:55**	A Yoti representative opened a discussion on a complaint received from an external organisation, concerning claims made by a security expert and Yoti's response. A Guardian raised the "Streisand effect" as a cautionary note and posed the broader question of how a credibility-focused company should respond to non-credible claims in a public forum. Yoti provided context by referencing a past incident involving a misleading academic claim and the lessons learned about the importance of responding, albeit not too prominently, to avoid unchallenged claims being used against the company. In the case in point, Yoti submitted a direct response to the expert, which was subsequently published. The approach aimed to balance rebutting the claims without amplifying them unnecessarily. Yoti also noted that they are engaging with local regulators to clarify the facts directly. Yoti acknowledged frustration that the individual expert had not contacted the company before publishing, which could have enabled clarifications and prevented misunderstandings. A Guardian inquired about sandbox access and its potential implications, even in the absence of training data. A Yoti member responded that although the sandbox poses no real security risk due to its architecture and how the data is used, the open access could present an optics issue. They suggested reviewing the public language to make it clear how the data is used to those who may stumble across the site, or locking the URL. Yoti also explained that the rationale for open access was to encourage diverse testing scenarios, though they conceded that restricting the URL might have been a more prudent choice in hindsight to prevent misinterpretation.
Template updates & Security Centre Recruitment update **15:55 to 16:10**	**Template updates update** A Yoti member provided an update on templates, noting that no new government-issued templates requiring internal creation had been needed recently. They highlighted the significant preparations underway in the Security Centre in response to the UK's Online Safety Act and the EU's Digital Services Act, particularly concerning adult content enforcement. This includes both automation efforts and the onboarding of additional Security Centre personnel to manage potential increases in volume from clients. **Security Centre Training and Accuracy** A Yoti member also described the comprehensive training process for new Security Centre staff, which includes initial monitoring followed by quality assurance checks. A Guardian inquired whether Yoti's approach to supporting its quality assurance team contributes to the platform's accuracy and lower retraining requirements compared to others. They noted a low rate of retraining, attributed to the rigour of the initial training programme.
Guardians at Large **16:10 to 16:25**	One of the Guardians proposed a discussion about the role and involvement of former Guardians, suggesting they might recuse themself to allow for open conversation. All Guardians expressed positive views on finding ways to keep former Guardians connected and preserve their ethical guidance and to reflect on the value of past Guardians' perspectives.
16:25 to 16:30 **AOB**	**Dates in 2025:** Guardian Council Q3 - 2025 Monday, 29 September 2025 · 3:00 – 5:00 pm

	Guardian Council Q4 - 2025 Thursday, 4 December 2025
Close	The meeting was called to a close at 16.30.

Table 1: Meeting Attendance

● = in attendance   ○ = absent/apologies   ⊠ = Not scheduled to attend

Guardians						Yoti staff							
Seyi Akiwowo	●					JD	●						
Dorothy Gordon	●					RT	●						
Sindhu Joseph	●					AB	●						
Jerry Michalski	●					AH	●						
						OG	●						

ACTION	OWNER	STATUS	NOTES
Provide an update on the Yoti Foundation and next steps, including sharing the Rivet Foundation link, with a more detailed update planned for the next quarter.	MP/AK	Complete	Spoke in Q3 2025 Guardian.
Finalise - Guardians at large https://docs.google.com/document/d/1W3qUQixe3OJ4v138BRRiT6dVPNBP77PK695ImFgbsxo/edit?usp=sharing	JD		Meetings held with previous Guardians one by one, all comments so far are incorporated into the Terms of Reference document
JD will engage with the People Team to look into union participation interest/options in Yoti locations.	JD	Complete	We're always monitoring changes in employment law and best practice - both in terms of specific guidance from authoritative bodies but also across tech businesses more specifically in terms of what 'great' looks like with different employers. If there are specific questions around this from the Guardians, please let Director of People Team know.

People team will look into the possibility of medical insurance for employees' parents in India.	People team	Complete	Quotes for enhanced cover were obtained earlier this year, but regrettably, this was outside our current budget. We will revisit this next year and have informed the India team accordingly.