



## Yoti Guardian Council Meeting

**Attendance:** See Table at end  
**Date:** 1 March 2021, 1700-1930 GMT

**Location:** Google Hangout  
**Recorder:** Eric Levine

<b>Agenda</b>	<ol style="list-style-type: none"> <li>1. Strategic Partnership with the UK Post Office</li> <li>2. AI Age Estimation Update and Campaigns</li> <li>3. Results of retargeting pilots and way forward</li> <li>4. R&amp;D Update</li> </ol>	<ol style="list-style-type: none"> <li>5. Australia Trust Framework</li> <li>6. Documenting the story/learnings of our Founding Guardians</li> <li>7. Recruitment for new Guardians</li> </ol> <p>AOB</p>
<b>Actions from this Meeting:</b>		<b>Status Update</b>
<ul style="list-style-type: none"> <li>o New Guardians Recruitment</li> <li>o Increase the diversity of channels and partners to feedback on and share the education material re facial age estimation</li> </ul>		<p>ONGOING</p> <p>ONGOING</p>
<b>Next Council Meeting</b>	27-5-2021	

*Summary notes from the meeting are provided below, with points of agreement and actions clearly noted.*

Welcome	Meeting began at 1700.
<i>Strategic Partnership with the UK Post Office</i>	<p><b>Topic:</b>  A major priority of Yoti's business for more than a year has been to establish a Strategic Partnership with the UK Post Office (PO). Its accomplishment represents a significant milestone for Yoti, and it may serve as a launchpad or model for further partnerships.</p> <p>Given the strategic nature of the partnership, two representatives from the PO were invited to meet with the Guardians - the Identity Services Director and the Head of Identity Solutions from the Post Office. They discussed the rationale and history behind the tender and future plans for the <a href="#">recently announced strategic partnership with the Post Office</a>. They described to the Council why they selected to partner with Yoti (as opposed to a more traditional B2B tech supplier) highlighting the breadth of offering. They concluded with an outline of the goals of the partnership from the Post Office's perspective, and what the Post Office is looking to achieve in the digital ID space.</p> <p><b>Discussion:</b>  The main point of the discussion focused on the data gathering process and on which specific anti-fraud measures may be required under the incoming Trust Frameworks in the UK, Canada, Australia, New Zealand. The discussion focused primarily on financial services and the efforts from the Yoti team to understand the proportionality, lawful basis, consent mechanism and the implications for users and for companies operating on a self sovereign model.</p> <p>The PO representatives left the meeting after this agenda topic.</p>



<p><i>Australia Trust Framework</i></p>	<p>This was presented as a short advisory topic for Guardians and will probably come back on the agenda at future meetings.</p> <ul style="list-style-type: none"> <li>• The Regulatory &amp; Policy team provided an update on the helpful discussions with the TDIF government team.</li> <li>• The Regulatory &amp; Policy team provided a brief update of emerging complexities for Yoti in the Australian market as a result of new regulatory updates.</li> </ul> <p><b>Issue:</b> Australia, like the UK, is looking to establish a trust framework. It is called the Trusted Digital Identity Framework (TDIF). It appears that building a viable ID network in Australia will require being accredited to the TDIF. Given TDIF requirements, Yoti recognises that it may</p> <ol style="list-style-type: none"> <li>1. need to request permission to derogate from certain obligations; or</li> <li>2. adapt some fundamental parts of its current technical and operational business model.</li> </ol> <p>Yoti nonetheless sees Australia as an important market and so continues to evaluate the framework.</p>
<p><i>Discussion Topics</i></p>	<p>The following points were tabled for input and advice from Guardians.</p>
<p><i>AI Age Estimation Update</i></p>	<p><b>Summary:</b> Discussion centred on progress on the development of Yoti AI Facial Age Estimation. Important updates on AI Age Estimation topics are discussed regularly in depth with the Council, therefore key updates were tabled for discussion.</p> <p><b>Action from past council discussions.</b> In past meetings, the Guardians have supported and strongly encouraged Yoti to pursue a proactive thought leadership role demonstrating high levels of transparency in its development of the pioneer application of technology for age estimation.</p> <p><b>Updates</b> to the Guardians from the Regulatory &amp; Policy team included:</p> <ul style="list-style-type: none"> <li>• the next stage of Yoti's work on AI Age Estimation and made Guardians aware of our campaign pages: <a href="https://supportageestimation.yoti.com/">https://supportageestimation.yoti.com/</a>.</li> <li>• the joint work in the ICO Sandbox (<a href="https://ico-newsroom.prgloo.com/news/ico-supports-projects-to-strengthen-childrens-privacy-rights">https://ico-newsroom.prgloo.com/news/ico-supports-projects-to-strengthen-childrens-privacy-rights</a>).</li> <li>• the outcome of their recent third stakeholder roundtable, where we hosted 55 guests from seven countries to outline the next proposed stage of age estimation development.</li> <li>• Gavin Starks, who served as Chair of the roundtable, summarised the lively roundtable session (and the support from esteemed partners, including Marie Collins Foundation, Breck Foundation and leading child safety expert John Carr) and shared the full supplementary deck that was presented at the roundtable, which Guardians were invited to share with any interested parties.</li> <li>• the range of organisations we now collaborate with now include: child safety, CSAM prevention, youth organisations, and AI EdTech. To further our international profile we are also having discussions with regulators and NGOs in the other territories around the world where Age Verification is under consideration.</li> </ul> <p><b>Question for the Guardians:</b> They concluded asking the Guardians or any suggestions or ideas to support either the Education campaign or the #share2protect Campaign campaign work within the ICO Sandbox.</p> <p><b>Discussion:</b></p>



	<p>The Guardians agreed that:</p> <ul style="list-style-type: none"> <li>• Yoti needs to continue pursuing a proactive thought leadership role</li> <li>• Yoti could further boost the success of the project by increasing the diversity of channels and partners to feedback on and share the education material that it has developed</li> </ul>
<p><i>R&amp;D update</i></p>	<p><b>Summary:</b> Discussion was a check-in on progress on the requirement on the use of biometric data (collected in accordance with GDPR by individuals) for Yoti's R&amp;D activities.</p> <p><b>Action from past council discussions:</b> In past meetings, the Council discussed the requirement on the use of data (collected in accordance with GDPR) for Yoti's R&amp;D activities. On this matter Yoti reiterated that it strives to have a thoughtful approach to the sourcing, usage and deletion of R&amp;D data and the essential need for R&amp;D data to be both anonymised and not sold to third parties.</p> <p><b>Update</b> Yoti updated the Guardians on the incremental changes and supporting functionality to our policy regarding user data and in relation to data collected for U13s (for age estimation R&amp;D).</p> <p>Given the importance and sensitivity of this topic and to ensure that we are making steady progress, we provided a brief update on the rationale for these changes, the current status and the changes which are proposed to be implemented.</p> <p><b>Discussion:</b> In discussing this matter, the Guardians acknowledged Yoti for its thoughtful approach to these issues and encouraged Yoti to maintain its high levels of transparency and dialogue on the use of data for Yoti's R&amp;D activities.</p>
<p><i>Results of retargeting pilots and way forward</i></p>	<p><b>Summary:</b> Discussion was a check-in on progress from the discussion the Council had in December 2020 on the subject of Yoti and Cookies (retargeting) and on Yoti's plans to use focused retargeting.</p> <p><b>Action from past council discussions.</b> The Guardians will be informed of the results of the retargeting pilots that Yoti has been conducting after the Council met in December 2020.</p> <p><b>Topic:</b> To have a thoughtful and informed discussion with the Guardians a separate attachment providing a basis for discussion on this topic was shared. The document titled '<i>Results of Retargeting Pilots for Discussion</i>' presented the specific steps to ensure that our use of cookies and retargeting in these pilots were focused in terms of frequency and reach and the results of the retargeting campaigns.</p> <p>The pilots conducted since October 2020 have been focused only on B2B ads, and Yoti has taken specific steps to ensure that our use of cookies and retargeting in these pilots were focused in terms of frequency and reach.</p> <p>The analysis of the retargeting pilots shows focused retargeting to be significantly more effective in delivering conversions. On the basis of these results, Yoti plans to continue to use focused retargeting going forward. Yoti will continue to assess the value of retargeting over the full sales cycle, and develop the means to assess the quality of customers and cost of new contracts from</p>



	<p>ad channels. The aim is to be able to assess the relative value of focused retargeting through the sales cycle to contracting.</p> <p><b>Discussion:</b>  <b>The Guardians agreed on the following points:</b></p> <ul style="list-style-type: none"> <li>• The Guardians continued to urge caution in the use of retargeting, while recognising the need for Yoti to effectively and cost-effectively market its products and services.</li> <li>• The Guardians commended Yoti for continuing to strive to balance the principled and individual centric approach and set of principles that define the organisation, with the commercial needs of a growing business.</li> </ul>
<p><i>Documenting the story/learnings of our Founding Guardians</i></p>	<p>Two of the Yoti Guardians will complete six years of service on the Guardian Council in October 2021, the maximum tenure for Guardians. This will mark the close of one chapter for the Guardian Council as our Founding Guardians who have been involved with Yoti since the very early days (and the creation of the Council) step down from their formal roles. We want to ensure that we harvest the rich experience of these six years of service.</p> <p>There was a warm response to a proposal from one of the Guardians to document the story and journey of our Founding Guardians after six years of involvement in the founding and development of the Council, and an agreement to share those learnings publicly to make it easier for other organisations to consider and evolve similar structures and ways of working.</p>
<p><i>Recruitment for new Guardians</i></p>	<p><b>Issue:</b>  According to the Terms of Reference and tenure served, given that two of the Yoti Guardians will be stepping down from their Guardian roles in late 2021, Yoti will need to recruit new Guardians to fill their seats on the Council. It makes sense to plan to expand the Guardian Council modestly to diversify the skills and perspectives represented.</p> <p>Assistance was requested in defining the priorities to inform the upcoming recruitment process for Guardians, and input as to which Guardians are able/willing to be part of the recruitment and selection process for new Guardians.</p> <p><b>Input from the Guardians:</b>  At the conception of the Guardian Council, we envisioned that eventually members of the Yoti community would have a role in confirming Guardians put forth by the Council and the business – the Guardians were asked to reflect if this something that we want to consider at this stage in Yoti for the Council’s development.</p> <p>There was consensus from the Guardians that they would like to be involved in the recruitment and selection process for these new Guardians. Towards this end, the current Guardians were invited to:</p> <ul style="list-style-type: none"> <li>• contribute to the creation of an initial longlist.</li> <li>• reflect as to what parts of the recruitment process are they most available and able to contribute to.</li> </ul> <p>Questions for the Guardians on how to best drive the recruitment process:</p> <ul style="list-style-type: none"> <li>• The role description for Guardian Roles that was last updated in 2019. Based on experience, the Guardians were asked would they recommend any significant changes to the Role Description to ensure we are describing the role in an accurate and compelling way?</li> <li>• We have benefited greatly from the areas of professional expertise and networks that each Guardian brings - (human rights, legal, civil society, etc.), (evolution of digital ID, individual/consumer rights, US digital ID community, etc.). Based on the experience of</li> </ul>



	<p>the Guardians, we are keen to consider, how can we further diversify our Guardian Council.</p> <ul style="list-style-type: none"> <li>• What other/different areas of expertise/networks should we consider in the recruitment of Guardians to fill those seats, and the two additional seats as we expand the Council?</li> <li>• Are there specific dimensions of diversity that we should consider or prioritise in the upcoming recruitment? – to date we have tried to ensure an ‘appropriate spread of perspectives by age, gender, geography and across the private, public and voluntary sectors.’</li> </ul> <p>Input from all Guardians on these questions and any other areas were asked for, and will be input into an updated Role Description for the recruitment of new Guardians.</p>
AOB	
<i>Adjournment</i>	The meeting was called to a close at 1930.

March 2021 Meeting Attendance													
Meeting Dates	1/3					Yoti Staff	1/3						
Seyi Akiwowo	●					Robin Tombs	●						
Renata Avila	●					Julie Dawson	●						
Doc Searls	●					Sam Rowe	●						
Joyce Searls	●					Eric Levine	●						
Gavin Starks	●					<b>2 Post Office guests</b>							

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