







-  **Company**
OnlyFans
-  **Industry**
Social media
-  **Solution**
Facial age estimation
-  **Implementation**
API and SDK

OnlyFans is the subscription social platform revolutionising Creator and Fan connections. OnlyFans empowers Creators from all genres to own their potential and gives them the opportunity to monetise the lawful content they produce and share. OnlyFans is committed to building the safest digital media platform in the world. They often go above and beyond the legal requirements to provide a safe platform.

How OnlyFans became the first UK subscription-based platform to protect children and create age-appropriate experiences.

Challenge

As an 18s and over platform it is essential that minors are not able to view, upload or monetise media content on OnlyFans. It was also important to not create undue friction for users who are over 18, or disproportionality impact user privacy by asking them to share excessive amounts of personal data, just to prove their age.

Without privacy-preserving and effective age verification, OnlyFans may have had to fundamentally change their business model or adopt more intrusive age verification technology.



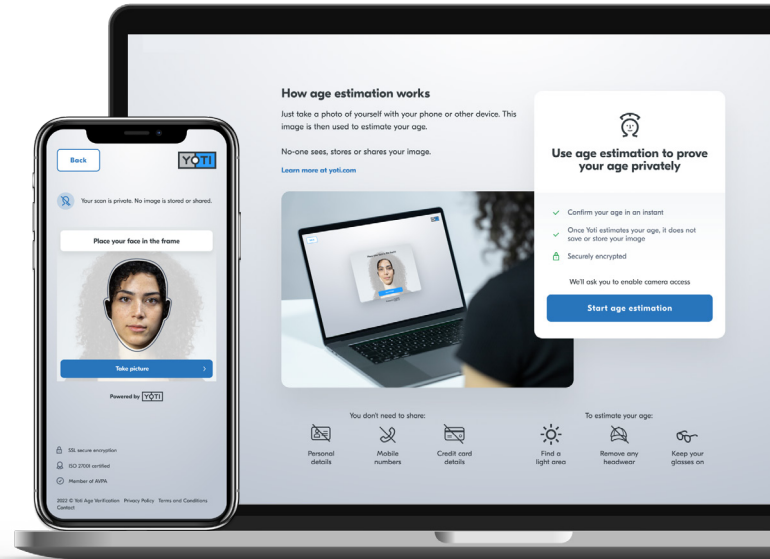
Ensuring our users are over 18 is a priority for OnlyFans and an important element of protecting our community. We work with Yoti because their market leading age assurance technology provides the right balance between accurately assessing users' ages and respecting their privacy.

Keily Blair - Chief Strategy and Operations officer at OnlyFans

Solution

Key stakeholders from the strategy, product, technology, legal and privacy functions at OnlyFans were involved in selecting an appropriate age checking solution.

OnlyFans chose our facial age estimation technology because it balances user privacy with effective and reliable age assurance. Facial age estimation accurately estimates age from a selfie. It is a privacy-preserving solution, which doesn't require an ID document or retention of any personal data. People simply pass an age threshold. All images are instantly deleted once someone receives their estimated age.



Results

OnlyFans is using our facial age estimation in certain jurisdictions, including the UK, to confirm those setting up Fan accounts are over 18. They are the first UK subscription-based platform to introduce facial age estimation to protect children and ensure underage users cannot access the platform. Since going live in August 2021, millions of age estimations have been completed. OnlyFans is also one of the first online platforms to introduce an effective age-checking solution ahead of the upcoming Online Safety Bill.

Feedback from users is positive, who say facial age estimation is less intrusive than traditional age verification methods, while still being highly effective. Our technology is being used alongside other controls to prevent minors from accessing the OnlyFans platform.

Contact us at yoti.com/business