



rileycillian.



Company
Riley Cillian



Industry
Social media



Solution
Yofi Age



Implementation
API & Web SDK

Riley Cillian is a technology company on a mission to build a global community, enabling people to make connections across cultures, languages and borders. As of 2020, Riley Cillian’s social chat apps LivU, Tumile and Yaar, have over 100 million downloads, 5 million monthly active users and are available in 35 languages in over 40 countries.

How Riley Cillian prioritises user safety with automated age checks

Challenge

Social media is popular amongst teenagers but it can expose them to unregulated online communities and potential safety risks. Most social media platforms implement age filters during the account creation process, such as asking users to self-assert their date of birth or sign up via other social accounts with unverified dates of birth attached. However these methods put the onus on the user and are not difficult to trick.

Riley Cillian wanted to do more to safeguard young people and add extra layers of safety on top of the existing filters. Their apps are only for users over 18 and they wanted a sophisticated way of detecting when someone might be underage without adding friction to the onboarding process. The solution needed to be seamless and scalable to meet the demand of their global, digital-first user base.



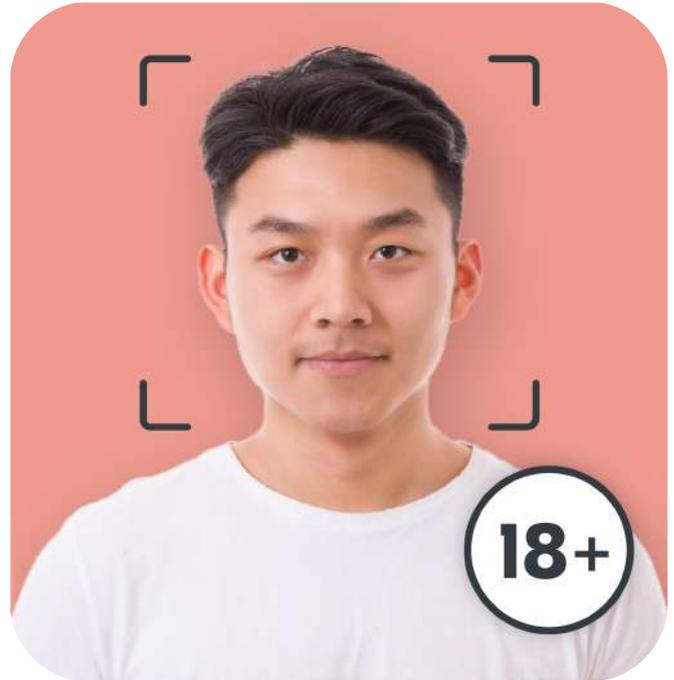
“The safety of our users comes first. We want them to have fun, enjoyable and memorable experiences and feel safe whilst connecting with people online...”

Florian E. - Head of Trust & Safety Operations

Solution

Riley Cillian has partnered with us for our world-leading age solution that can estimate a person's age by just looking at their face. Using AI technology, this real-time age checking service uses an image to instantly estimate age within 1-2 years for most 16-25 year olds.

This process allows Riley Cillian to monitor their users at scale and quickly identify those at risk of being underage. Those flagged as under the age threshold can prove their age with our ID verification technology, which is as simple as scanning an official ID document and taking a liveness selfie.



“As a company, we decided that we really wanted to go the extra mile to protect vulnerable children but we didn't want to compromise on our seamless user experience. Luckily, Yoti's technology allows us to do both - keep the platform safe with minimum disruption to users.”

Florian E. - Head of Trust & Safety Operations

Results

Riley Cillian strives to make it as easy as possible for people to connect with each other in a safe way. Our integrated solution allows them to keep their onboarding process simple and quick, and bring in a two-pronged age checking approach once accounts are created.

By age estimating users first, Riley Cillian can reserve a more stringent age verification process anchored by an ID document for just those suspected to be underage. This approach avoids adding friction for the majority of their users, whilst ensuring young people are kept off their platform.

Riley Cillian have carried millions of age checks to date and removed thousands of underaged users from the platform, successfully addressing their biggest safety risk. With currently over 2 million new installs per month, our age solution allows Riley Cillian to expand their user base at scale without sacrificing security.

Contact us at yoti.com/business