



Our B Corp report outlines the following areas of focus that have helped to shape Yoti up to this point and will continue to shape our future.



Our mission



Governance



Community



Planet

Our mission

Shaping the future of digital identity

Yoti was founded on a mission to fix the broken identity system. We're a purpose-led company, committed to using tech for good to make it easier and safer for people to prove who they are.

But it's not a problem we're fixing alone.



Not your typical tech company

We're transparent and strive to create a positive impact in everything we do.

We work with policy advisers, think tanks, researchers, humanitarian bodies and everyday people to make sure we develop our digital identity platform the right way.

We've made a public commitment to this by signing charters - Biometrics Institute, 5Rights and the Tech Talent Charter.

We're also proud to announce that we're now an accredited Living Wage employer!



Responsible 100



5Rights

What guides us

Our ethical framework is built on seven business principles, ensuring we grow in the right way as we look towards building the world's trusted identity platform.



Always act in the interests of our users



Encourage personal data ownership



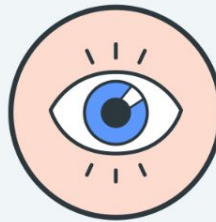
Enable privacy and anonymity



Keep sensitive data secure



Keep our community safe



Be transparent and accountable



Make Yoti available to anyone

Our Guardian Council at large

The Guardian Council is our independent ethics board, made up of experts in human rights, data privacy and last mile tech. They hold us accountable and help us to navigate the complex world of identity, bringing their expertise to three main responsibilities.

- Ensuring we develop our products in a way that makes life simple for our user community.
- Helping us stay consistent with our mission, to build trust and give the user control of their personal data.
- Representing any concerns shared by our user community or breaches of trust.



Seyi Akiwowo

Founder + Executive Director of
Glitch

A respected women's rights activist, online safety champion and former elected politician who founded the charity Glitch in 2017.



Gavin Starks

Founding CEO, Open Data Institute

A serial entrepreneur with 20+ years of experience creating data-driven business, founding CEO of the Open Data Institute and an Advisory Board Member for DECODE.

Guardian alumni

Each Guardian serves two years on our Council, during which they agree to follow our code of conduct and the Nolan 7 Principles of Public Life.

Here's a look at the Guardians that have graced our ethics board.



Renata Avila

2019 - 2021

Human Rights and intellectual property Lawyer

Renata is an outspoken advocate for freedom of expression, privacy, access to information and indigenous rights.



Doc Searls

2019 - 2021

Editor in Chief at Linux Journal

Active in the tech space for over three decades, Doc is the Founder and Director of ProjectVRM at the Berkman Klein Center for Internet and Society, and Co-founder of the Internet Identity Workshop.



Ken Banks

2016 - 2018

Founder of FrontlineSMS

Ken is an award-winning social entrepreneur, mobile technology and global development expert, PopTech Fellow, Tech Awards Laureate and a National Geographic Emerging Explorer.

Driving technological innovation

To push change, we're part of many policy and regulatory discussions.

- **Safer Internet Day Feb 2021:**
We joined Telefono Azzurro in discussing the new challenges in protecting children online and the need for a global response.
- **Draft Online Safety Bill Nov 2021:**
We gave evidence at the House of Commons Committee and spoke with the Family Online Safety Institute (FOSI) about the international implications of the Children's Online Privacy Protection Act (COPPA) and the Age Appropriate Design Code (AADC).
- **Standing Senate Committee, Spring 2021:**
We tackled an act aiming to restrict young persons' online access to sexually explicit material.
- **UK post-Brexit:** We advised on international data transfers, artificial intelligence and digital regulation regimes.
- **UK Age Verification regulatory sandboxes, 2022:** We trialled our world-leading technology and contributed to the UK digital identity trust framework for home-buying, financial services, DBS checks, Right to work and rent.



Meet Julie Dawson

Julie is the driving force behind our policy work and an authoritative presence at numerous regulatory and government forums, including; the World Economic Digital Identity Innovators, techUK, Data Ethics and Digital Identity Boards, and the All Parliamentary Group for Digital Identity.

Designing a safer internet for children



Over the past years, we've been working hard to develop safer ways for people to prove who they are online. With our facial age estimation AI, anyone can prove their age from a selfie, with no documents or data entries required. The image is deleted as soon as the age is given.

Armed with this new technology, we entered the Safety Tech Challenge Fund 2021 alongside trusted partners to develop a secure messaging platform and a solution that flags child sexual content.

Since the introduction of the ICO's Children's Code and the UK Online Safety Bill, we've been helping businesses deliver age-appropriate experiences to protect children in the digital space.

Committed to improving online safety



**SAFER INTERNET
FORUM** 2019
Thursday, 21 November 2019
Crowne Plaza Hotel, Brussels, Belgium



Present at key European online safety forums.



Member of the UK national
innovation network for
online safety technologies.



Member of a Home Office
innovation consortium working on
online child protection.



Selected in the 2021 ICO
Sandbox [cohort](#) for a project on
age verification of under 18s.



Mentioned in the UK's
government key online
safety policy [guide](#)



Mentioned in FTC Commissioner
Wilson's [statement](#).



Associate member of the
French internet hotline for
the protection of minors
online.



Founding member of the
Online Safety Tech
Industry Association.



Member of the ADA
Lovelace Citizens
Biometric Council
Oversight Board.



Members of the World Economic Forum
[Global Coalition for Digital Safety](#) and
Digital Identity [Innovators](#).



Member of [WeProtect Global Alliance](#)



Part of the online
safety working
[group](#).



Setting the standard for ethical AI

We champion an ethical and transparent approach to building our age estimation AI.



We've held four roundtables to invite scrutiny into how we develop our age estimation AI, chaired by our Guardian Gavin Starks.

In 2021, we collaborated with digital wellness experts BeInTouch to extend our data model for under 13s.

In May 2022, we published the latest accuracy results of this in a publicly available white paper, testing across gender and skin tone to mitigate bias.

Driving purposeful social change

Highlights from our award-winning social purpose strategy include:

- Publication of our '[Social Purpose in a Time of Crisis](#)' commentary during the height of the global pandemic and Black Lives Matter movement.
- Continued support to socially-focused technology start-ups through our innovative [Humanitarian Tech Support Programme](#).
- Launch of a [new initiative](#) promoting the use of verified identities to foster more productive, meaningful, respectful debate online around Southern African conservation issues.
- As part of our wider communications efforts, a new [series of blog posts](#) designed to help the social sector better understand the potential of digital identity in a range of conservation and development-themed settings.
- Commissioned a piece of independent research to help us develop a major new programme of support for humanitarian crisis response organisations following lessons learnt from our efforts in Ukraine (see [here](#)).



Meet Ken Banks

Ken heads up social purpose at Yoti. He is an award-winning social entrepreneur, mobile technology and global development expert and author, a PopTech Fellow, a Tech Awards Laureate, an Ashoka Fellow and a National Geographic Explorer. In 2013, Ken was nominated for the TED Prize and in 2018 he was appointed Visiting Fellow at the prestigious Judge Business School in Cambridge.

Community



Yoti **gave £21,050** to charity in 2021/22



Yoti has an ongoing commitment of **1% of revenue to the Yoti Foundation** and a further **1% to our social purpose activities**



Yoti **raised £10,800** to support humanitarian relief efforts in Ukraine



Social and environmental screening of suppliers and vendors

Making sure our people are taken care of



Onboarding

New joiners get a detailed breakdown of Yoti and our products from team leads.

We provide training on security, data privacy, equality, inclusive design and diversity.



Development

We host performance reviews every six months.

All staff get 5 selfie days for personal development or to support charitable causes.

We offer a generous staff training budget, access to LinkedIn learning and conferences.



Communication

Our weekly internal newsletter keeps everyone up to date.

We host a fortnightly company-wide meeting to share key achievements and updates.

We carry out internal, anonymous staff surveys twice year.

We have an anonymous Your Voice tool for staff to raise topics confidentially.



Benefits

We offer private health insurance, a pension scheme, enhanced maternity, paternity and life assurance to ensure our people are appropriately covered in the event of an emergency.

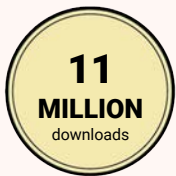
All employees receive share options on a periodic basis.



Pledges

We're a signatory of the Tech Talent Charter, which aims to improve gender diversity in the tech sector.

Make Yoti available for everyone



Over **11 million** downloads of our **free digital ID app**



Over **550 million** age checks that safeguard young people online



We accept ID documents in the Yoti app from over **200 countries**

- **Post Office EasyID:** We launched a new digital ID app for UK citizens as part of our new partnership with Post Office.
- **Product developments:** We add new features to our digital ID app, such as vaccine credentials, Covid-19 credentials and support for the UK DBS and Right to Work and Rent schemes.
- **Inclusive technology:** We've started an audit of all our products to make them compatible with Web Content Accessibility Guidelines (WCAG) Level A and AA.
- **Yoti Digital ID:** Over 11 million people have downloaded the Yoti app worldwide, giving them a free digital ID on their phone.
- **Yoti Customer Service:** We provide 24/7 support for our digital ID users and respond to 99% of queries within 8 hours.
- **Charity discounts:** We offer reduced pricing on our business solutions for eligible charities so they can securely safeguard their employees and communities.

Building a stronger UK digital ID network with Post Office

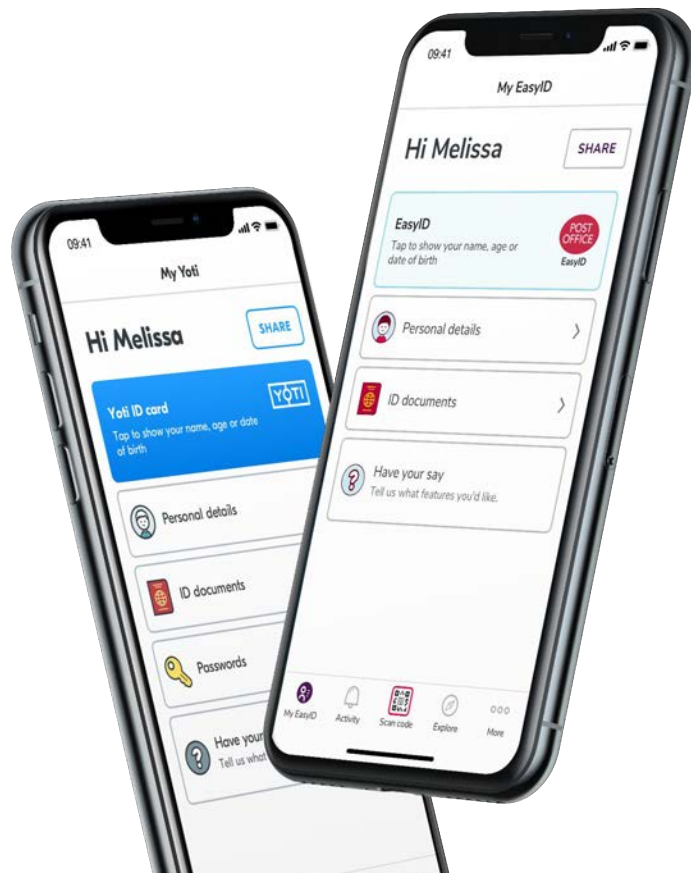
At the beginning of 2021, we partnered with Post Office, the longest-standing identity services provider in the UK. Our mission is to build the most secure digital ID network to make life safer for digital citizens in the UK.



Our first milestone was **launching the EasyID app**, which uses the same technology as our Digital ID app and has equipped 3 million UK citizens with a free, reusable digital ID. It's already **accepted in over 20,000 convenience stores, Post Office branches and all UK cinemas**.



As part of our commitment to making inclusive and accessible services, we also launched an **in-branch verification service for people without devices or in need of a little tech assistance**.





Green Team activate

Our Green Team is always looking for ways to shape a more ecologically friendly culture and help Yoti to become environmentally sustainable.



We planted
214 trees.



We're starting a chain reaction
- our cycle to work scheme
encourages our staff to use
bikes over cars and public
transport.



We vet our suppliers for social
and environmental comments
and we drink fairtrade coffee
and fellow B Corps Pukka tea
and Toast Ale.



We separate recyclable and
non-recyclable items and
compostable food waste.

But there's always room for improvement and we're working on it!

Plans for 2022



Governance

Contribute to the next two international standards on age verification beyond PAS 1296:2018.

Take part in the World Economic Forum Global Coalition for Digital Safety.

Keep up to date with The Online Safety Bill and Ofcom's Code of Powers; Australia & New Zealand's Digital Identity Bills; the EU's eIDAS, DSA & DMA.



Community

Continue research on how to make digital identity available to people with disabilities and without documents or devices.

Expand our social purpose team.

Assess our social purpose activities and launch a new three-year, fully-funded Social Purpose Strategy.

Develop a new purpose statement and internal/external communications strategy.



Our people

Launch a new Social Purpose newsletter.

Become a Disability Confident Committed employer to improve our practices for recruiting people with disabilities and health conditions

Undergo accreditation with The Good Business Charter.



Our customers

Develop our products and websites to meet Web Content Accessibility Guidelines (WCAG) Level AA.

Expand our secure digital ID network in the UK with Post Office.



Environment

Promote using selfie days for environmental issues.

Increase our recycling rate to over 80%.

Saved over a million pages of paper.

Building the world's most trusted identity platform

www.yoti.com | [@getyoti](https://twitter.com/getyoti)

