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.
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!
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.

Governance

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.
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

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 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.


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.

- Launch of a new initiative promoting the use of verified identities to foster more productive, meaningful, respectful debate online around Southern African conservation issues.

- Continued support to socially-focused technology start-ups through our innovative Humanitarian Tech Support Programme.

- 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).
Yoti gave £21,050 to charity in 2021/22

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

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

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

- **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.

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**

Community - Our customers
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!
**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

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