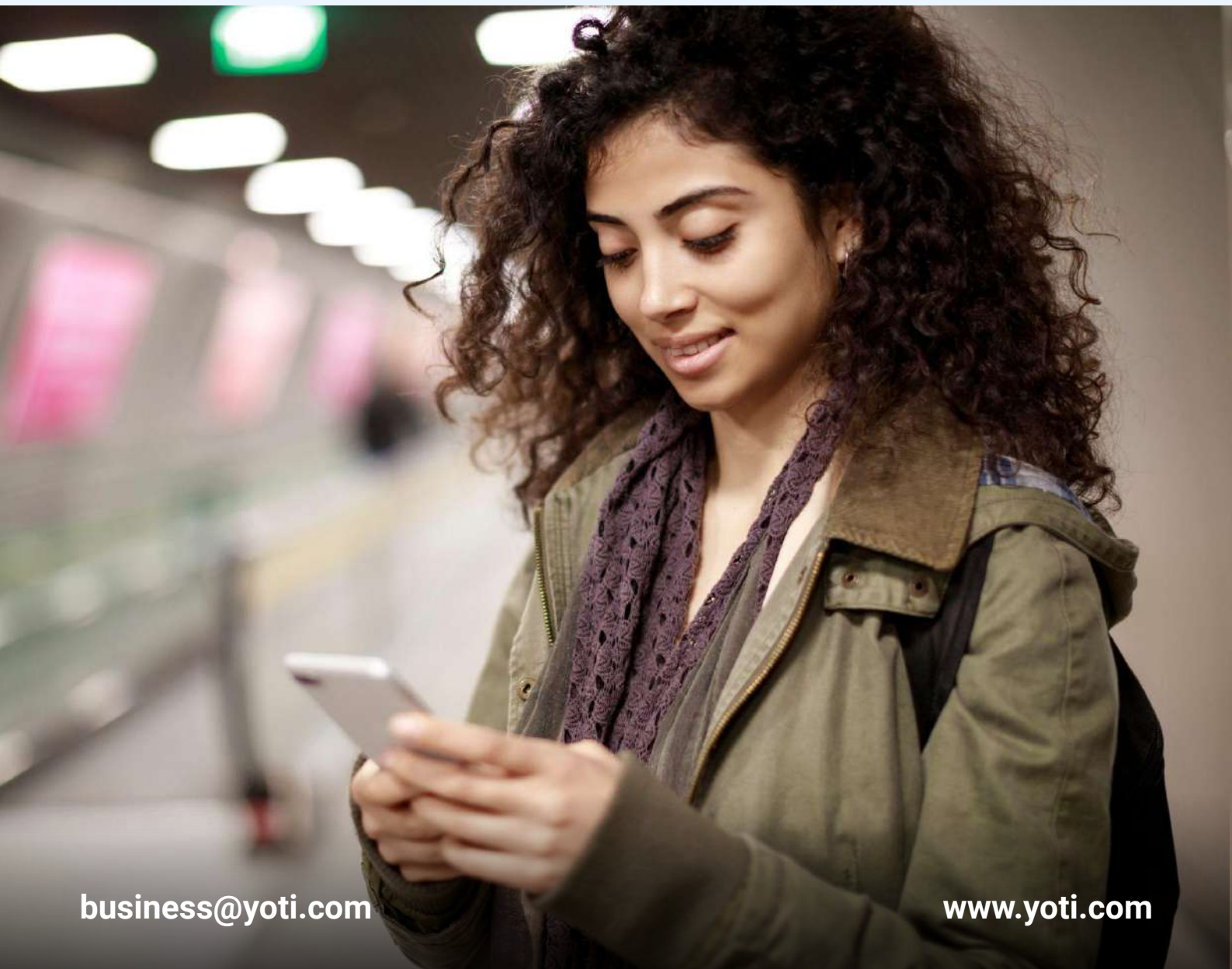




Digital identity as a force for good

Making it easier and safer to prove who you are





About Yoti

Yoti is a global digital identity and biometric technology company. We make it safer for people to prove who they are with our free digital ID app and our business solutions that span identity verification, age verification and estimation, eSignatures and authentication.

Yoti was born in 2014 and has spent seven years and £95 million developing a consumer-centric digital identity platform that puts the user in charge of their data.

With Robin Tombs as co-founder and CEO, we've grown to a team of over 300. We're based in London, with offices in Mumbai and team members in the US, Canada, Australia and New Zealand.

We have a strong social purpose strategy that reaches places where digital may not. We've been funded principally by Yoti's founders and angel investors.

We have five core B2B solutions...



Digital ID

The free Yoti app empowers users with a reusable digital ID that they can use to verify their identity, age or other details about themselves to your business, remotely or in person.



Identity Verification

Our embedded identity verification solution matches a person to their ID document using AI technology and human verification experts to ensure only genuine customers can get through your identity checks.



Age Verification

Our age estimation technology securely estimates a person's age by scanning their face, with instant results. Since 2019, we have performed over 400 million age estimates.



eSignatures

Our simple eSignatures platform can be combined with the Yoti app for identity verification at the point of signing.



Authentication

Our multi-factor authentication keeps websites and personal information secure and GDPR-compliant.



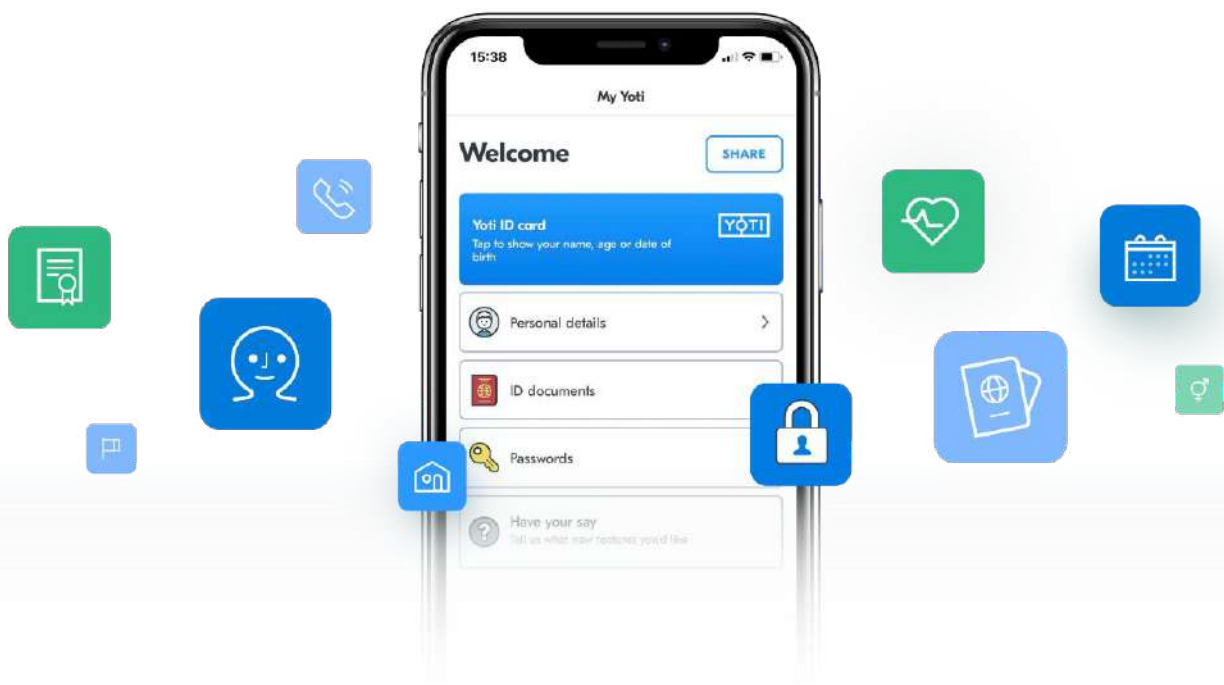
Our business model will always be transparent. The Yoti app is free for consumers and our solutions are free for eligible non-profits. Organisations pay for checks and we openly publish the rates. There are no up-front set up costs, no annual service costs and no minimum amounts.

Yoti app

For consumers, the Yoti app helps them to prove who they are and confirm the identities of others. We distinguish ourselves with our approach to privacy and security, so the app has been built in a way that makes it impossible for us to monetise users' personal data (see our FAQs for technical detail).

The app is free to download and involves a one-time identity verification that links a user's facial biometrics to their phone and confirms their identity with a driving licence or passport. Identities are verified using NIST-approved facial recognition technology, government-issued ID documents and where possible, biometric passport chips.

Once verified, Yoti securely stores verified identity attributes such as date of birth, gender or nationality. Users can then use the app to scan a QR code to share specific attributes to an organisation or other people. This might be to prove age online or in person, which can be done by sharing a private "Over 18" age attribute.



Yoti network

We're working with over 600 companies that span national retailers, social media, online dating, e-commerce, financial services, crypto and many more. We're also the strategic partner of [Post Office](#) for digital identity and the eID provider for both the [States of Jersey](#) and the [Improvement Service Scotland](#). We work with a number of national charities such as the [NSPCC](#) and are pioneering responsible age verification in the ICO Sandbox and the UK Home Office Sandbox.



Ethical framework

From the beginning of our journey, we set out seven ethical principles to guide our everyday decisions and ensure we develop our company in the right way:

1. **Always act in the interest of our users**
2. **Encourage personal data ownership**
3. **Enable privacy and anonymity**
4. **Keep sensitive data secure**
5. **Keep our community safe**
6. **Be transparent and accountable**
7. **Make Yoti available to anyone**

We set up our Guardian Council as an external ethics board to hold us accountable and help us navigate the complex world of identity. We publish the terms of reference and quarterly meeting minutes openly, and have also set up an internal Trust and Ethics group to support the Guardians' work.

We're also a certified [B Corp](#), which means we consider the impact our decisions have on our users, employees, suppliers, partners and the environment.

Over time, we have worked with [Responsible 100](#), [Doteveryone Sustainable Tech Trust Mark Prototyping](#), [EU Compass Responsible Innovation](#) to assist us in developing our ethics framework.

We have sought an external review of our age estimation approach and consulted with a range of NGOs including the Centre for Democracy & Technology and the World Privacy Forum. We conducted an Accuracy of Algorithm review of our age estimation technology with IEEE Expert Dr Allison Gardner and we transparently publish a regularly-updated [white paper](#) with clear details as to our accuracy in terms of age, gender and skin tone.

Developing collaboratively

Yoti has signed up to the [Biometrics Institute 7 Ethical Principles](#) and we participate in a range of relevant industry bodies, encouraging a consumer-focussed approach to digital identity.

We are a member of the WEF, World Economic Forum Digital Identity Innovators, associate member of the [DPA Age Verification & Internet Safety Steering Group](#), sponsor of the UK [All Party Parliamentary Group for Digital Identity](#), have served on the Home Office Identity Document Working Group, and are a member of the [Age Verification Providers Association](#), OSTIA, the [Online Safety Tech Industry Association](#) and the [Safety Tech Innovation Network](#).

We were part of the UK Digital Policy Alliance steering group which created the [1296 Age Checking PAS](#), chaired by Lord Erroll at Westminster alongside the Digital Economy Act. We serve on the UK's largest tech trade body - TechUK boards for [Public Services](#), [Justice & Emergency Services](#), [Data Protection](#) and chair the [Digital Identity working group](#). We are members of [Open Identity Exchange](#) (OIX), the industry body between public and private sector for identity.

Yoti is also the sponsor of the APPG Digital Identity, the Oversight Board for the [Ada Lovelace Citizens Council on biometric technology](#), a Project Member of SPRITE+ (Security, Privacy, Identity and Trust in the Digital Economy), and Project Member of the [Centre for Digital Citizens](#) and the IEEE SA Children's Advisory Group.

Technology and security **accreditations**



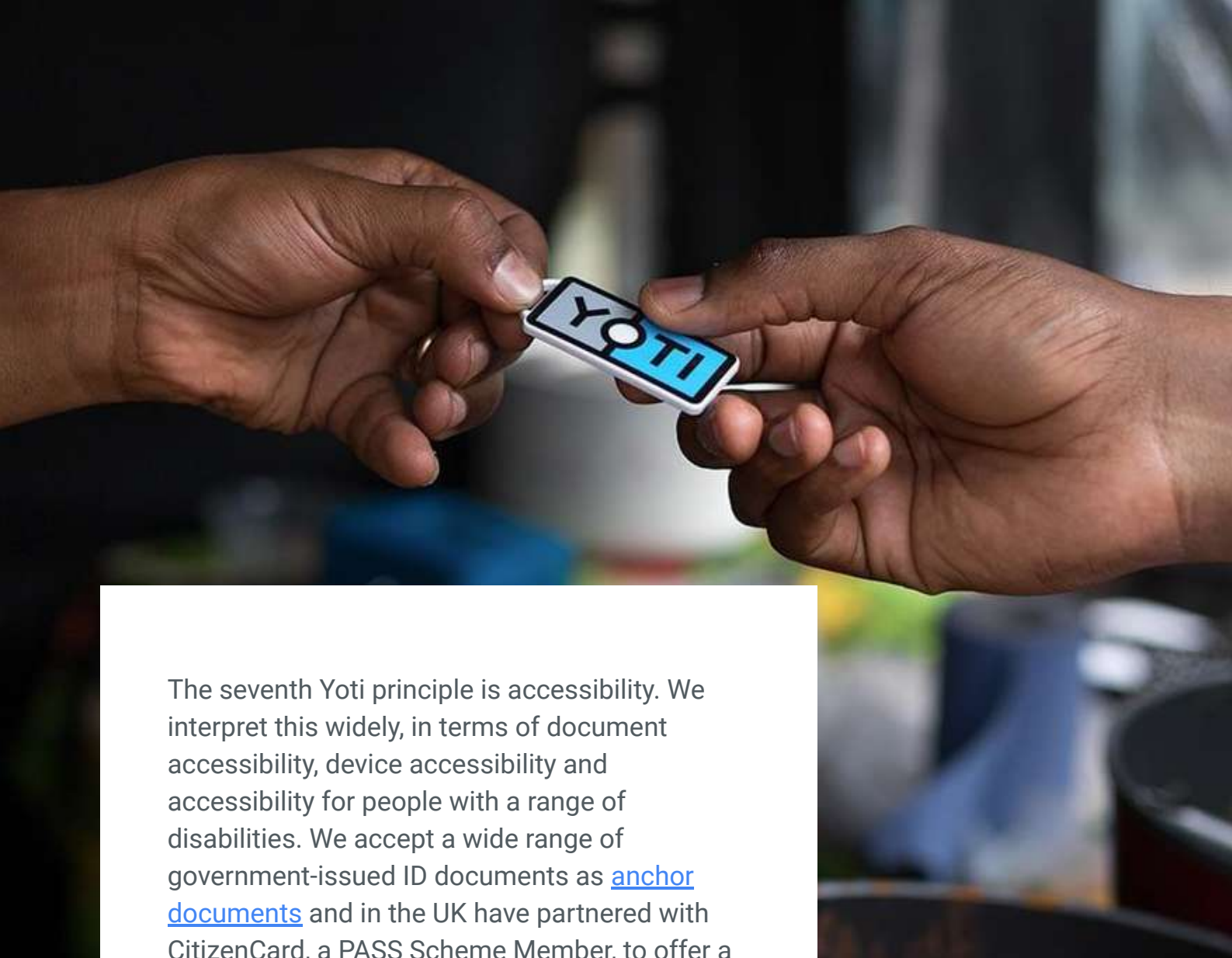
Certified for security management standards



Certified for technical and organisational security process

FSM

Approved by German Association for Voluntary Self-Regulation of Digital Media



The seventh Yoti principle is accessibility. We interpret this widely, in terms of document accessibility, device accessibility and accessibility for people with a range of disabilities. We accept a wide range of government-issued ID documents as [anchor documents](#) and in the UK have partnered with CitizenCard, a PASS Scheme Member, to offer a joint [Yoti CitizenCard](#) which can be used as an anchor document to set up a digital ID.

We're always working to improve the [accessibility](#) of our solutions and believe digital identity could be an important enabler for people with disabilities.

We strongly believe that everyone should have the right to an identity and have a strong [Social Purpose Strategy](#) to help understand the challenges and opportunities for identity, digital or otherwise, across the globe.



To find out more visit
yoti.com