yubo

Yubo is a live social discovery app making it easy for Gen Z to expand their social circles and hang out online with new friends from around the world. Founded in France in 2015, Yubo today is used across more than 140 countries by over 60 million users.

How Yubo became the first major social media platform to age-verify 100% of its users

Challenge

Yubo understands the immense challenge of making its platform as safe as it can possibly be for users. One of their safety tools includes age-gating, where they make sure users are of the required age to use Yubo and separate users into different communities based on age. This limits interaction betweens teens and adults — a unique feature among social media platforms today.

For age-gating to be effective, Yubo needs to know the age of their users. But traditional age verification methods are easily bypassed, as they generally require someone to enter a date of birth or check a tickbox. Many children know they can lie about their age online to gain access to platforms and content designed for older users, which is one of the main ways they are exposed to greater risks and dangers online.

Safety is a cornerstone of the platform so Yubo wanted to introduce robust age verification to ensure all users have a positive and age appropriate experience.

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> *"Yubo's rapid, full-scale deployment of sophisticated age-verification technology with Yoti is just the latest evidence of its unwavering commitment to online safety innovation."*
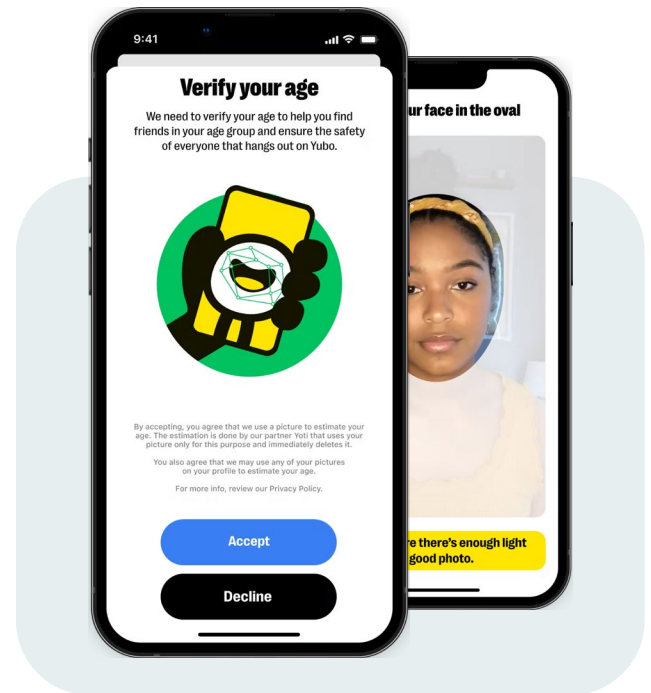>
> **Annie Mullins OBE** - Yubo Independent Safety Advisor

Solution

Yubo introduced our facial age estimation technology to accurately check the age of users. First-time users signing up for an account, or existing users who haven't yet been verified, are asked to take a real-time photo of their face on the app. Facial age estimation accurately estimates their age based on the photo. It was built to give everyone a secure way to prove their age using a privacy-friendly approach that doesn't require any personal details or ID documents, and all images are instantly deleted once someone receives their estimated age.

When Yubo users have their age estimated, Yoti's passive liveness technology analyses the image to confirm it is a real person and the image used is not fake or pulled from a search engine.

If analysis detects a discrepancy between the age provided by the user upon sign up and Yoti's facial age estimation, additional identification steps to access Yubo are required, with users asked to do an ID check through an in-app process or using the Yoti Digital ID app.

Results

With over 60 million users, Yubo understands the immense challenge of creating as safe of an environment as possible for its community. Yubo first introduced facial age estimation for users aged 13 and 14, with the goal of scaling verification across all ages by the end of the year. In September 2022 they rolled this out to 100% of users, three months ahead of schedule, becoming one of the first major social platforms to check the age of every user.

The new age verification system reduces the risks of child abuse and other such acts by preventing users who might misrepresent their age for ill intent from joining Yubo. Age verification technology also strengthens age-gating on Yubo, which separates users into different communities based on age to limit interaction between teens and adults, and reduces the presence of bots and fake profiles on the platform.

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