



UK Vaping Industry Association

**Directory of Online
Age Verification Providers**

Overview

As part of the UKVIA Code of Conduct, members of the UKVIA must ensure that they have in place at least one robust process for verifying age online.

It is recognised that members may face certain challenges when attempting to implement age verification software. In a UKVIA survey, members identified 'cost' and 'lack of knowledge' of what solutions are available, as issues that they faced when looking into the different age verification providers.

With the UKVIA implementing an online test purchasing programme from November 2020, it is incumbent on members of the Association to demonstrate that the industry is highly responsible when it comes to preventing underage sales.

Members will receive support and advice from the UKVIA to ensure their age verification systems are robust. This includes the publication of this guide, highlighting the different age verification businesses available to the industry. It draws on the Department for Digital,

Culture, Media & Sports' own Directory for safeguarding the digital world.

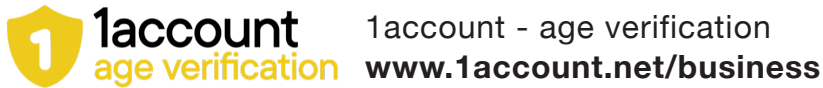
What works for one member does not necessarily work for another. Trading Standards has therefore provided the UKVIA with a list of suggested questions to ask providers in order to help members find the right age verification provider which fits with their business trading model.

We hope you find it insightful and useful in your search for an age and identity verification solution that is ideal for your business.

The Youth Access Prevention (YAP) Committee

Support for members of the UKVIA

The UKVIA is proud to have representatives from the age verification industry as members of the Association. Please find the current list of supporting partners below:



1account Age Verification provides a number of services to vendors in the vaping space:

- Real-time Age Verification of users at checkout (95%+ success ratios)
- Batch Verification if vendors need to cleanse or re-verify their user-bases
- In-store age verification technology

Contact us to learn more about how our free solution can help you become more compliant without impacting your revenues streams.

Website: www.1account.net/business

Email: vaping@1account.net

Questions to ask when finding the right age verification provider:

Legislation and Compliance:

- Is your potential provider compliant with these data security standards or codes of practice:
 - ISO27001 (Official Standard)?
 - PAS1296 (Code of conduct best practice)?
- Are they Trading Standards Primary Authority Advice Assured?
- Have they achieved certification for any of these practices?
- Will any provider's system need to be updated to comply with the requirements of a possible future standard known as BS 8626 Design and operation of online user identification?
- Does the system comply with data protection legislation?

Customer Experience and Verification Process:

- What is the customer experience - will the customer need to be in possession of any particular technology in order to use the system?
- How is each individual age verified? Are there different options for different customers?
- What happens when a customer fails the verification check- how are you and the customer notified?

Software Performance:

- What is the percentage certainty accuracy levels?
- Is there a way in which you can test the system periodically?
- Can the system provide a report of checks made for your records?
- What is the cost of using the system?

Directory of Age Verification Providers

This is not an exhaustive list and only *1account* are accredited members of the UKVIA. The UKVIA does not accept liability for any errors, omissions or misleading statements, and no warranty is given or responsibility accepted as to the standing of any individual, firm, company or other organisation mentioned.



1account

1account is the leading age verification solution. They offer real-time validation of customers' data via our connection to multiple third-party data sources. The checks are lightning-fast and are performed at no charge to all approved businesses and consumers.

Website: www.1account.net/business

Email: vaping@1account.net



Age Check

Age Check test that a company's age verification systems work. If a business is implementing AV software, systems or processes, they carry out independent 3rd party testing to make sure that they work as intended. Whether this is online or offline, it can involve test purchasing through their test crew of 1,000's of visitors or using advance AI analytics of biometric systems using avatars. They aim to give assurances that businesses have the right age check systems in place and that they are working to protect business.

Website: www.accscheme.com

Email: info@accscheme.org.uk



Agechecked

AgeChecked is a leading provider of global age verification services. Their wide range of services enable online retailers to meet their responsibilities in regard to age-restricted products and services. AgeChecked has established a Coordinated Partnership with a Trading Standards Primary Authority which offers extra protection to retailers when using any of the AgeChecked age verification services and the comfort that they are fully compliant with UK age verification regulations.

Website: www.agechecked.com

Email: info@agechecked.com



Experian

Experian age verification solutions enable businesses to develop confident relationships with their genuine customers. Their solutions help businesses operate responsibly and offers customers a streamlined experience.

Website: www.experian.co.uk/business/identity-fraud/validation/age-verification/

GBG | ID3global

GBG

GBG's age verification software protects both organisations and their customers by ensuring that they let the right people in, and keep the wrong people out. The process can be run with data, ID Documents or a combination of both, globally for all countries.

Website: www.gbtplc.com/products/gbg-id3global/age-verification



Lexis Nexis

Lexis' identity verification solutions call upon an extensive wealth of consumer data, including one of the largest dates of birth files in the UK, allowing businesses to stop unlawful transactions by identifying underage individuals while quickly and easily passing those that meet the age criteria.

Website: www.risk.lexisnexis.co.uk



TransUnion

TransUnion offer a comprehensive suite of ID verification tools that can help protect both businesses and customers. Tapping into their robust and broad data sources enables businesses to verify more consumers with less manual intervention and friction, thus delivering a smoother customer journey. They offer the ability to confirm identities in over 135 countries and seamlessly validate 3000+ identity documents - when additional verification is required.

Website: www.transunion.co.uk



Verify My Age

VerifyMyAge offers a broad range of verification methods to help businesses quickly and easily age verify their customers online, including database checks, ID scans and credit card checks.

Website: www.verifymyage.co.uk



W2

W2's UK age verification validates when a person's age is equal to or older than the specified age threshold set at time of configuration. This service will validate the name, address and date of birth provided against the data source (for example a credit reference agency) and when a match is made, the date of birth is checked against the specified age threshold and a true/false response is returned. This allows for customisation of rulesets; for example, different age thresholds per product or country.

Website: www.w2globaldata.com



Yoti

Yoti delivers fast and secure digital age verification that's as simple as a customer proving their age with their face or phone. Yoti's rapid age checks are delivered via instant age estimation, an ID scan or our free digital ID app. Their technologies can be offered through a single integration of their age verification portal, or as standalone solutions for online and offline use.

Website: www.yoti.com

UKVIA

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