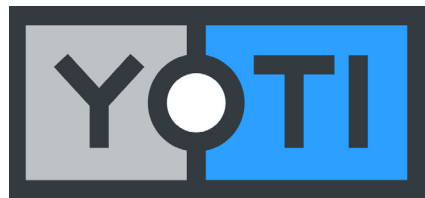


WHAT IS



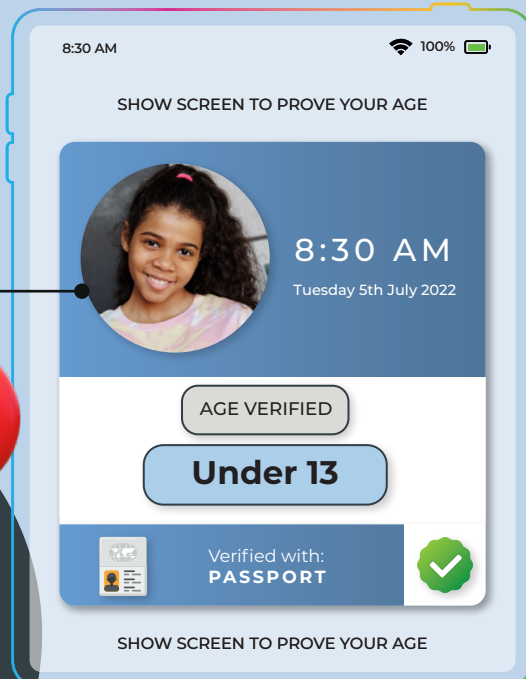
Your guide to Yoti and Age Verification

Online safety resource by **INEQE**
SAFEGUARDING GROUP
ineqe.com

Wrinkles?.....☐

Grey Hair?.....☐

Verified?.....☒



YOTI

What is YOTI?

Yoti is a digital ID app that enables users to prove their identity to businesses and digital services. Alongside providing a way for people to prove their identity in places like cinemas and supermarkets, Yoti also provides age verification. Yubo and Instagram have both announced they will be partnering with Yoti.

According to Yoti, their age estimation system for users aged 6 to 12-years-old, is 99% effective.

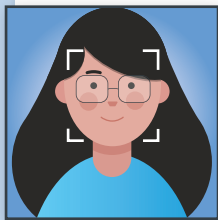
HOW?

How does it work?

Yoti uses facial analysis technology to verify age by asking the user to take a photo 'in real-time' and uses algorithms to verify that it is a photo of a real person.

The algorithms read the pixels of the image for age identifiers (such as wrinkles, grey hair), but does not 'recognise' the image as a face.

Yoti's facial age estimation is built in accordance with the '[privacy by design' principle in the UK \(GDPR\)](#) and the photo is deleted from the system once analysed.



WHY?

Why use age verification?

There are several potential reasons why this type of age verification is important:

- ♦ To cut down on fake accounts.
- ♦ To ensure young people are communicating with people in the same age range.
- ♦ To prevent adults posing as someone underage.
- ♦ To protect young people from age inappropriate and harmful content.

Instagram explains in their Help Centre that they "**partner with Yoti to help confirm people's ages.**" Through this partnership, users can confirm their age either by "**taking a video selfie or by uploading an official ID document.**"



WHAT?

What are the risks?

A False Sense of Security

Even if an age verification system like Yoti works with almost perfect accuracy, we strongly recommend to never leave the responsibility of safeguarding to technology. There are always people seeking workarounds to 'beat' the system and there is always room for error when it comes to AI or technology.

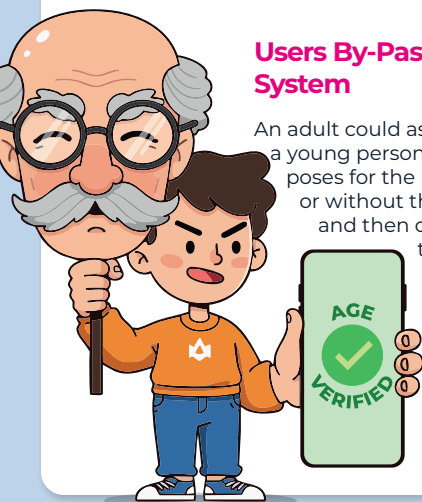
Young people may be misled into thinking that because another user is on the app, they have had their identity verified. However, they haven't been verified via ID - only facially analysed to verify their age.



Users By-Passing the System

An adult could ask or demand that a young person in their control poses for the photograph, with or without them knowing why, and then continue on to use the app themselves.

Likewise, a child who is underage could ask someone older to take the photo, like a sibling or friend.



TIPS

Our Top Tips

Talk about where your young person is spending their time online.

Just as you talk about what they're up to offline, get into the habit of discussing the online world they exist in too. You don't have to mention the app's name, but you can ask about social media and friend-finding apps in general. Talk about what social media you use and what you like and dislike about it/them - keep it an equal conversation in which you're both sharing.

Discuss modern day tech and developments.

Ask the young person in your care how they feel about AI facial recognition and verification. This will also be a good opportunity to talk about the difference between the two and what it means when someone on an app/platform has gone through age recognition, rather than identity verification. Ask the young person in your care how they feel about AI facial recognition and verification. This will also be a good opportunity to talk about the difference between the two and what it means when someone on an app/platform has gone through age recognition, rather than identity verification.

Ask about how they make friends online.

Almost all of us, no matter our age, will have made friends, or at least acquaintances online. For young people, building friendships with people online is extremely common. You may know their 'offline' friends well but have no idea who their online friends are. However, it's important not to get panicked or strict when it comes to online friendships - again, this is a perfectly normal part of the life of young people in today's digital world.

Learn about safety settings together.

Many of us know that privacy and safety settings are available but sometimes don't 'get round' to enabling them due to busy lives or concerns about not understanding.

