

Age Assurance for Online Vaping Retailers



- We provide remote verification, authentication and suitability checks
- Est. in 2015. Founder of the AVPA. Member of the DPA. Steering Committee - BSI PAS 1296. EU funded AV & Parental Consent project 2021



About
AgeChecked





Contents

- Current state of regulation & enforcement - UK, US & EU
- Current state of AV technologies

The image shows a portion of the European Union flag, featuring a blue field with twelve yellow stars arranged in a circle. The flag is draped and occupies the left side of the slide.

EU Outlook

- Many EU Member States, such as France, Belgium, and Poland, do not permit the online sale of tobacco products.
- In countries where the online sale of tobacco products is permitted, levels of regulation vary widely.
- This looks to be changing with euConsent, an EU-Commission funded project to create Europe – wide online age verification.
- Germany amended the Protection of Young Persons Act to now incorporate tobacco products with a high standard of age verification now required.
- Age Verification providers now able to provide identity-based verification + ongoing authentication for German online retailers.



US Enforcement

- The FDA takes a severe approach to regulating the sale of e-cigarette.
- Check photo ID of everyone under the age of 27 who attempts to purchase e-cigarettes, e-liquids, or other ends.
- Only sell e-cigarettes, e-liquids, and other ENDS to customers aged 21 and older.
- The Tobacco Control Act provides fines up to \$12k against retailers violating regulations.



UK Regulations

- Illegal to sell E-cigarettes to minors under the Tobacco and Related Products Regulations 2016 Act.
- Penalties include fines up to £2,500 in UK (£5,000 in Scotland) or even prison sentence up to three months.
- Momentum is moving towards tighter enforcement of the sale of ENDS to minors.
- It is a defence if “the supplier exercised all due diligence to avoid committing the offence.”

Co-ordinated Partnership

- Join a partnership with a provider to protect your business.
- All online solutions now verified under the Co-ordinated Partnership
- What that means for the online retailers: protection from Trading Standards
- Covers all technically integrated and non-integrated verification methods including API, Consumer Pop-ups and Batch Upload.
- Includes regulatory protection on systems integrated with eBay, Amazon and e-comm platforms

Challenges: using Age Verification technologies

- disruption to user journey
- loss of earnings
- time to integrate
- cost of integration

How has technology evolved for Age Verification?



Transfer data via API and receiving
passed verified checks back to
manually process

Plugins for Ecommerce platforms to
automatically send transactional
customer data. No tech knowledge
required.

Status Management systems to fully
manage customer data and activate
post sales processes based on
verified customer check. No
requirement for manual intervention

Fully Managed Applications

- Automated returns
- Automated age verification reminders
- Reduces need for staff to manually process sale
- Increases match rates

	ID	Age Verified ID	Fraud Score	Purchase Point	Purchase Date	Bill-to Name	Ship-to Name	Grand Total (Base)	Grand Total (Purchased)	Status	Action	Opayo Fraud	DOB	Signifyd Guarantee Decision	Coupon code	Remote ID
<input type="checkbox"/>	000392724	Approved						£68.98	£68.98	Processing	View		0000-00-00 00:00:00			82.5.208.1
<input type="checkbox"/>	000392727	Approved						£27.48	£27.48	Processing	View		2000-03-14 00:00:00			5.69.9.1
<input type="checkbox"/>	000392723	Approved						£19.98	£19.98	Processing	View		1990-12-06 00:00:00			92.12.115
<input type="checkbox"/>	2000151785	Pre-approved						£30.00	£30.00	Processing	View		0000-00-00 00:00:00			95.149.23
<input type="checkbox"/>	000392725	Approved						£37.54	£37.54	Processing	View		0000-00-00 00:00:00			86.18.45.1
<input type="checkbox"/>	000392722	Age Not Verified						£13.99	£13.99	On Hold	View		0000-00-00 00:00:00			109.249.1
<input type="checkbox"/>	000392721	Approved						£37.99	£37.99	Processing	View		1996-01-13 00:00:00			78.86.35.1
<input type="checkbox"/>	000392720	Pre-approved						£53.50	£53.50	Processing	View		0000-00-00 00:00:00			213.205.1
<input type="checkbox"/>	000392719	Pre-approved						£25.55	£25.55	Processing	View		0000-00-00 00:00:00		REAO3CVW	146.198.0
<input type="checkbox"/>	000392261	Pre-approved						£44.98	£44.98	Processing	View		0000-00-00 00:00:00		WELCOME10	82.47.209



How have the methods for verifying customer evolved?

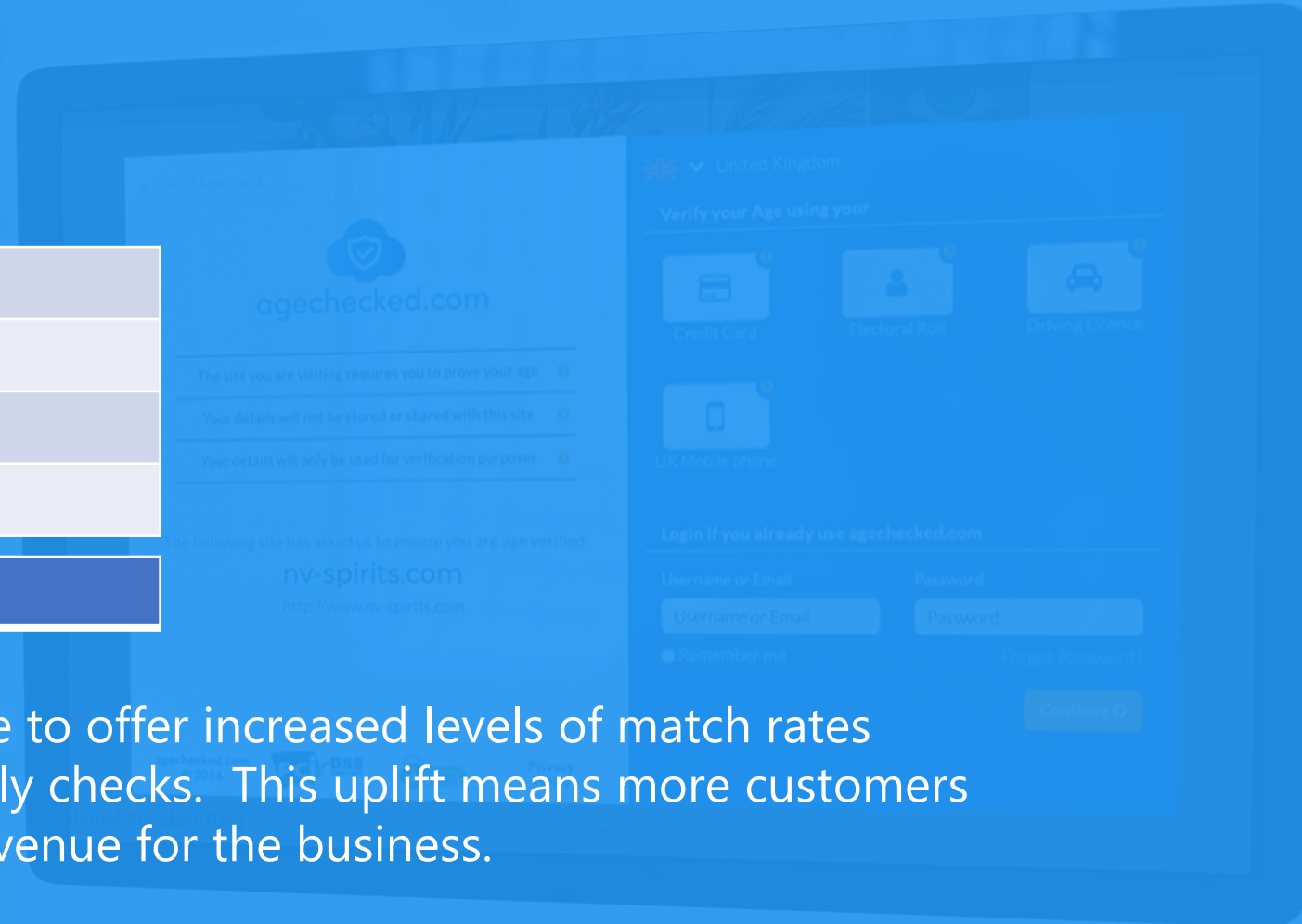
Technology now allows age verification providers to access so much more than a simple check against a database.

- Federated logins
- Foreground + background checks
- Secondary checks offering customer interaction
- Face to face interaction
- AI & Facial Recognition
- Account login access

Increased Match Rates

Foreground Check	78%
Federated Logins	+5%
Secondary Check	+10%
Tertiary Check	+3%
Total Uplift	+18%

Age Verification providers are now able to offer increased levels of match rates compared to the previous database only checks. This uplift means more customers being successfully passed and more revenue for the business.





Want regulatory updates ?
updates@agechecked.com

sales@agechecked.com

www.agechecked.com