

Age Assurance for Online Vaping Retailers



agechecked

- 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



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

Trading
Standards

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

The screenshot displays the 'Orders' management interface. At the top, there is a 'Create New Order' button and a search bar. Below the search bar, it indicates '477033 records found'. The main table lists order records with the following columns: ID, Age Verified, 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, and Remote ID. The table contains 10 rows of data, with some rows highlighted in light blue. The 'Age Verified' column shows various statuses such as 'Approved', 'Pre-approved', and 'Age Not Verified'. The 'Opayo Fraud' column contains green checkmarks, and the 'DOB' column shows dates in YYYY-MM-DD format. The 'Remote ID' column contains alphanumeric strings.

ID	Age Verified	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
000392724	Approved						£68.98	£68.98	Processing	View		0000-00-00 00:00:00			82.5.208.1
000392727	Approved						£27.48	£27.48	Processing	View		2000-03-14 00:00:00			5.69.9.1
000392723	Approved						£19.98	£19.98	Processing	View		1990-12-06 00:00:00			92.12.115
2000151785	Pre-approved						£30.00	£30.00	Processing	View		0000-00-00 00:00:00			95.149.23
000392725	Approved						£37.54	£37.54	Processing	View		0000-00-00 00:00:00			86.18.45.1
000392722	Age Not Verified						£13.99	£13.99	On Hold	View		0000-00-00 00:00:00			109.249.1
000392721	Approved						£37.99	£37.99	Processing	View		1996-01-13 00:00:00			78.86.35.1
000392720	Pre-approved						£53.50	£53.50	Processing	View		0000-00-00 00:00:00			213.205.1
000392719	Pre-approved						£25.55	£25.55	Processing	View		0000-00-00 00:00:00		REAO3CVW	146.198.0
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?

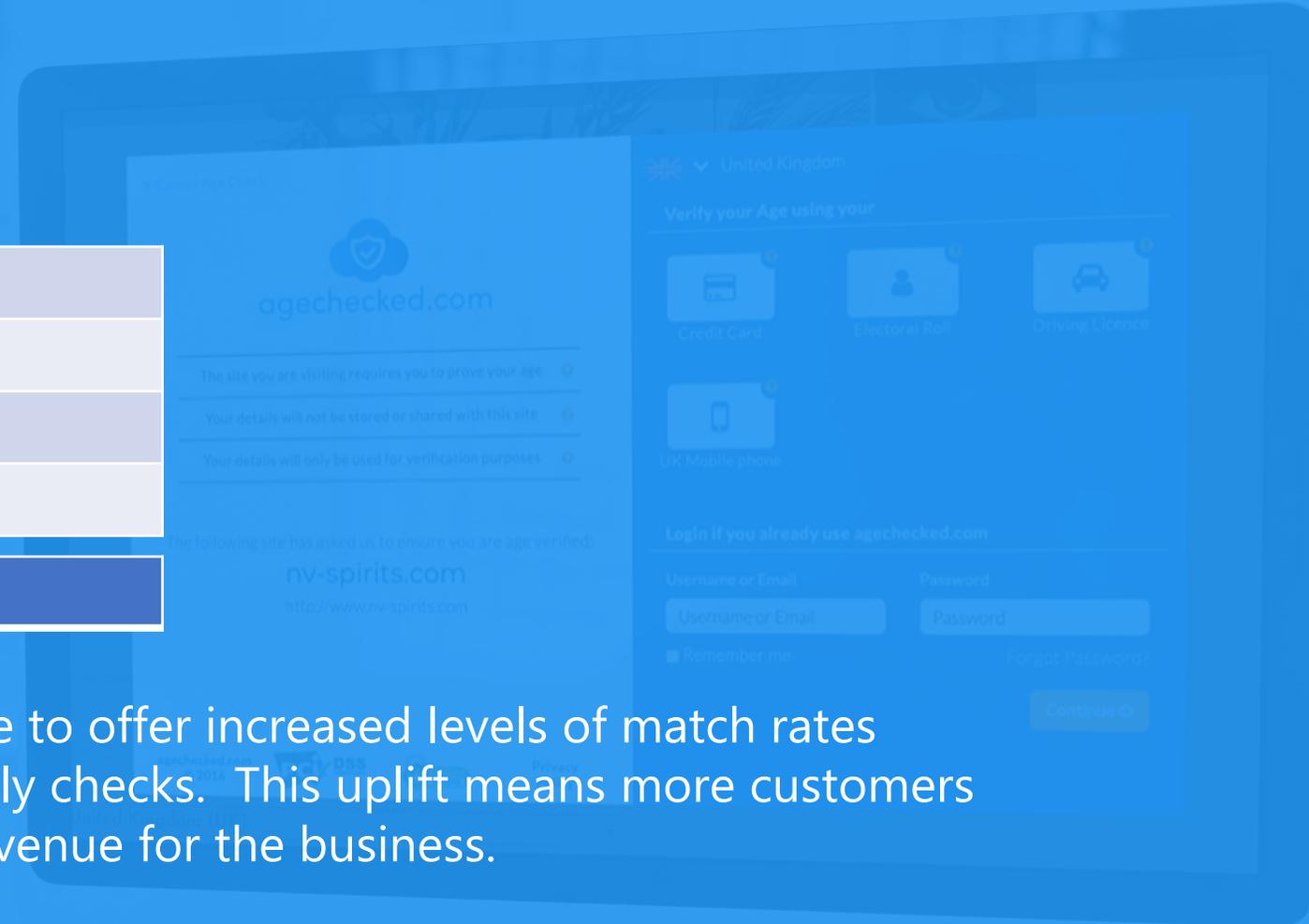
Technology now allows age verification providers to access so much more than a simple check against a database.

- 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 ?
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