2025 Online Biometric Age Assurance Market Report & Buyers Guide

By Biometric Update and Goode Intelligence

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2025 Online Biometric Age Assurance Market Report

In 2025, biometric age assurance has become a topic of global importance. Legislators around the world are looking at how technology can prevent kids from accessing restricted material online, and the market for third-party age assurance solutions is growing. In response, the biometric age assurance sector is maturing quickly, as providers seek simple, automated, privacy-preserving ways to enable users to prove their age when accessing adult content, buying alcohol, using social media, and more.

Biometric age assurance is any method of confirming a claim about the age of an individual by measuring their physical characteristics or actions (i.e. behavior). It includes age verification, which compares face biometrics from a reference image on an identity document to a facial photo or selfie, and age estimation, which analyzes the facial features in a photo to estimate a person's age, typically within a given range. It also includes other methods that utilize voice or gesture.

While much of the discussion on biometric age assurance technology has centered on age-inappropriate online content such as pornography and social media, it also applies to online sales of age restricted products, such as vaping products or weapons – and, increasingly, to the sports betting industry. Moreover, it does not just keep young people away from adult spaces, but also keeps online spaces for children safe by ensuring that adults are not interacting as kids for malicious purposes.

This study investigates the global market for biometric age assurance products and services, including adoption examples, sector and application analysis, and top providers. It provides three-year forecasts for transactions and revenue, enabling stakeholders to make informed strategy, product and technology procurement choices.

About Biometric Update and Goode Intelligence

This study has been created by a partnership bringing together Biometric Update and Goode Intelligence to produce analytical market reports stakeholders can use to make informed strategy, product and technology procurement choices.

Reports produced by the partnership are based on analysis of recent transactions and trends in the biometrics market, reviews of the regulatory, standards-development and competitive landscapes, and feedback from key insiders in each given area of focus.

Biometric Update is the world's leading source for daily news, opinion and insight into biometrics and digital identity.

Goode Intelligence is the world's leading independent biometrics market analyst and consulting firm, providing quality advice to global decision makers in business and technology.

Executive Summary

Biometric age assurance ensures children do not access age-inappropriate content online. Age assurance provisions in the UK's Online Safety Act (OSA) are moving away from age self-certification – an inadequate mechanism for accurately assuring that a user is an adult – and requiring online content providers, including social networks and adult-content sites, to implement robust and effective biometric age assurance mechanisms.

This is driving the adoption of biometric age assurance technology that ensures companies are compliant with the law, and the growth of a robust market for trusted biometric age assurance products and services.

For companies looking to deploy effective biometric age assurance solutions, there are several options. In order to make the right decision on which one to use, it is important to develop and understand specific use cases and requirements.

Key factors to consider include:

- Will it comply with the relevant laws and regulations?
- Cost: does it meet your budget expectations?
- Accuracy and Reliability: is it a certified / tested product?
- Does it meet biometric liveness standards?
- Is it compliant with privacy and data protection regulations?
- Does the supplier have cybersecurity certifications and adhere to cybersecurity guidance / best practice?
- Does it meet your specific usability requirements?
- Can the solution be easily integrated into existing systems and workflow?

This study provides a guide for buyers on what to look for in a biometric age assurance supplier and identifies baseline criteria for measuring whether a biometric age assurance solution is suitable.

Thanks to legislative developments in the UK, the EU, Australia, the U.S. and elsewhere, the biometric age assurance market will grow significantly from 2025 onwards, since online content providers must be compliant with various laws and ensure that their age assurance mechanisms are robust and effective.

Introduction to biometric age assurance

Definition

Biometric age assurance is any method of confirming a claim about the age of an individual by measuring their physical characteristics or actions (behavior). It includes age verification through comparisons of face biometrics from a reference image on an identity document to a facial photo or selfie, and age estimation by analyzing the facial features in a photo to estimate a person's age, typically within a given range. It also includes other methods that utilize voice or gesture.

Age assurance can also be non-biometric, with checks typically carried out with reference to a credential for which age has already been established, such as a credit card or user account.

Age Verification vs. Age Estimation

Biometric age assurance currently refers to two approaches: age verification and age estimation. Both aim to assure a relying party that a user accessing their platform is old enough to do so. But they differ in how they accomplish this.

Biometric age verification

» *Verify: to establish the truth, accuracy, or reality of; to confirm or substantiate in law by oath*

–Merriam Webster

Age verification provides assurance that a user has been verified to be of a certain age. For instance, merchants selling alcohol want assurance that their users are over 18. To verify this in person, they can use traditional methods, such as asking users to present a physical ID document to check their date of birth. However, this raises privacy concerns, since whoever is checking the ID can see additional personal information.

Biometric age verification provides a way to remotely verify that users are of a legal age to enable online access to age-restricted goods and services, and to limit the amount of personal information shared with a relying party. Age assurance firms providing verification initially require users to upload an identity document or other proof that confirms their age. The relevant information (e.g. are they over 18) is linked to their biometrics to create an encrypted digital proof of age credential or token. Once the user's ID document is linked to their facial biometrics, it is deleted.

When a user attempts to log on to a website and is prompted to verify their age, the third party age assurance vendor asks the user for a selfie. This is matched to their digital proof of age credential. The vendor then communicates its findings – yes or no, a virtual thumbs up or thumbs down – to the relying party to verify that a user meets age requirements. The selfie is deleted.

As such, the relying party (for example, a porn site) has been assured that a user is allowed in, because the vendor has previously verified their age against proof and confirmed through biometric matching that whoever is accessing the site is the same person as the ID holder.

Biometric age estimation

» *Estimate: to judge tentatively or approximately the value, worth, or significance of; to determine roughly the size, extent, or nature of*

–Merriam Webster

Age estimation uses biometric technology to estimate a person's age. It does not verify a person's age, and thus does not require the disclosure of personal identity documents at any point. Instead, algorithmic neural networks trained on datasets analyze features of data to determine a reasonable guess at a person's age, typically within a given range.

Methods for age estimation vary.

Facial age estimation uses selfie biometrics and facial geometry to arrive at an estimate, based on what an algorithm has learned from analyzing other faces.

Email age estimation takes a user's email and algorithmically searches for publicly linked accounts to provide an age estimate. (The theory goes that anyone under 13 is unlikely to have, for example, a mortgage, a financial advisor or a Hotmail account.)

Other innovative methods are being developed, such as algorithms that analyze nothing but a person's hand gestures to estimate their age – an approach based on how muscles and movements in the hand change over time.

In each case, a relying party is provided with assurance that a user has been reasonably estimated to clear a certain age threshold, based on available data.

Age inference

» *Infer: to derive as a conclusion from facts or premises; guess, surmise*

–Merriam Webster

Age inference is a non-biometric method of age assurance that uses algorithms to look for patterns, behavior and other data that suggest a user is of a certain age or in a certain age range, then adjusts settings accordingly. On a platform like YouTube, which has implemented machine learning for age inference, this can include multiple behavioral factors, including the type of videos a user searches for, the categories of videos they watch, and how long an account has been active for.

Methods of age assurance

There are a number of methods for providing digital age assurance, some of which leverage biometrics, others which do not.

The primary biometric use case for age assurance leverages face biometrics.

Facial matching age assurance tools match a selfie or facial image of the user to pre-registered documents. The process here is similar to how identity verification at an airport is accomplished with a passport and facial photo. But in this case, the biometric data from the document is encrypted, so the assurer does not retain any personal data.

Facial age estimation, on the other hand, compares a selfie or facial image to what its algorithm has learned from training on large databases of facial imagery. As such, the software requires no pre-registration and can be completed with minimal user input.

There are also age assurance methods that do not make use of face biometrics.

Bank account verification, or open banking, involves asking a bank to verify a user's age based on their account details, with user consent. The user's date of birth is not shared with the relying party, nor is any other information.

Mobile-network operator (MNO) age checks apply content restriction filters (CRF) to block children from accessing age-restricted websites over mobile internet on pay-as-you-go and contract SIMs. MNO age checks verify whether the CRF on a user's mobile phone has been removed, indicating that the registered user of the device is over 18.

Credit card age checks, which work like bank ID checks but with credit cards. In the UK, for instance, individuals must be 18 to have a credit card.

Email-based age estimation estimates the age of a user by analysing other online services where that user's provided email address has been registered; for instance, financial institutions or mortgage brokerages.

Digital Identity Services include digital identity wallets which enable users to verify and securely store their attributes (such as age) in a digital format.

Global legislation and regulation

Age assurance has recently become a political and regulatory issue for governments worldwide. Policymakers in the UK, Australia, Asia, Europe, Canada and the United States have tabled legislation to make porn sites, social media and other content deemed potentially harmful to kids require age checks. There is also a lingering question about where in the customer journey to apply age check legislation, with some arguing that platforms should bear responsibility, while others say app stores should handle age assurance.

UK

The UK Age-Appropriate Design Code, or Children's Code, sets standards and explains how the General Data Protection Regulation applies in the context of children using digital services. Age assurance falls under the Code, which contains 15 flexible standards that online services need to follow to be compliant with data protection laws, and to ensure that the best interests of children are the primary consideration when designing and operating online services.

In July 2025, the UK data privacy regulator, Ofcom, began enforcing the Online Safety Act (OSA), which introduces age assurance requirements for sites providing adult content. In the wake of the compliance deadline, the UK has seen a spike in the use of virtual private networks (VPNs), which allow users to subvert local age checks by rerouting their traffic through a foreign IP address.

Ofcom has published industry guidelines for "highly effective age assurance" to assist businesses in implementing age assurance that fulfills regulatory obligations under the UK OSA. It includes guidance on highly effective age assurance and a non-exhaustive list of age assurance methods the UK regulator considers capable of performing the function.

Among acceptable methods for highly effective age assurance, Ofcom lists open banking, or bank account verification; photo ID matching; facial age estimation, mobile-network operator (MNO) age checks, credit card age checks, email-based age estimation and proof-of-age credentials housed in digital wallets.

Since commencing enforcement, Ofcom has launched a number of investigations into noncompliant sites.

Australia

In November 2024, regulators in Australia banned social media accounts for anyone under 16. While the country's age assurance legislation initially focused on pornography, social media was included due to increasing concerns about the ways in which social media platforms

can harm youth. The law comes into effect in December 2025, and has attracted significant attention globally as a potential blueprint for legislation in other countries.

Australia's eSafety Commissioner and Office of the Australian Information Commissioner have each issued guidelines on how platforms should implement age assurance technology to comply with its safety codes. In addition to social media platforms, the nine codes cover search engines, enterprise hosting services, internet carriage services, online gambling, adult content sites, and video games. The eSafety Commissioner, Julie Inman-Grant, has advocated for a layered or "waterfall" approach that applies different measures across the user experience, with built-in review mechanisms.

The country recently published the final report of its Age Assurance Technology Trial, which found that age assurance can be done in Australia privately, efficiently and effectively. The trial has been framed as a basis on which to enact legislation, but some critics have questioned its methodology and bias as an industry-led evaluation. Regardless, it is one of the first large-scale evaluations of age assurance technology to be conducted.

Asia

Asia has been less unified on age assurance measures than the EU, but several countries are exploring their own approaches.

Singapore's data regulator introduced age assurance requirements on app stores in April 2025, blocking underage users from downloading social media apps and other adult-themed applications. It is also contemplating making age assurance a requirement on the platform level in the case of social media. A recent report assessed the efforts of social media giants and found them to be acceptable, but lacking in certain areas.

Indonesia's regulation on Governance of Electronic Systems in Child Protection requires online service providers to prioritize the best interests of children in their platform design and practices. Pornography is illegal in the country, so the discussion has been framed around preventing child sexual exploitation. It has considered following Vietnam in limiting citizens to one account per social media platform.

The Philippines has no single age assurance law, but does require age assurance for the purchase of restricted goods such as nicotine; this is largely accomplished through the PhilSys national digital ID. Pornography is largely considered illegal.

India has published draft rules to operationalize its data protection law, the Digital Personal Data Protection Act 2023. However, specific tools and methods allowed for authenticating

consent or performing age checks are not included in the published draft.

» **Learn more about the evolving landscape of age assurance in India.**

In much of the Middle East, China and Southeast Asia, pornography is banned, and/or heavily censored by government authorities.

Europe

The EU's Digital Services Act came into force in November 2022. It includes rules on effective age verification for sites deemed a risk to minors. The European Commission has opened formal proceedings against a number of large adult content sites for suspected breaches. Member states including Austria, Croatia, Cyprus, Denmark, France, Greece, Ireland, Italy, Slovakia, Slovenia, Spain and Belgium have lobbied the Commission to tighten guidelines by making age verification mandatory for social media.

France's regulator, Arcom, began enforcing its age verification law in January 2025; as of April 2025, it requires a "double-blind" method for age verification, meaning that the adult platform knows nothing about the user except that they are allowed in, and the age assurance provider has no way to know which sites a user is visiting. Ireland published its Online Safety Code, which includes age assurance rules, in October 2024. Greece has launched a digital wallet for kids to use when accessing online content

The European Data Protection Board (EDPB) has adopted a statement on age assurance that lists ten principles for processing of personal data in compliance with the General Data Protection Regulation, or GDPR. It aims to guide a consistent European approach to age assurance. The statement, which was adopted in February 2025, is available here.

Individual EU member states have also explored or adopted national legislation relating to the GDPR; for instance, Germany's State Treaty on Youth Media Protection, or the JMStV, which was first enacted in 2003.

North America

In July 2025, the U.S. Supreme Court ruled in favor of the Texas Attorney General in its opinion on Free Speech Coalition v. Paxton, affirming the state's constitutional right to impose age verification requirements on adult content platforms under HB 1181. The opinion, written by Justice Clarence Thomas, says the following: "The First Amendment leaves undisturbed the States' traditional power to prevent minors from accessing speech that is obscene from their perspective. That

power includes the power to require proof of age before an individual can access such speech."

"It follows that no person – adult or child – has a First Amendment right to access such speech without first submitting proof of age."

While the opinion set a legal precedent, the regulatory landscape in the U.S. is largely defined at the state level, leading to what has been called a patchwork of laws. As of publication, there are 25 states that have adopted some form of age assurance legislation, or are about to: Alabama, Arizona, Arkansas, Florida, Georgia, Idaho, Indiana, Kansas, Kentucky, Louisiana, Mississippi, Montana, Nebraska, North Carolina, North Dakota, Ohio, Oklahoma, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia, Wyoming, and Missouri. The divide with states that do not currently have age check laws aligns in the main with political and geographical differences: no state on the west coast or New England has yet pursued legislation.

Digital rights advocates have opposed age assurance laws on the grounds that they could restrict kids' access to important content and resources online, particularly for marginalized youth. Regardless, federal legislators continue to push for a broad age assurance law; two senators from Utah have sponsored the "Shielding Children's Retinas from Egregious Exposure on the Net Act," or SCREEN Act, which would impose age assurance requirements at the federal level.

The Children's Online Privacy Protection Act (COPPA) was recently updated to introduce stricter requirements for the collection, use and sharing of children's data.

On the state level, it is worth mentioning California's Age-Appropriate Design Code. Passed in 2022, it was rescinded in 2023 after NetChoice, a coalition of trade associations representing the largest tech companies in the U.S., filed a lawsuit alleging that the law violates the First Amendment. The District Court for the Northern District of California agreed to granting a preliminary injunction, putting the law on pause.

In Canada, a bill that would require porn sites to implement age assurance technology has been introduced into Parliament. Bill S209, the Protecting Young Persons from Exposure to Pornography Act, has been compared to the UK's Online Safety Act. Privacy Commissioner of Canada Philippe Dufresne has given it his support. Outside of adult content online, the The Age Assurance Providers Association (AVPA) has identified the country's legal but age-regulated cannabis market as a potential use case for age assurance technology.

In 2024, the Office of the Privacy Commissioner of Canada ran an exploratory consultation on age assurance and published key findings to inform future regulatory developments. In June 2025, the Standards Council of Canada approved a national standard, CAN/DGSI 127: 2025, Age Verification – Age Assurance Technologies.

Age assurance standards and testing

As an area of maturing technology, age assurance standards and testing are still evolving.

Standards

ISO/IEC DIS 27566-1, the first ISO standard dedicated to age assurance, was published at the end of 2024, and is set to take effect in October 2025. The standard sets out a framework and definitions associated with age assurance, encompassing age verification, age estimation and age inference. It also sets out core characteristics of ISO/IEC-compliant age assurance systems. These include function, performance, privacy, security and acceptability.

It is intended to function in establishing a solid foundation of trust in accredited providers for age assurance systems, and to enable policymakers to specify applicable types of age assurance systems and associated indicators of confidence in their policy requirements.

IEEE 2089.1, published in May 2024, sets out best practices for implementing age verification, including age estimation. It defines a common, multi-dimensional approach to measuring the effectiveness of an age assurance process.

The BSI PAS 1296:2018 code of practice, developed by the British Standards Institute, provides guidelines for online age verification service providers, addressing privacy, security, safety, usability, accessibility and data protection concerns.

Certification

The UK's Digital Identity and Attributes Framework (DIATF) is the set of rules and standards that "show what a good digital identity looks like" in aiming to establish trust in digital identity products in the UK. In 2025, the Data (Use and Access) Act 2025 achieved Royal Assent, helping move the DIATF forward in its pilot phase into Gamma (0.4) and toward full implementation, establishing a formal legal basis for the acceptance of digital verification. The British Standards Institution (BSI) has launched a certification program for the Gamma version of the DIATF.

The Age Check Certification Scheme (ACCS) is a UK-based, UKAS-accredited conformity assessment body that certifies age assurance technologies according to standards and protocols. Its auditors and data protection experts independently test and certify online and offline systems that check age and identity, such as passport scanners, biometric technology and age verification software.

ACCS oversaw the Age Assurance Technology Trial for the Australian government. The group's CEO, Tony Allen, is one of the authors of the draft ISO/IEC DIS 27566-1 standard.

Vendor Comparisons

The National Institute of Standards and Technology (NIST) runs the Face Analysis Technology Evaluation (FATE) Age Estimation & Verification

benchmarking tests. Originally a single test called the Face Recognition Vendor Test (FRVT), it was split by NIST into two tracks. FATE is a comprehensive facial analysis that extends beyond identification to include assessment of software for face morph detection, image quality analysis, presentation attack detection and age estimation.

Challenge 25 is a scheme for retailers who sell age-restricted products. It requires shoppers who look under 25 to show ID. Leading UK digital identity firm Yoti has argued for the natural convergence of Challenge 25 with age estimation technology. NIST's FATE table shows accuracy measures for Challenge 25 age-restriction and children age 13-16 online chatroom access. It also includes a breakdown by demographics, showing mean absolute error (MAE) for men and women born in six regions of the world.

Other benchmarking comparisons include data insights firm Liminal's recently introduced Link Index: Age Verification and Link Index: Age Estimation, benchmarking more than 40 leading vendors of age assurance. Various independent labs and firms conduct their own testing.

Independent Test Labs

The following table provides a curated list of independent biometric age assurance test labs.

ACCS	https://accscheme.com/
BixeLab	https://bixelab.com/
FIDO Alliance	https://fidoalliance.org/
iBeta	https://www.ibeta.com/
Ingenium	https://ingeniumbiometrics.com/
KJR Testing	https://kjr.com.au/
ServeLegal	https://www.servelegal.co.uk/
Swiss Center for Biometrics Research and Testing	https://www.biometrics-center.ch/

Pioneers of Online Age Assurance

What is an Age Assurance Pioneer?

The Pioneers of age assurance technology are providers who have used systems that combine biometrics and machine learning to build tools that are reliable, robust, "highly effective" and innovative, increasing overall public and institutional trust in digital age assurance systems. They have been selected from a candidate list of more than 50 biometric age assurance vendors based on an analysis of technical criteria, business stability, market position and legacy contributions to the maturity of the field.

Each Age Assurance Pioneer has passed an independent evaluation by an accredited biometrics laboratory, established a reputation as a credible biometric technology provider, and shows a sustainable business model. They tend to have major market share, a unique niche within the market, or both.

The suitability of an age assurance provider to a given application depends on both the overall effectiveness of the technology and its fit with the specific requirements of the use case.

AgeChecked

AgeChecked is a private limited company headquartered in London, UK and established in 2016. It offers facial age estimation and open banking, among other age assurance methods. AgeChecked's system anonymizes consumers throughout the verification process, ensuring that no personal data is retained on their servers. It utilizes multiple data sources, employing more methods and national data sets than other providers, all while using only permissioned data sources. This approach ensures a seamless user experience, allowing legitimate customers to verify their age quickly.

AgeChecked's products have use cases in adult content, alcohol, charity, e-commerce, gambling, pharma, vaping and more.

Daon

Daon is a private company founded in 2000 and headquartered in Fairfax, Virginia, specializing in biometric authentication and identity assurance solutions, including facial age estimation. With additional operations in Dublin, Ireland, and regional offices in Serbia and Australia, Daon has a global presence in the identity verification and authentication sector.

The company's age estimation offering features advanced presentation attack detection (liveness) to prevent bypass with images, videos, masks or deepfakes. With use cases in financial services, government services, healthcare, telecom, travel and hospitality, Daon's SaaS-based platform can apply age verification processes to the customer journey with no-code, drag-and-drop orchestration.

FaceTec

FaceTec's Age Check product only needs a two-second video selfie to create a detailed 3D FaceMap that is analyzed to estimate a user's age. The process includes certified liveness detection to confirm physical presence, and does not require any personal information or identification documents. The Las Vegas-based company's identity and age verification software has been adopted for a variety of use cases, including financial services, border security, transportation, blockchain, e-voting, social networks and online dating.

FaceTec's patented, industry-leading 3D Face Verification and Reverification software anchors digital identity, creating a chain of trust from user onboarding to ongoing authentication on all modern smart devices and webcams.

Innovatrics

In March 2025, Slovakian firm Innovatrics claimed first place in the Mean Absolute Error (MAE) metric for NIST's evaluation of age estimation and verification for face photographs across all three categories: Application (Remote Age Verification), Border (Kiosks) and Mugshots (Video Surveillance). Its tech has also excelled in the "Challenge 25" test, and in 2024 it was among finalists for the inaugural Slovak AI Awards.

Founded in 2004 and headquartered in Bratislava, Innovatrics offers multimodal biometric solutions for a variety of use cases. Its age assurance tools use advanced biometric algorithms to provide efficient and accurate age estimates through a selfie. This process removes the need for manual verification or ID documents and ensures compliance with age restrictions and regulations on activities such as online gaming, alcohol delivery and adult content platforms.

Innovatrics is currently at work on a new headquarters that it calls "the most biometric building in the world."

Luciditi

Luciditi, developed by Arissian, is a UK-certified Digital Identity Platform offering a broad range of privacy-preserving technologies to safeguard data and minimize data sharing. It specializes in secure and reusable digital ID, with a strong emphasis on age assurance.

In 2023, Luciditi's Age Proof digital proof of age card became the first Digital PASS credential in the UK, allowing young people to prove their age when purchasing age-restricted goods and services (excluding alcohol) in person. The digital card is recognized by the UK government, police and the Security Industry Association, allowing users to verify their age via the Luciditi app without the need for physical documents.

Its platform incorporates state-of-the-art data security, time-limited data access, biometrics, user consent and approval, real-time data exchange and machine learning. AI-based age estimation via selfies, ID document verification and unobtrusive background data checks ensure minimal friction.

Last year, Luciditi announced a strategic partnership with Privately SA, to combine their age verification technologies into a comprehensive solution for the retail, gaming,

gambling, social media and ecommerce industries. In October, 2025, Luciditi announced a partnership with Yoti to build a network for interoperable age verification.

Mitek

Mitek Systems, Inc., established in 1986, is a publicly traded company headquartered in San Diego, California. Its toolkit includes algorithmic ID document verification that extracts date of birth information to confirm a user's age, biometric facial comparison algorithms to match the user's live selfie with the photo on their ID document, and passive liveness detection techniques to ensure that a user is physically present during the verification process.

Mitek's solutions are particularly beneficial for industries such as online gaming, e-commerce, and digital content providers, where verifying the age of users is critical for regulatory compliance and fraud prevention. It recently integrated Digital Fraud Defender (DFD) into its Mitek Verified Identity Platform (MiVIP). It combines Mitek's proprietary biometric liveness with analysis of the content and channel of communications for signs of manipulation – a "holistic suite of defenses" to protect against deepfakes, synthetic identity fraud and account takeovers.

Needemand

The French company Needemand promises a kind of holy grail for age assurance: the ability to estimate someone's age without collecting any biometric data or personal information. Its flagship product, BorderAge, utilizes AI-based hand gesture analysis to estimate a user's age. The technology is grounded in medical research indicating that rapid aimed limb movements vary with age due to changes in the nervous system. By analyzing simple hand movements, BorderAge can accurately determine whether a user meets the required age threshold.

Needemand says BorderAge has demonstrated a 99 percent accuracy rate in internal testing. In early 2025, the product joined Australia's Age Assurance Technology Trial, where its effectiveness was formally evaluated by the Age Check Certification Scheme (ACCS). It is currently developing the capability to generate a reusable PIN code that works in private browsing.

Neurotechnology

Neurotechnology was founded in 1990, and after 35 years it remains fully owned by Dr. Algimantas Malickas. Headquartered in Vilnius, Lithuania, the company specializes in developing algorithms and software for computer vision, robotics, identity registration, digital onboarding, access control and more.

Neurotechnology's age assurance products use advanced facial recognition algorithms trained on extensive datasets to analyze facial characteristics and provide age estimation. The Check My Age app allows users to upload a photo, and the system estimates the age of the people in the image. The MegaMatcher Identity Registration System (IDRS) includes an age assessment feature to prevent underage persons' registration, ensuring compliance with age-related regulatory requirements.

Ondato

Ondato is a private firm headquartered in London, UK with additional offices in Lithuania. It was established in 2018 and launched its age verification solution in 2022. The company offers three age verification methods: facial age estimation, document-based age verification, and its latest product, OnAge, a reusable age verification solution. Use cases include onboarding, parental consent, self-checkout and e-commerce.

Ondato's age assurance tech is certified by German regulator the Commission for the Protection of Minors in the Media (KJM). In February 2025, it joined the NIST evaluation of age assurance algorithms, scoring the fifth-lowest mean absolute error (MAE) rate for the application dataset at 3.153 and fourth-lowest MAE for the border dataset at 3.225.

Privado

Privado ID, formerly known as Polygon ID, was established in 2024 and is headquartered in Dover, Delaware. The company specializes in privacy-preserving digital identity solutions, focusing on age verification technologies that enable users to prove their age without compromising personal data.

In November 2024, Privado ID partnered with SafetyTech company Privately SA to develop a privacy-first, device-based age verification solution. The collaboration aims to address the increasing demand for privacy-preserving age-gating, allowing users to verify their age directly on their devices without sharing personal information. The solution integrates Privately's Multimodal Age Estimation and reverification technologies within Privado ID's marketplace ecosystem of credential providers, enhancing self-sovereign identity systems. This enables users to verify their age once and reuse this verification across multiple platforms without repetition.

Paravision

Paravision is a privately-owned firm with headquarters in San Francisco. The company provides facial recognition, deepfake and liveness detection and age estimation for customers in a range of industry verticals, including government services, travel and border, events and ticketing, payments and physical security.

Paravision partnered with Persona to launch its biometric facial age estimation software in March, 2024. The UK's Age Check Certification Scheme granted the technology Level 3 certification in March, 2025 after it correctly assessed the age range of every subject in a Challenge 25 evaluation. The ACCS evaluation found Paravision's age estimation has a Mean Absolute Error (MAE) of 1.37 years, with a Standard Deviation of 1.17.

Privately

Swiss firm Privately help platforms deliver age appropriate and safe environments for children with unique privacy preserving age estimation technology that can run on a user's device and perform age estimation on a recurrent basis. The technology uses a patent pending algorithm to combine voice, image and (optionally) text to estimate age.

Offering both facial age estimation and voice age estimation, its clients include Samsung, the BBC and Vodafone.

Regula

Regula Forensics, established in 1992, is a global leader in forensic devices and identity verification solutions. The company is headquartered in Daugavpils, Latvia, with additional offices worldwide, including a U.S. branch in Reston, Virginia.

Regula's approach combines document verification with biometric authentication to provide a reliable and efficient age verification process, assisting businesses in adhering to regulatory requirements. Utilizing advanced AI algorithms, Regula analyzes submitted identification documents to detect mismatches in data from visual zones, machine-readable zones (MRZ), RFID chips, barcodes and holograms. This ensures the document is genuine and unaltered. Biometric checks, such as face matching and liveness detection, confirm that the individual presenting the ID is its rightful owner.

In its first appearance on the NIST Face Analysis Technology Evaluation (FATE) for biometric facial age estimation (FAE), Regula ranked first for Mean Absolute Error across geographies, topping results for accuracy across Europe, East Africa, and East and South Asia.

ROC

Established in 2015 as Rank One Computing, the company now known as ROC is headquartered in Denver, Colorado and specializes in developing advanced biometric solutions for age assurance and other use cases. It leverages facial recognition and machine learning analytics, fingerprint recognition, iris recognition and object detection to provide advanced age estimation and verification technologies designed to help businesses comply with regulations and protect minors from accessing restricted content.

In the NIST FATE test for Age Estimation and Verification, ROC's algorithm achieved a Mean Absolute Error (MAE) of 2.96 years across application, border and mugshot datasets, ranking it as the top U.S. provider and second globally, as of December 2024.

Scytáles

Scytáles AB, established in 2014, is a Swedish company headquartered in Stockholm. In February 2025, in partnership with Deutsche Telekom's T-Systems, it was awarded a contract by the European Commission to develop an age verification solution for the European Digital Identity Wallet (EUDI Wallet). The white label age verification solution developed by the partners was released in July, 2025, and is undergoing pilot testing in five EU member states before broader implementation.

Scytáles' initiative aims to create a privacy-centric tool that enables EU citizens to securely verify their age online without disclosing unnecessary personal information, utilizing zero-knowledge proof technology to confirm age eligibility while preserving user anonymity. The project aligns with the EU's Digital Services Act (DSA) and the Better Internet for Kids (BIK+) strategy, focusing on protecting minors in digital environments.

Sumsub

Sumsub is headquartered in Limassol, Cyprus, and maintains an office in London, England. Established in 2015, it offers age verification services using document-based verification and biometric verification. Its tools help businesses comply with regulatory requirements and prevent minors from accessing age-restricted products or services, and its 2,000-plus clients span the fintech, crypto, transportation, trading and gaming industries.

In 2004, Sumsub became the first identity verification provider to complete the pilot of the new Global Digital Identity Certification (GDIC) offered by AVID Certification Services Ltd. It is one of three firms to be recognized as a Leader in Gartner's inaugural Magic Quadrant for identity verification. This year, a report from UK industry intelligence firm Gambling IQ named Sumsub as one of the leading fraud prevention companies in the global gambling sector.

VerifyMy

London, UK-based VerifyMy provides facial age estimation, voice age estimation, and email age estimation, as well as a variety of non-biometric methods for age assurance. Founded in 2019, the company was a leader in developing a groundbreaking proprietary method for estimating a user's age from just an email address. By leveraging data that has already been collected, this method can be deployed in the background, minimizing disruption and friction.

The method performs without discernible bias and is certified by the Age Check Certification Scheme to EAL level 3, the highest possible level for age estimation.

VerifyMy's products have use cases in social media, dating, age-appropriate design, adult content (viewers), alcohol and vape sales, gambling and betting, computer gaming and e-commerce plugins.

Yoti

Yoti, founded in 2014, is a private company headquartered in London, United Kingdom specializing in digital identity solutions, including identity verification, age estimation, age verification, e-signatures and digital identity. It is among the leading names in the sector, with increasing name recognition in its native UK; over 5 million individuals there have already "got Yoti." It is a certified B Corporation that prioritizes social good, transparency and trust.

Yoti's facial age estimation is used by Instagram, and its clients in government and the private sector include Lloyd's Banking Group, Meta, Spotify, Epic Games, Yubo, the government of Jersey, the NHS and the UK Home Office. Its algorithms regularly appear near the top of the NIST FATE benchmarks.

Global Biometric Age Assurance Market Analysis and Forecasts

This section covers market analysis and forecasts for global biometric age assurance.

It investigates key drivers, adoption, key applications and sectors for global biometric age assurance.

There are three-year forecasts, 2025-2027, covering:

1. Transactions
2. Revenue

Global Age Assurance Market Analysis

This section investigates key drivers for adoption, important sectors, and applications for the adoption of biometric age assurance around the world.

Key Drivers

The four key drivers for face liveness detection are:

1. Compliance with legislation
2. Protecting children online
3. Parental control
4. Market advantage

Compliance With Legislation

Compliance with regulation, including the UK Online Safety Act (OSA) 2023 is a major driver for the adoption of biometric age assurance. The OSA is a comprehensive piece of legislation designed to regulate online content and protect users, especially children, from harmful material.

In addition to the UK, there are plans for other regions to implement legislation that protects children from accessing harmful content, including Australia, the EU (Digital Services Act), and the USA. In the USA, some 23 states have already passed age verification laws with other states to follow during 2025 and 2026.

Protecting Children Online

Ensuring that children are not exposed to harmful or inappropriate content, such as pornography, self-harm, or suicide information.

Parental Control

Allowing parents to confirm and manage their children's online activities to ensure a safer digital environment.

Market Advantage

By providing robust age assurance measures, a company can position itself for market advantage to competitors that do not offer robust age assurance measures.

Key Sectors

Key sectors for age verification services are intrinsically linked to accessing goods and services that have an age rating – should only be used by an adult.

We have identified seven key sectors that are leading the way with adoption of age verification services.

1. **Pornography** (either specialist websites or through social media and video sharing services)
2. **Video Gaming** (PEGI-18 rated games)
3. **Gambling** (Including national lottery schemes)
4. **Social Media**
5. **Entertainment** (films and video content that have age ratings)
6. **eCommerce / Retail** (restricted items including alcohol, tobacco products including cigarettes/ vapes, knives and blades, restricted medicines including painkillers, crossbows and other similar weapons, fireworks, and corrosive substances)
7. **Dating**

Pornography

The pornography industry is taking significant steps to implement age verification measures, often the result of age related legislation.

In the UK, under the Online Safety Act, websites that host pornographic content are required to verify the age of every visitor using robust methods such as facial recognition and photo ID scans. These measures aim to prevent children from accessing harmful content online.

Ofcom, the UK's communications regulator, has published guidance for website operators to ensure these age-checking processes are in place (as of July 2025). Major platforms like Pornhub and OnlyFans will need to comply with these new rules.

OnlyFans UK adopted face age verification (FAE) in August 2021, becoming the first UK subscription-based platform to protect children and create age-appropriate experiences.

Video Gaming

Video gaming is increasingly an online SaaS- delivered experience and ensuring that the gamer is of an appropriate age to play adult-related games is important.

Age appropriateness in video games is assessed by the PEGI (Pan-European Game Information) system and the ESRB (Entertainment Software Rating Board) to help consumer, particularly parents, make informed decisions about purchasing and playing video games. Both provide age ratings and content descriptions based on the suitability of games for different age groups.

Their ratings may be used by video game retailers and platforms to restrict access to certain games through online age assurance as regulatory requirements increase.

Roblox, a popular gaming platform amongst children and young adults uses a selfie-based age verification system to prove age. Roblox users must be 13+.

Gambling

As online gambling has erupted globally, with nations like Brazil issuing formal regulations that have opened up the legal market, age assurance providers have worked to support KYC and AML regulations, as well as restrictions on age.

In most regions, there is a legal age for gambling, e.g., 18 in the UK.

Gambling companies use several age verification measures to ensure that only individuals of legal age can participate in gambling activities including ID verification and face biometrics (selfies).

For the UK, the UK Gambling Commission is the regulator for gambling in the UK and states that "all online gambling businesses must ask you to prove your age and identity before you gamble."

The documents a gambling business can ask to prove age include:

- **passports**
- **driving licences**
- **household bills**

In some cases, a selfie is required especially if the gambling operator believes that fraud is being committed.

In August 2024, the UK Gambling Commission implemented stronger, more robust age verification measures to protect younger gamblers under the age of 25 called the "Think 25" policy.

Social Media

Social media platforms are increasingly adopting robust age verification measures to ensure that only users of appropriate age can access their services.

The minimum age to access most social media services in the UK is 13.

The UK Government is considering whether to ban children under the age of 16 accessing social media following Australia's legislation to do the same within a 12-month period (late 2025). Australia's legislation comes into force in December 2025.

Other countries and jurisdictions are following along similar paths.

Indonesia, Vietnam and Brazil have passed age restrictions for social media, and Singapore has begun enforcement action. The EU is considering age restrictions for social media, and French officials have vowed to put rules in place if the bloc does not. Norway has long barred pre-teens from social media. India, Pakistan, Kenya, New Zealand, Papua New Guinea and Canada have legislative proposals that have progressed to various stages so far.

In the U.S., New York, Florida, Texas, Utah and Louisiana have all proposed or passed laws, and court challenges have had mixed success against those passed.

Up until recently, social media platforms have relied on basic methods for age verification that require a new user to only enter their date of birth – self declaration. In a survey carried out by Ofcom in 2024, the media regulator discovered that 22 percent of children lied about their age to access social media apps.

With the threat of the age related legislation, including the UK and Australia OSA, social media companies are upping their game and turning to more robust measures to verify age.

Entertainment

Entertainment is a broad definition that includes online video content (streaming), including films and video.

Popular entertainment services include YouTube, Netflix, Disney+, Amazon Prime Video, and Apple TV.

Entertainment providers should be able to verify age for services that broadcast age-specific content. In the UK, the British Board of Film Classification (BBFC) age rates films.

The age ratings are:

- **U**: Unclassified, suitable for all.
- **PG**: Parental Guidance, for general viewing but may have content that may "unsettle" children of about eight years old.
- **12A**: Cinema release suitable for children over 12 years old.
- **12**: Video release suitable for children over 12 years old.
- **15**: Suitable only for 15 years and over.
- **18**: Suitable for Adults.
- **R18**: Adult works for licensed premises only.

The UK's OSA applies to entertainment and video streaming services.

Age verification normally occurs when a person registers for a service and not on viewing individual video or film content.

Age verification for entertainment is considered to be not particularly robust. YouTube "may" request a government-issued document or a credit card to verify age, and you have to be 18 and over for popular streaming services including Netflix.

Meta has pegged its Teen Accounts feature to the U.S. Motion Picture Association's PG-13 rating.

Ecommerce / Retail

Age verification is used to protect children from buying a range of restricted goods.

Restricted items including alcohol, tobacco products including cigarettes / vapes, knives and blades, restricted medicines including painkillers, crossbows and other similar weapons, fireworks, and corrosive substances.

This is an area that has low adoption for robust biometric age verification with a reliance on self-certification and low enforcement of existing age verification solutions that rely on checking government ID or payment cards.

The UK has a knife crime problem and a number of high-profile cases where under-18s have purchased knives from ecommerce providers including Amazon and committed acts of violence has forced the government to act.

The UK government is implementing a “stringent” 2-step system that will mandate that all retailers selling knives online require customers to submit photo ID at point of sale and again on delivery. In addition, delivery companies will only be able to deliver a bladed article to the same person who purchased it. Under the new measures a person may need to submit a copy of a photo ID such as driving licence or passport, as well as proof of address such as a utility bill, before showing ID again when the package is delivered. This could also include a person submitting a current photo or video of themselves to an online retailer alongside their ID.

For tobacco and vape sales, online sellers must have an age verification policy and must check that buyers are over the age of 25.

Several online UK vape stores have partnered with 1account to provide KYC and Digital ID services that leverage document authentication solutions to verify a person’s age before purchasing vape products.

Dating

Age verification for online dating prevents children from signing up to adult dating sites and also for adults setting up fraudulent accounts that lie about their age or even gender.

In addition to government regulation, online dating services can join the Online Dating Association (ODA), a trade association that promotes best practices and safety standards within the online dating industry.

Many online dating services have already implemented age verification that typically involves document verification and selfie checks.

Case Studies – Age Assurance Technology Adoption

This section investigates adoption of biometric age verification for the UK identifying key suppliers and sector focus.

It is a guide to adoption levels and reflects the health of a technology product or service.

Past and current adoption examples and levels are a key indicator for forecasting and form part of the quantitative data for forecasts.

Pornography – Only-Fans and Yoti

OnlyFans uses Yoti's facial age estimation technology to verify that users are over 18 years old.

Yoti is a company that provides biometric age estimation services using face age estimation (FAE) technology.

Biometric age verification is used when a user first sets up an account to ensure that they are over 18 years of age.

Yoti supports OnlyFans by:

- Creating age-appropriate experiences.
- Ensuring that minors are not able to view, upload or monetise content on OnlyFans.
- Balance user privacy with effective and reliable age assurance.

eCommerce – eBay and VerifyMy

Global online marketplace giant eBay applies age checks when UK users attempt to purchase tobacco or e-cigarette products, and when UK merchants on the platform register to sell alcohol. Both are provided by VerifyMy, through an eBay-compatible app which offers a range of age assurance methods.

The VerifyMy app provides a choice of biometric facial age estimation, or verification through an uploaded image of a photo ID compared to a selfie with face biometrics, or analysis of an email address, credit card, name and mailing address, or mobile phone number.

The app is built specifically for eBay, and as such VerifyMy says it integrates seamlessly with seller accounts and completes age checks in less than a minute.

Video Gaming – Roblox and Persona

Online gaming provider, Roblox, has an age verification feature to ensure users can access age-appropriate content and innovative social capabilities while maintaining community safety.

The age verification system uses ID document verification and a selfie (biometric face check). The technology is supplied by identity verification supplier, Persona.

Roblox age verification is not mandatory but once verified, users can access certain features such as spatial voice chat.

Biometric Age Verification Forecasts

Introduction

Market forecasting is very important in our research and analysis methodology especially when dealing with new or emerging markets and products.

Goode Intelligence (GI) has an excellent track record of forecasting in emerging technology areas including correctly predicting the growth of the mobile as an authentication device in 2009, the emergence of biometrics on mobile devices in 2011, and the growth in digital identity in 2015.

Market forecasting is one of the tools that GI uses in predicting the degree of success a new product or service will enjoy in the marketplace. The GI methodology considers areas such as *product awareness*, *distribution*, *price*, *fulfilling unmet needs* and *competitive alternatives*.

Market forecasting is very important in the Goode Intelligence (GI) research and analysis methodology especially when dealing with new or emerging markets and products.

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Market forecasting is one of the tools that GI uses in predicting the degree of success a new product or service will enjoy in the marketplace. The GI methodology considers areas such as *product awareness, distribution, price, fulfilling unmet needs and competitive alternatives*.

GI creates forecasts by gathering data from diverse sources like company filings, economic reports, and direct interactions (interviews) with both suppliers and buyers, some of which are bound by NDAs. GI then applies both quantitative methods and qualitative assessments (such as expert opinions) within financial models. These models are designed to estimate future performance by incorporating macroeconomic factors, industry trends, and company-specific details to provide a comprehensive view of expected growth and profitability

Revenue forecasting at Goode Intelligence (GI) involves collecting data from a variety of sources such as company filings, economic reports, and interviews with suppliers and buyers, often under NDA. This information feeds into financial models that use both quantitative and qualitative methods, including expert opinions, to project future performance. These models consider macroeconomic factors, industry trends, and company-specific details. For revenue projections, GI calculates an average price, taking into account the variability in vendor pricing and potential discounts. The result is a comprehensive estimate of expected revenue growth and profitability for new or emerging products and markets.

We always welcome feedback from readers on the accuracy of the forecasts and are open to reflecting your opinion in future reports.

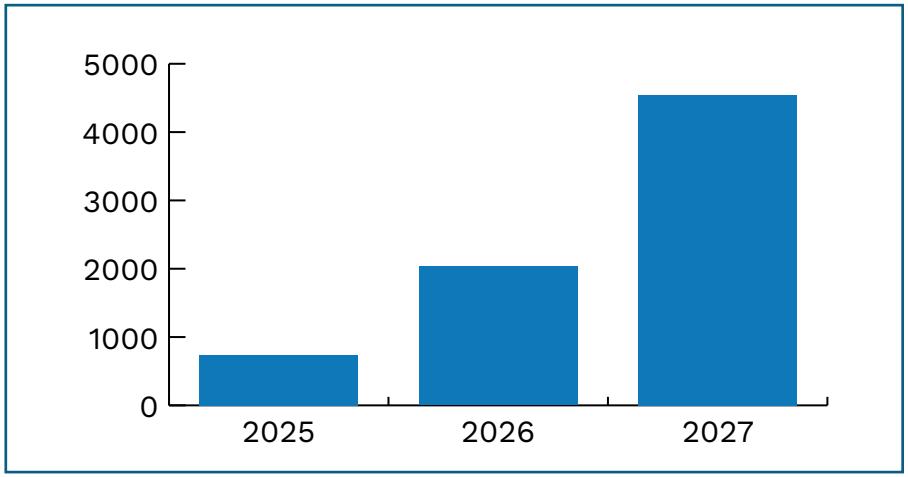
There are three-year forecasts, 2025-2027, covering:

1. Total Global Transactions
2. Total Global Revenue

Global Biometric Age Verification – Transactions

These forecasts are for total global biometric age verification transactions made annually.

Chart 1: Biometric Age Verification Forecasts: Total Global Transactions (m)



Source: Goode Intelligence © 2025

Table 1: Biometric Age Verification Forecasts: Total Global Transactions (m)

	2025	2026	2027
Total	734.21	2032.19	4537.89

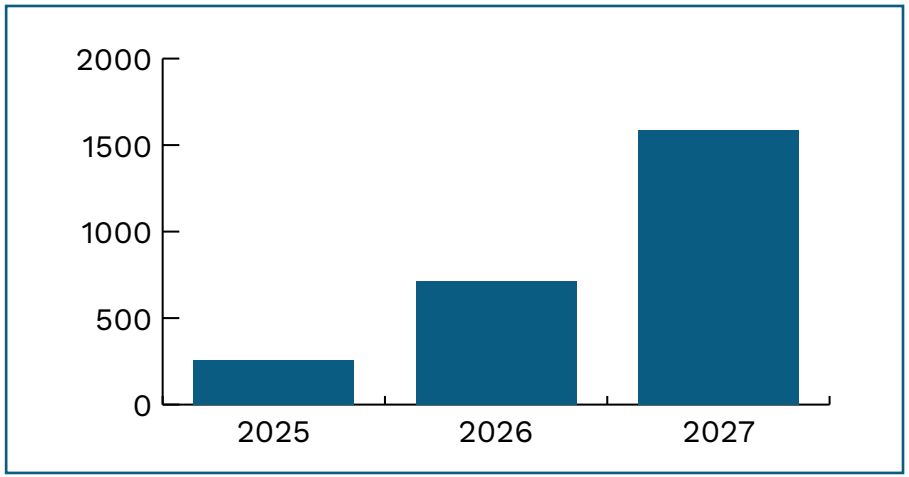
Source: Goode Intelligence © 2025

Global Biometric Age Verification Transactions will Exceed 4.5 billion annually by 2027

Global Biometric Age Verification – Revenue

These forecasts are for total annual global biometric age verification revenue in USD (USD$) (million).

Chart 2: Biometric Age Verification Forecasts: Total USD Revenue (m)



Source: Goode Intelligence © 2025

Table 2: Biometric Age Verification Forecasts: Total USD Revenue (m)

	2025	2026	2027
Total	256.97	711.27	1588.26

Source: Goode Intelligence © 2025

Global Biometric Age Verification Revenue will exceed $1.58 billion annually by 2027

Online Age Assurance Buyer's Guide

This guide provides potential buyers of online age assurance products and services with information on how to assess solutions.

It is important to note that this guide should not be used as the sole method for assessing age assurance solutions as that is based on an organization's individual and specific requirements that should be included in a comprehensive assessment.

The buyers guide also includes a list of age assurance vendors (suppliers) that are active in the market. For a select number of vendors, there is a profile of the company and their products.

Biometric Update and Goode Intelligence strives to provide accurate information, but we must point out that our list of vendors is not comprehensive. We have selected a representative group of vendors, but we do not guarantee that our list is exhaustive. The analysis is presented on a "best efforts" basis, and we cannot accept any liability for any errors or omissions.

If a vendor considers that we have unreasonably omitted them then there is an opportunity for them to engage with Biometric Update and Goode Intelligence for inclusion in subsequent editions of this report.

What to look for in an age assurance vendor

This section provides a guide for buyers in what to look for in a biometric age verification supplier. It identifies the following baseline criteria for measuring whether a biometric age verification product is suitable:

1 **Will it comply with age verification regulations?** This includes the UK and Australian Online Safety Act. Ofcom's requirements on having a 'robust' age verification solution to ensure children do not access inappropriate online content or purchase prohibited goods has come into force in 2025. Companies must comply or face penalties of up to 10 percent of global turnover.

2 **Cost: does it meet your budget expectations?** This is especially important when dealing with suppliers that charge per transaction, which is often the case. If you are entering into a per transaction contract, have you sized your requirements for now and for future growth – and does your budget meet this?

3 **Accuracy and Reliability: is it a certified / tested product?** Standards help ensure that age verification processes are reliable, secure, and effective in protecting children from accessing age-sensitive content. Standards include:

a. **IEEE 2089.1**: This standard, published in May 2024, sets out best practices for implementing age verification and age estimation. It defines a common, multi-dimensional approach to measuring the effectiveness of an age assurance process.

b. **BSI PAS 1296:2018**: Developed by the British Standards Institute, this code of practice provides guidelines for online age verification service providers. It addresses privacy, security, safety, usability, accessibility, and data protection concerns.

c. **ISO/IEC 27566**: This upcoming standard will complement IEEE 2089 and provide a robust foundation for the age assurance industry.

4 **Does it meet biometric liveness standards?** Biometric liveness is an essential part of biometric age verification. The main standards for testing liveness detection are the ISO/IEC 30107-3:2023 standard and certain FIDO certifications.

5 **Privacy and data protection compliance:** Does it meet EU GDPR and other state legislation related to the collection, storage and use of biometric data?

6 **Security:** Does the supplier have cybersecurity certifications and adhere to cybersecurity guidance / best practice?

7 **Does it meet your specific usability requirements?** The ability to fit in with your usability (UX) requirements is an important consideration when choosing a biometric age assurance provider.

8 **Integration:** Check whether the solution can be easily integrated into existing systems and workflow.

Vendor Profiles and Case Studies

Biometric Update and Goode Intelligence have identified more than 40 vendors that provide biometric age verification technologies for the UK market. The UK's Online Safety Act (OSA) has proved an important catalyst for the adoption of biometric age verification solutions. In many cases, suppliers are experts in identity and biometrics, drawing on their extensive understanding of the underlying technology to estimate age. Increasingly, biometric age verification solutions are used in combination with other biometric-based technologies including identity verification, liveness detection, and deepfake and injection attack detection solutions, often being bundled (aggregated) into a combined solution.

Luciditi

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Luciditi is a digital identity platform offering privacy-preserving age assurance, identity verification and fraud prevention. The firm is certified under the UK digital identity and attributes trust framework (DIATF) to issue PASS-approved digital age credentials, and also holds ACCS certification for PASS. It offers a range of highly effective age assurance methods such as facial age estimation, digital identity, open banking, mobile network operator and document ID scanning.

Luciditi's age verification and age estimation products are used across the UK by retailers, social platforms and online marketplaces, notably those impacted by the Online Safety Act. Clients include merchants of age-restricted goods, gaming platforms, and digital service providers, with retail, gaming, social media, and e-commerce as leading adopters. However, Luciditi's flexibility also appeals to the education, healthcare and transport sectors.

Luciditi's tools work online and offline, via Public Key Infrastructure (PKI), for scenarios where limited connectivity is a challenge. This ensures the integrity of credentials and allows relying parties to confidently trust the proof being presented. All deployments preserve user anonymity and comply with UK regulations, using encrypted, time-limited data access with user consent. Age estimation is anonymous, and verified credentials are only shared with explicit permission. No personal data is stored during estimation, ensuring GDPR compliance.

Luciditi's age assurance includes deepfake detection via liveness checks, biometric matching and spoofing resistance, which identify manipulated images and masks using techniques certified under ISO 30107-3. Included in all age estimation flows, it's priced per verification or via enterprise licensing.

Luciditi offers flexible integration options to suit any setup. Zero-code plugins for WordPress, WooCommerce, and Shopify make it easy to implement with no technical expertise required. Standard integration uses Luciditi's hosted solution Luciditi Trust which supports standard OpenID redirects or iframe embeds, typically taking just a few hours to set up depending on developer experience. The Luciditi SDK provides full granular control for relying parties who need deeper integration within their websites or mobile apps.

Protecting Privacy While Proving Age in Seconds

Luciditi is transforming how businesses meet age verification requirements without compromising user privacy. Designed to support the UK's Online Safety Act 2023, Luciditi offers convenient, frictionless, privacy-preserving age checks for digital and physical environments.

It offers a range of highly effective age assurance methods such as facial age estimation, digital identity, open banking, mobile network operator and document ID scanning. Whichever method is used, no identity is revealed, and no personal data is stored. During selfie capture, the technology protects against spoofing using pictures, other devices, masks and even 3D animations from computer games.

Luciditi holds certification under the UK's Digital Identity and Attributes Trust Framework (DIATF) and issues PASS-approved digital age credentials providing peace of mind for compliance with legislation and regulation.

SDKs, Plugins and APIs allow rapid integration into websites, apps, EPOS, and self-checkout systems. It's already being adopted in retail, gaming, social media, and online marketplaces - especially where age-restricted goods or content are involved.

Luciditi's privacy-first approach ensures users remain in control of their data. All checks are anonymous unless users opt to share verified credentials. Businesses benefit from compliance, reduced fraud, and improved user experience.

Luciditi is a product of Arissian Ltd, a UK-based DIATF-certified Identity Service Provider. It's available via SDK, plugin, or app, and is already helping businesses meet regulatory demands.

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ondato

Ondato is a global identity and age verification provider that streamlines KYC, age assurance and AML processes for businesses. Its solutions cover the full spectrum of compliance challenges, from client onboarding to comprehensive databases for ongoing customer monitoring. Recognized by the Financial Times as one of the top 1000 fastest-growing companies in Europe, Ondato leverages AI and biometric technologies to help businesses worldwide navigate complex regulatory landscapes.

Ondato's Age Verification combines AI-powered facial age estimation; OnAge, a reusable age assurance tool; and document-based checks. It ensures compliance, prevents underage access, and adapts to different risk levels. Pricing is flexible, based on verification volumes and chosen tool combinations.

The product demonstrates very high accuracy and low error rates; its OnAge solution achieves about 98.7-100 percent accuracy in determining a user's age group. Moreover, independent evaluation by NIST confirmed low false-positive rates at critical age thresholds, indicating that the system rarely misclassifies underage users as adults. These results imply a high positive predictive value for binary age checks.

Ondato is committed to industry standards and holds multiple certifications. It has received certificates for compliance with EU eIDAS regulations and ETSI technical standards, which allows it to work with regulated businesses in Europe. The company also meets the ISO/IEC 27001:2013 information security standard, reflecting a robust Information Security Management System.

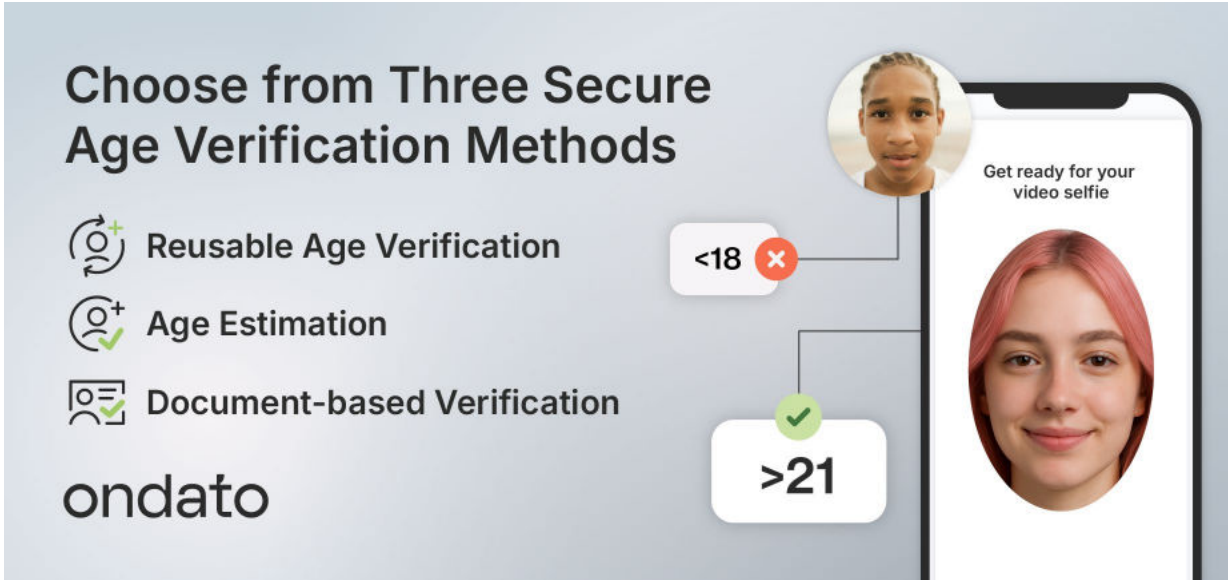
For age verification specifically, Ondato's technology is certified by KJM (Germany's Commission for the Protection of Minors in Media) as fulfilling all legal and technical requirements for youth protection. Additionally, Ondato's facial age estimation algorithms have been evaluated by NIST (NISTIR 8525), affirming their accuracy, fairness, and security against global benchmarks.

Ondato's OnAge solution is built to protect user privacy. This means age can be verified without storing personal identifiable information (PII) or sensitive data longer than necessary. In practice, with OnAge, once age verification is done, only the fact of whether the user fits the age requirements is kept; all other personal data is immediately deleted. Ondato also embeds privacy and security best practices in its processes: the platform fully complies with GDPR and other data protection laws.

Ondato's focus on developer-friendly tools and support makes it straightforward for organizations to implement the solution into their digital infrastructure. Integrating Ondato is designed to be quick and flexible: the platform offers multiple integration options, including a REST API, drop-in SDK, or a simple no-code link.

How OnlyFans Ensures Secure Age Verification with Ondato

For subscription platforms hosting diverse content, ensuring that all users are of legal age is both a regulatory requirement and a matter of community safety. Traditional verification methods often rely on cumbersome document checks that compromise privacy and frustrate users. Research shows that 40% of customers abandon verification if it takes longer than 10 minutes. OnlyFans needed an age verification solution that was fast, privacy-conscious, and scalable across multiple markets.



Since 2020, Ondato has partnered with OnlyFans to build a seamless age verification process tailored to the platform's needs. Working closely with legal and compliance teams, Ondato provided transparent communication about data use, ensuring GDPR compliance and user trust. Its solution is backed by ISO/IEC 27001:2013 certification and 24/7 infrastructure monitoring. Most importantly, Ondato's age verification verifies a user's age in under 5 seconds, combining speed with 98%-100% accuracy.

The UK regulator Ofcom has praised OnlyFans' strong safety measures, highlighting its proactive stance on moderation and age protection. Ondato remains a trusted partner, delivering the technology that underpins OnlyFans' commitment to a safe and age-appropriate online environment.

Paravision

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Paravision builds trusted Identity AI building blocks for face recognition, liveness, deepfake detection and age estimation. Based in San Francisco, California, it delivers high-performance, ethically-developed AI software used globally for identity, security and authentication across cloud, edge and embedded environments.

Its age estimation product, Paravision Age Estimation, provides highly accurate, non-intrusive biometric age assurance from a single image, to support online safety regulations, retail compliance and digital onboarding. It is integrated by leading digital identity providers and retailers to help ensure minors are protected while allowing adults seamless access to age-restricted goods and services. The strongest sectors for adoption are regulated sectors requiring age checks, including online safety, gaming, e-commerce and retail outlets selling age-restricted goods like alcohol, tobacco and firearms.

Certified at the highest level (Level 3) by the UK Age Check Certification Scheme (ACCS), Paravision Age Estimation enables exact or range based age verification with exceptional fairness across demographics. It achieved a perfect 100 percent precision score on the Challenge 25 standard in the UK ACCS Level 3 certification, with 0 percent Failure to Acquire and a Mean Absolute Error (MAE) of just 1.37 years. An independent ACCS bias evaluation confirmed 100 percent precision across gender and skin tone groups.

Requiring only a selfie, Paravision Age Estimation can be used independent of Face Matching, enabling use without creating or storing biometric templates, and can run locally or within secure partner infrastructure, ensuring data never leaves the trusted environment.

Paravision Age Estimation is deployable via SDKs or Docker containers, which are broadly deployed on a global basis from edge to cloud. It scales easily across web, mobile and embedded environments, and is designed to be easy to integrate, deploy and manage. It also works seamlessly with Paravision's full suite of Identity AI capabilities, including Face Recognition, Liveness Detection and Deepfake Detection.

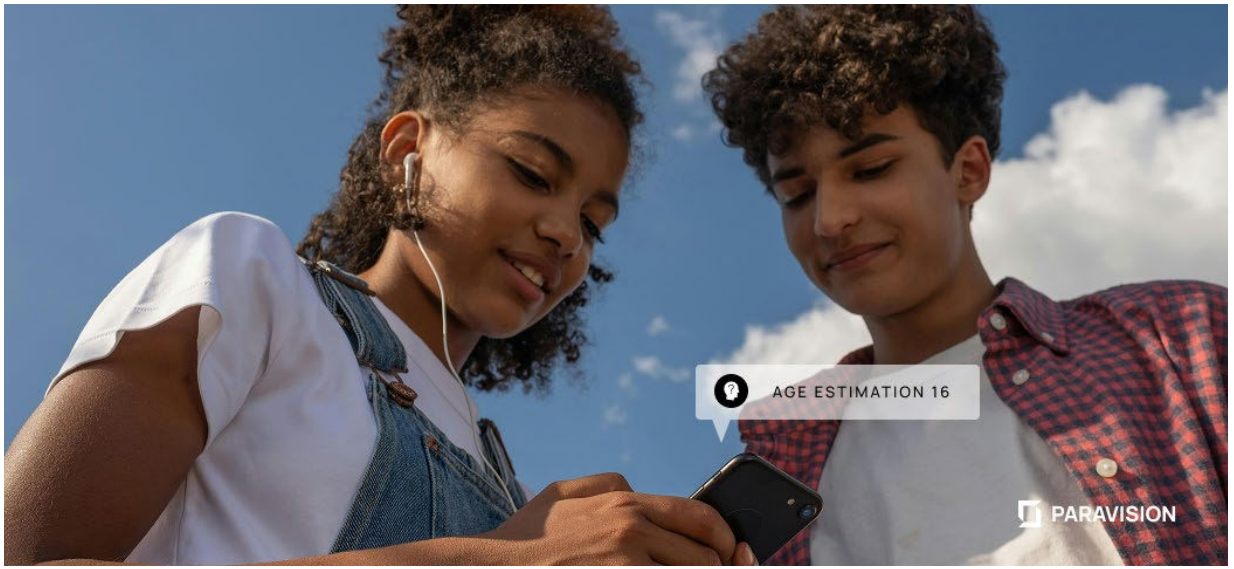
The challenge of age assurance has grown as online platforms expand access to entertainment, commerce and social interaction. By embedding Paravision Age Estimation, platforms can instantly verify whether a user is above or below critical age thresholds, such as 13, 16, 18, or 21, without requiring intrusive steps.

Powering Scalable, Trusted Age Assurance Globally

Paravision is partnering with leading identity verification providers to bring highly accurate age estimation to digital platforms at global scale. Together, the companies enable businesses across gaming, e-commerce, and online services to meet regulatory requirements while delivering seamless user experiences.

The challenge of age assurance has grown as online platforms expand access to entertainment, commerce, and social interaction. Traditional methods such as ID upload or manual review introduce friction, slow onboarding, and create barriers for younger users who may lack access to formal identity documents. By embedding Paravision Age Estimation, platforms can instantly verify whether a user is above or below critical age thresholds, such as 13, 16, 18, or 21, without requiring intrusive steps.

Paravision Age Estimation is independently certified at the highest level by the UK's Age Check Certification Scheme (ACCS), earning a perfect 100% precision score on the Challenge 25 standard. An additional ACCS bias evaluation confirmed 100% precision across gender and skin tone, underscoring fairness and reliability. These results demonstrate that AI-driven age estimation can both protect minors and ensure equitable access for legitimate adult users.



Deployed via SDKs or Docker containers, Paravision Age Estimation scales easily across web, mobile, and embedded environments. Combined with Paravision's full suite of Identity AI capabilities—including Face Recognition, Liveness Detection, and Deepfake Detection—organizations can implement age assurance with security, compliance, and inclusivity at its core.

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Regula is a global leader in forensic devices, identity verification and age estimation, leveraging over 30 years of expertise and the world's largest document template library to deliver breakthrough forensics-forward identity technologies.

Maintaining the highest standards of safety, security, and speed, Regula's software tools are trusted by more than 1,000 organizations in the banking, fintech, telecom, aviation and identity verification sectors, as well as 80 border control authorities, successfully performing up to one billion verifications a year in over 250 countries and territories.

Regula's products offer seamless integration across platforms, making deployment simple and efficient. They support mobile and web implementation, with full compatibility for iOS, Android, and cross-platform frameworks. They are ready-to-run on Kubernetes, Linux, Windows and other platforms, come with comprehensive documentation, and ensure native integration with each other. In terms of liveness detection, Regula shows 0 percent False Acceptance Rate (FAR) / 5 percent False Rejection Rate (FRR) in internal testing.

For age assurance, flexible workflows enable both age verification and age estimation functionality, including document data check and cross validation. The solution supports both physical and digital onboarding and can be seamlessly integrated into passport reader devices and cameras. It meets the IAG Cryptography Standards AES256 and GCM, as well as the most modern cryptography standard, TLS1.2+.

Regula recently began taking part in the National Institute of Standards and Technology (NIST) evaluation for facial age estimation, in which it achieved the best result in the test on its first benchmark, outperforming other vendors. Crucially, Regula's technology demonstrated consistent accuracy across a wide range of demographics, making it the most universal solution on the market. In addition, Regula ranked among the top three in two of the most critical age assurance scenarios: Challenge 25 and Child Online Safety (ages 13–16).

By providing reliable identity verification tools, Regula helps organizations worldwide comply with regulatory requirements while also improving the overall user experience. It is a highly reliable, proven solution that has a strong record of great performance streamlining identity verification and improving security.

Yoti

yoti.com
6th Floor, 107 Leadenhall St, London, EC3A 4AF

Yoti is a world leader in privacy-preserving age assurance solutions, offering people simple ways to prove age, like with a selfie, digital ID or mobile number. The UK company has been operating since 2014, helping businesses worldwide build trust with privacy-focused age and identity tools.

Yoti's age assurance products are used by small and large enterprises in sectors like retail, social media, gaming and adult platforms. Its client list includes Meta, Spotify, Xbox, Epic Games, British American Tobacco and Only Fans. The firm has completed over 900 million age checks across facial age estimation, digital ID, ID document, credit card, mobile number, database, email address, electronic ID, Social Security Number, LA Wallet and double anonymity options.

Yoti's age assurance can be used both online and in-store environments to prove age anonymously without showing an ID document. Facial age estimation can be used to triage age checks, automatically approving customers over a defined threshold with 100 percent accuracy, while digital ID verification can be offered for younger customers (who only need to share their 'over age' attribute such as 'over 18').

Businesses using Yoti receive age confirmation – and nothing else. Yoti deletes personal data immediately and permanently after the check; for example when using facial age estimation, Yoti deletes the selfie image as soon as the age estimate is returned.

Yoti offers a number of flexible integration options to best suit a business' use case for age verification. These include an age verification portal (hosted pages); standalone direct integrations that embed Yoti's proprietary age assurance methods separately and directly into your interface via standalone APIs and SDK; headless integrations featuring custom UX / UI; and integration into existing workflows.

Yoti's facial age estimation technology has been independently tested by NIST and is the most accurate in the market for estimating 13-16 year olds. Its True Positive Rate (TPR) for 13-17 year olds correctly estimated as under 21 is 99.3 percent. Its tech meets stringent global standards including ISO 27001, 27701 and 9001, SOC 2 Type II and is certified under the UK Digital Identity & Attributes Trust Framework (most recently as an Orchestraction Service Provider). Yoti's age assurance solutions also meet PAS 1296:2018, BBFC Age Verification Certificate of Compliance, FSM and KJM compliance standards.

Yoti has been recognised as a B corp since 2015, denoting high standards of social and environmental performance, transparency and accountability.

Youverse

youverse.id
sales@youverse.id
Taguspark, Núcleo Central, 147
2740-122, Oeiras, Lisbon, Portugal

Youverse offers a privacy-first, decentralized biometric engine to handle digital identity checks, authentication and age verification while improving efficiency, easing compliance and protecting against fraud. The EU-based company's age assurance solution is most widely adopted by industries like gaming, e-commerce, and age-gated content and digital services – sectors that face strict compliance demands and high user volumes, making accurate, seamless age checks essential.

Youverse's Age Estimation API verifies user age instantly from a selfie, without storing biometric data. Where possible, age estimation runs directly on-device, ensuring sensitive information never leaves the user's control. In alignment with data minimization principles, Youverse does not store images or biometric templates, and all of its processes follow GDPR-compliant international standards.

Designed to work seamlessly with existing systems, the software integrates via a RESTful API/SDK; integration is straightforward, with clear documentation and sample code. The company's tag line for developers is "3 lines of code and you're in." Flexible pricing models, including on a pay-per-use basis, make it affordable and scalable, with free trials for developers as they scale their projects.

Deployment can support both digital and physical environments. Online, Youverse's software integrates seamlessly into platforms such as gaming, e-commerce and social networks to enable compliant age assurance. In physical contexts such as self-checkout stations, retail kiosks, or venue access control, it works with standard cameras to deliver instant age estimation via facial analysis. In all cases, no biometric data or images are stored, ensuring privacy and regulatory compliance.

Independent evaluations of Youverse's algorithm show high accuracy in 18+ verification, with very low false positives and reliable performance across demographics. The system is optimized for minimal MAE in regulated ranges (13-17, 18-21, 25+), ensuring precise and compliant age gating.

Age Assurance Vendors Directory

A

AgeChecked

agechecked.com

AgeChecked is a private limited company headquartered in London, UK and established in 2016.

It offers facial age estimation and open banking, among other age assurance methods, anonymizing consumers throughout the verification process, ensuring that no personal data is retained on their servers.

AgeChecked's products have use cases in adult content, alcohol, charity, e-commerce, gambling, pharma, vaping and more.

AU10TIX

AU10TIX is a private company founded in 2002 as a subsidiary of ICTS International. Headquartered in Hod HaSharon, Israel, the company specializes in automating the verification of identity documents and biometrics to combat fraud and streamline customer onboarding processes.

AU10TIX solutions utilize real-time document scanning and sophisticated algorithms to extract and confirm age data from government-issued IDs.

This technology ensures rapid compliance with both local and international regulations, making it beneficial for businesses dealing with age-restricted products and services.

C

Clear

clearme.com

Clear Secure, Inc., operating under the brand name CLEAR, is a publicly traded company founded in 2010 and headquartered in New York City

While CLEAR specializes in identity verification services primarily known for expediting security processes at airports and stadiums across the United States, it offers a solution called CLEAR Verified, providing ID verification validating government-issued IDs and matching them against user selfies. This process ensures proof of age while prioritizing user privacy.

D

Daon

daon.com

Daon is a private company founded in 2000 and headquartered in Fairfax, Virginia with additional operations in Dublin, Ireland, and regional offices in Serbia and Australia. It specializes in biometric authentication and identity assurance solutions, including facial age estimation.

With use cases in financial services, government services, healthcare, telecom, travel and hospitality, Daon's SaaS-based platform can apply age verification processes to the customer journey with no-code, drag-and-drop orchestration.

Digital Bazaar

digitalbazaar.com

Digital Bazaar, Inc., founded in 2003 and headquartered in Virginia, USA, is a private company specializing in open payment, identity, and blockchain solutions for the web.

Digital Bazaar has made significant contributions by developing privacy-preserving solutions, notably collaborating with the National Association of Convenience Stores (NACS) to create a system that accurately verifies customers' ages while safeguarding personal information.

This solution serves over 150,000 convenience stores, reaching approximately 200 million end-customers. Its age verification system employs advanced cryptographic techniques to ensure that personal data is protected throughout

F

FaceTec

facetec.com

FaceTec is a private company founded in 2013 and is headquartered in Las Vegas, Nevada, USA.

FaceTec's Age Check product only needs a two-second video selfie to create a detailed 3D FaceMap that is analyzed to estimate a user's age.

The company's identity and age verification software has been adopted for a variety of use cases, including financial services, border security, transportation, blockchain, e-voting, social networks and online dating.

G

Gataca

gataca.io

Gataca, founded in 2018 and headquartered in Madrid, Spain, is a private company specializing in decentralized digital identity solutions, providing secure and privacy-preserving identity verification services across various sectors.

Gataca's Gataca Vouch solution enables users to confirm their legal age without disclosing personal information. By utilizing ID Wallets and verifiable credentials, users can prove their age by scanning a QR code and sharing the necessary credential from the Gataca Wallet.

Gataca Vouch is targeted for industries such as adult entertainment, online gaming, dating platforms, social media, and age-restricted e-commerce, where verifying user age is crucial for compliance and safety.

GBG

gbgplc.com

GB Group plc (GBG), established in 1989, is a UK-based public company specializing in identity verification, location intelligence, and fraud prevention solutions.

GBG offers solutions to help businesses prevent underage access to age-restricted content, products, and services. Its age verification services are particularly beneficial for industries such as online gaming, retail, and financial services, ensuring compliance with Know Your Customer (KYC) and Anti-Money Laundering (AML) regulations

I

Identomat

identomat.com

Identomat, established in 2019 is a private company specializing in AI-powered identity verification and Know Your Customer (KYC) solutions. The company is headquartered in Illinois, USA, with additional offices in Cyprus and Georgia.

Identomat offers solutions to help businesses comply with legal requirements and prevent underage access to age-restricted goods, services, or content such as online gambling, e-commerce, online dating, and social media platforms.

Its system verifies a customer's age by analyzing government-issued identification documents combined with biometric selfie matching and liveness checks

Identt

Identt.com

IDENTT, founded in 1999 and headquartered in Hamburg, Germany, specializes in identity proofing, age verification, and Know Your Customer (KYC) solutions.

IDENTT Vision is an AI-based online identity verification service enabling businesses to integrate identity verification into their applications, facilitating AML-compliant processes that include travel document checks, age verification, biometric face comparison, liveness detection, address verification, and checks against Politically Exposed Persons (PEP) and sanctions lists.

Incode

incode.com

Incode Technologies Inc. is a private company founded in 2015 and is headquartered in San Francisco, California, USA. Incode specializes in AI-driven identity verification and authentication solutions.

Incode offers an age verification solution designed to help businesses comply with regulations and prevent minors from accessing age-restricted content, products, or services.

Its approach combines advanced technologies to ensure accurate and user-friendly verification processes, including facial age estimation, document-based verification and database verification.

These solutions are particularly beneficial for industries such as online gaming, social media, adult content, alcohol sales, and vaping.

IDnow

idnow.io

IDnow, established in 2014, is a private company headquartered in Munich, Germany, specializing in identity verification and Know Your Customer (KYC) solutions.

IDnow offers a range of age verification services including an AI-based identity verification tool that analyzes government-issued IDs and performs biometric checks to confirm a user's age.

Other solutions include a video chat-based verification process to verify their identity and age; an automated solution that uses AI to verify IDs and perform facial recognition; utilizing electronic ID cards for age verification, and; a digital identity wallet that streamlines the age verification process.

IDVerse

idverse.com

IDVerse, formerly known as OCR Labs Global, is a private company founded in 2014 and is headquartered in London,

UK with additional offices in Sydney, Australia, and Silicon Valley, USA.

IDVerse specializes in AI-powered identity verification solutions, offering services such as biometric verification, document fraud analysis, and face authentication. In December 2024, LexisNexis Risk Solutions announced a definitive agreement.

IDVerse offers advanced age verification services including age-based access control; age group and exact age estimation and; age progression and regression.

In June 2024, the German Commission for Youth Media Protection (KJM) officially endorsed IDVerse's online age verification system.

Innovatrics

innovatrics.com

Innovatrics is a private company founded in 2004 and is headquartered in Bratislava, Slovakia. The company specializes in biometric solutions, offering products such as Automated Biometric Identification Systems (ABIS), digital onboarding toolkits, facial recognition platforms, and fingerprint and facial recognition algorithms.

Its age estimation technology uses advanced biometric algorithms to provide efficient and accurate age estimates through a selfie. This process can remove the need for manual verification or ID documents and ensure compliance with age restrictions with activities such as online gaming, alcohol delivery, and adult content platforms.

Intellicheck

intellicheck.com

Intellicheck, founded in 1994, is a publicly traded company headquartered in New York, USA. The company specializes in identity validation solutions, focusing on fraud prevention, Know Your Customer (KYC) compliance, and age verification across various industries, including retail, financial services, hospitality, and government sectors.

Its age verification solutions include mobile app integration, facial liveness detection along with portal access for businesses requiring online or over-the-phone verification, useful for call centers, e-commerce platforms, and gaming industries.

J

Jumio

jumio.com

Jumio is a private company founded in 2010 and headquartered in Sunnyvale, California, USA. Jumio specializes in digital identity verification and authentication services, utilizing technologies such as artificial intelligence, biometrics, machine learning, and liveness detection.

Jumio's age verification solutions include ID verification, biometric authentication, liveness detection, and ongoing authentication.

They are geared toward online gaming, gambling, e-commerce, retail, social media and online communities adhering to global regulations, including COPPA and GDPR, by implementing robust age verification processes.

K

KYCHub

kychub.com

KYC Hub, established in 2018, is a private company headquartered in London, England.

The company provides identity verification services that include age verification and enables ID verification across more than 200 countries, supporting over 3,000 government documents in 55+ languages.

L

LexisNexis Risk

risk.lexisnexis.com

LexisNexis Risk Solutions, a division of RELX Group, offers comprehensive identity verification and fraud prevention services, including solutions tailored for age verification. These services are designed to help businesses comply with age-restricted regulations, enhance security, and reduce fraud.

The company offers two primary age verification solutions. One verifies personal information and accesses a database of public and proprietary records, confirmings an individual's age, ensuring compliance with age-restricted transactions. It also validates ID documents, ensuring the presented ID matches the individual's claimed age.

Luciditi

luciditi.co.uk

Luciditi is a UK-based Digital Identity Platform developed by Arissian Ltd and launched in 2023. It specializes in secure and reusable digital identities with a strong emphasis on age verification and assurance.

Its solution allows young people to prove their age when purchasing age-restricted goods and services (excluding alcohol) in person. AI-based age estimation via selfies, ID document verification and unobtrusive background data checks ensure minimal friction.

M

Mitek

mitek.com

Mitek Systems, Inc., established in 1986, is a publicly traded company headquartered in San Diego, California.

It uses ID document verification to confirm a user's age. Mitek's solutions are beneficial for industries such as online gaming, e-commerce, and digital content providers, where verifying the age of users is critical for regulatory compliance and fraud prevention.

Mobeel

mobeel.com

Mobbeel, established in 2009, is headquartered in Cáceres, Spain. The company specializes in biometric security systems, offering multibiometric authentication and security solutions for mobile devices.

Mobbeel offers comprehensive age verification solutions that combine document authentication with biometric technologies, assisting businesses in adhering to legal requirements and safeguarding minors from inappropriate content.

N

Needemand

needemand.com

Needemand is a 20 year old private firm headquartered in France with offices in the USA and Morocco.

Its flagship product, BorderAge, utilizes AI-based hand gesture analysis to estimate a user's age and determine whether a user meets the required age threshold.

Neurotechnology

neurotechnology.com

Neurotechnology, founded in 1990, is headquartered in Vilnius, Lithuania and specializes in developing algorithms and software for biometric identification, computer vision, robotics, and artificial intelligence.

Age verification in Neurotechnology's products is achieved through advanced facial recognition algorithms that analyze the characteristics of a face in an image to estimate the person's age.

This technology is particularly useful in various applications, including identity registration, digital onboarding, and access control, where age verification is crucial.

O

Ondato

ondato.com

Ondato, established in 2018 and is a private firm headquartered in London, UK with additional offices in Lithuania. Its KJM-certifiied age verification solution launched in 2022.

The company offers three age verification methods. OnAge is its newest and a reusable age verification solution. It also offers facial age estimation and document-based age verification. Its use cases include user onboarding, parental consent, self-checkout and e-commerce.

Onfido

onfido.com

Onfido, established in 2012, is headquartered in London, England and specializes in digital identity verification. It was acquired by Entrust Corporation in 2024.

Its age verification service verifies a customer's age in seconds, with global support, flexible no-code workflows, and a user experience built for conversion ideal for social media and gaming.

P

Persona

withpersona.com

Persona offers a unified identity platform with configurable age verification solutions, including selfie age estimation, to help organizations protect minors and meet compliance obligations while streamlining the user experience.

They utilize methods like selfie age estimation and facial analysis to accurately determine user age.

Founded in 2018, Persona is headquartered in San Francisco and is available in 200+ countries and territories and 20 different languages. Persona serves any organization that needs to verify its customers online, including retail, fintech, marketplace, delivery services, real estate and hospitality, HR, edtech, legal services, home and childcare services, and more.

Ecommerce platforms, social media platforms, online gambling services, gaming platforms, digital health platforms, and adult entertainment websites.

Privado

privado.ai

Privado ID, formerly known as Polygon ID, was established in 2024 and is headquartered in Dover, Delaware. The company specializes in privacy-preserving digital identity solutions, focusing on age verification technologies that enable users to prove their age without compromising personal data.

Privado ID partnered with SafetyTech company Privately SA to develop a privacy-first, device-based age verification solution. It allows users to verify their age directly on their devices without sharing personal information.

Privately

privately.eu

Privately was founded in Switzerland in 2014 and focuses on developing edge AI solutions with a privacy first approach.

Its patent pending technology performs automated realtime age estimation from images and voice while preserving user data privacy. It performs both in-store and online age verification.

PXL Vision

pxl-vision.com

PXL Vision, established in 2017, is a Swiss high-tech company headquartered in Zurich, Switzerland. As a spin-off from the Swiss Federal Institute of Technology (ETH), it specializes in providing secure, automated, AI-powered identity verification solutions.

PXL Vision offers a KJM-certified age verification system designed to help businesses comply with legal requirements and protect minors from accessing age-restricted products and services across industries such as e-commerce, gaming, streaming, and online gambling.

R

Regula

regula.com

Regula Forensics is a private company established in 1992 and is headquartered in Daugavpils, Latvia, with additional worldwide offices including a U.S. branch in Reston, Virginia.

Regula's combines document verification with biometric authentication to provide a reliable and efficient age verification process, helping businesses adhere to regulatory requirements.

ROC

roc.ai

ROC was established in 2015 as Rank One Computing, and the company now known as ROC. It is a private firm headquartered in Denver, Colorado specializing in developing advanced biometric solutions for age assurance and other use cases.

It provides age estimation and verification technologies without requiring sensitive personal information to help businesses comply with regulations and protect minors from accessing restricted content. Its age verification solutions are used in online gaming, retail, and social media platforms.

S

Scytáles
scytales.com
Scytáles AB was established in 2014 and is a private firm headquartered in Stockholm, Sweden. It develops ISO-mobile driving licenses and mobile IDs, and represents Sweden as an expert in various standardization bodies.

Scytáles AB recently developed an age verification solution for the European Digital Identity Wallet (EUDI Wallet). It aims to create a privacy-centric tool that enables EU citizens to securely verify their age online without disclosing unnecessary personal information.

Self
self.xyz
Self Labs was established in 2024 and is a private development firm headquartered in San Francisco. Self is a privacy-first identity verification platform designed for Web3 and universal apps.

Self Protocol was recently launched following the acquisition of OpenPassport by Self Labs. It can also be used for privacy-preserving identity verification, location or age verification and DeFi integrations.

ShuftiPro
shuftipro.com
Shufti Pro was established in 2017 and is a global identity verification service provider headquartered in London, United Kingdom.

Shufti Pro offers AI-powered age verification services designed to help businesses comply with age-restricted regulations and protect minors from accessing inappropriate content.

Sumsub
sumsub.com
Sumsub, established in 2015, is headquartered in Limassol, Cyprus, and maintains a presence in London, United Kingdom. It is a private company specializing in identity verification services.

Sumsub offers age verification services using document-based verification and biometric verification to help businesses comply with regulatory requirements and prevent minors from accessing age-restricted products or services across various industries including alcohol sales, online gaming and dating platforms.

T

TruAge
mytruage.org
TruAge is a digital age-verification solution since 2021 developed by NACS (National Association of Convenience Stores) and Conexxus, its standards-setting partner, and is headquartered in Alexandria, Virginia.

The initiative enhances current age-verification systems at retail points of sale and protects user privacy. The digital ID-verification solution is free for retailers, consumers, and POS providers, with its intellectual property placed in the public domain.

U

Unissey
unissey.com
Unissey, founded in 2018, is a private company headquartered in Paris, France and specializes in facial biometric identity verification solutions.

Unissey provides liveness detection, facial comparison, and age verification. It helps companies ensure legal compliance and protect minors with age verification and age estimation.

V

Veratad

veratad.com

Veratad is a private company established in 2003, and headquartered in New Jersey, USA. It provides online age verification solutions such as identity data matching, document verification, biometrics and out-of-wallet challenges, and two-factor authentication, allowing businesses to customize their verification processes.

Veratad can verify individuals from over 170 countries, ensuring that businesses can authenticate the age of customers across diverse regions effectively.

Veridas

veridas.com

Veridas, a private firm founded in 2017, is headquartered in Tajonar, Spain. It specializes in digital identity verification and biometric authentication solutions. It offers facial age validation with a selfie, and will tell you if the person is above or below the target age in a matter of milliseconds, which is ideal for gambling, dating or adult sites, online gaming, social media, alcohol and tobacco.

Veriff

veriff.com

Veriff is a private firm established in 2015 and headquartered in Estonia and in other regions such as Spain, UK, US and LATAM.

Veriff uses AI-based age verification solutions to ensure that only age-appropriate users can access services or buy age-restricted goods by validating age from an ID document.

The company supports over 12,000 ID documents from more than 230 countries and territories.

VerifyMy

verifymy.io/

VerifyMy was established in 2019 and is a private company based in London, UK. It offers facial age estimation, voice age estimation, and email age estimation. It is primarily known for developing a method for estimating a user's age from just an email address.

VerifyMy's products are used in social media, dating, adult content, alcohol and vape sales, gambling, gaming and e-commerce.

Y

Yoti

yoti.com

Yoti was established in 2014 and is a private company headquartered in London, UK. It offers digital identity solutions, including identity verification, age estimation, age verification, e-signatures and digital identity.

Yoti's facial age estimation is used by large corporations, government organizations, financial institutions and the private sector.

BIOMETRIC UPDATE.COM

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