



Face Verification Middle East & Africa

Built for Data Sovereignty. Proven Across Diverse Populations. Trusted for Government-Grade Identity Assurance.



≤ 0.001

False Acceptance Rate

56+

Anti-Spoofing Vectors

DHS RIVR

Top Performer

100%

Data Secure

The MEA Identity Challenge

Rapid Digitisation Meets Rising Fraud

The Middle East and Africa are undergoing one of the **fastest digital transformations globally**; from Saudi Vision 2030 and UAE Smart Government initiatives to Africa's mobile financial ecosystems. This rapid digitisation is expanding access, but also dramatically increasing exposure to identity fraud.

Deepfake-driven fraud is no longer emerging, it is operational at scale.

Average loss per financial-sector deepfake incident: **\$450,000**, with global AI-enabled fraud projected to reach **\$40 billion by 2027**.

Customer experience is now a competitive differentiator.

38% of users abandon onboarding flows if the process takes too long, a critical risk in MEA's mobile-first markets.

KYC inefficiencies are directly impacting revenue.

70% of financial institutions report client loss due to slow or inefficient onboarding, with manual KYC reviews costing between **\$1,500 - \$3,500** per case and annual losses reaching up to **\$35M**.

The MEA Regulatory Landscape

Data sovereignty and biometric protection laws are tightening across the region.



Saudi Arabia PDPL

Biometrics classified as "Sensitive Data." Transfers outside KSA restricted without approval. Data residency is a regulatory requirement — not optional.



UAE Federal Data Protection Law (2021)

Classifies biometric data as sensitive personal data. Requires explicit consent and purpose limitation. Enforced by UAE Data Office.



Bahrain PDPL

Biometric data classified as sensitive. Cross-border transfer restrictions. Central Bank of Bahrain mandates KYC for financial institutions.



DIFC Data Protection Law (UAE)

GDPR-aligned framework for Dubai International Financial Centre. Biometric data treated as special category data.



South Africa POPIA

Biometrics classified as special personal information under the Protection of Personal Information Act. Requires explicit consent.



Nigeria NDPR 2.0

Nigeria Data Protection Regulation governs biometric data processing. Cross-border transfer restrictions apply.



Kenya Data Protection Act (2019)

Explicit consent required for biometric data collection. Enforced by the Office of the Data Protection Commissioner.

Why MEA Requires More Than Standard Biometric Solutions

- ✓ **Data sovereignty is non-negotiable**
Saudi PDPL, UAE regulations, and African data protection laws mandate that biometric data stays **within national borders**. Cloud-only providers without on-premises capabilities are typically unsuitable.
- ✓ **Demographic diversity requires proven accuracy**
MEA spans diverse populations across the Gulf, North Africa, Sub-Saharan Africa, and the Levant. NIST found false positive rates vary by factors **up to 7,203 across demographics**. Systems showing bias in facial recognition can create regulatory and reputational risk.
- ✓ **Mobile-first populations need frictionless verification**
Africa's mobile banking adoption is accelerating — **M-Pesa, MTN MoMo, and neobanks are scaling rapidly**. Mid-range devices, variable lighting, and inconsistent connectivity require low-friction, high-performance verification.
- ✓ **SIM registration mandates are expanding**
Telecom regulators across Africa and the Gulf are mandating face verification for **SIM registration** at mass scale.

Shufti Face Verification Engineered for MEA Reality

Shufti Face Verification is designed specifically for real-world conditions, regulatory compliance, and large-scale deployment.

- ✓ Real-time verification in under 3 seconds
- ✓ Zero failure-to-capture, even in challenging environments
- ✓ Multi-layered anti-spoofing covers 56+ attack vectors using texture micro-patterns, frequency-domain inspection, 3D depth, light reflection, and behavioural analysis.
- ✓ FAR <0.001 (~1 in 250,000+) | TAR ~99%
- ✓ Zero failure-to-capture, even in challenging environments
- ✓ Full on-prem deployment keeps biometric data within national borders — meeting Saudi PDPL, UAE, and African data sovereignty requirements.

Core Capabilities for MEA



Active + Passive Liveness

Passive (single selfie, zero user action) for high-volume mobile onboarding. Active (3D depth + gestures) for high-risk financial transactions. No poses. No special lighting — critical for MEA's variable environments.



Full On-Prem, Hybrid and Cloud Deployment

One of the only vendor offering full deployment flexibility. Built for Saudi PDPL data residency, UAE sovereignty requirements, and African data localisation mandates. PCI DSS certified.



Hybrid AI + Human Review

Combines automated decisioning with expert human verification for edge cases, improving accuracy in low-quality or complex scenarios, enhancing inclusivity and providing a fully auditable decision trail.



Intelligent Auto-Capture

SDK auto-detects optimal positioning and lighting, reducing retries and drop-offs. Optimised for mid-range devices common across Africa and emerging MEA markets.



High-Speed 1:1 Face Match <1 Second

Live selfie vs. identity document. Sub-second response across all device tiers. Supports onboarding, re-authentication, and proof-of-life workflows.



Single SDK (iOS, Android, Web)

One integration. One vendor. One data processor. No vendor fragmentation or third-party dependency.

Government Validations & Certifications

Shufti's accuracy is independently validated — not self-reported:



Top Performer

DHS RIVR 2025

Met 100% of DHS biometric accuracy goals across diverse demographics. Not vendor-funded. Real-world conditions. Critical for MEA's demographic diversity.



iBeta Level 1 & Level 2

ISO 30107-3 Presentation Attack Detection. Both passive and active liveness tested.



SOC 2 Type 2

Independently audited security controls.



PCI DSS

Payment Card Industry Data Security Standard.



ISO 27001

Information security management certification.

MEA Regulatory Alignment

Shufti supports compliance across key MEA jurisdictions, reduced regulatory risk and streamlining compliance approval cycles.

Regulation	Scope	Shufti Compliance Alignment
Saudi Arabia PDPL	KSA	Full on-prem. Biometric data stays in-kingdom.
UAE Data Protection Law	UAE	On-prem/hybrid. Explicit consent workflows.
Bahrain PDPL	Bahrain	On-prem. KYC-ready for CBB requirements.
DIFC Data Protection	DIFC (UAE)	GDPR-aligned. On-prem option. Single processor.
South Africa POPIA	South Africa	On-prem. Explicit consent. Auditable processing.
Nigeria NDPR 2.0	Nigeria	On-prem for data localisation. Consent workflows.
Kenya DPA	Kenya	On-prem. Explicit consent for biometric collection

Use Cases Across MEA

KYC Onboarding

MEA Context: Gulf banks + African neobanks scaling digital onboarding.

Shufti Solution: Active and passive liveness + 1:1 match + auto-capture + hybrid review

Outcome

FAR <0.001. TAR ~99%. 2-3s.

SIM Registration

MEA Context: Telecom mandates across Africa and Gulf states.

Shufti Solution: Passive liveness + auto-capture. Any device tier.

Outcome

2-3s. Built for mass scale.

Digital Banking (Africa)

MEA Context: M-Pesa, MTN MoMo, neobanks need frictionless onboarding.

Shufti Solution: M-Pesa, MTN MoMo, neobanks need frictionless onboarding.

Outcome

Zero friction. Mobile-first.

Govt Digital ID

MEA Context: Saudi Vision 2030, UAE Smart Government, African eID.

Shufti Solution: Full on-prem. Active liveness. RIVR-validated. SOC 2 + PCI DSS.

Outcome

Air-gapped. Sovereign infrastructure.

Crypto KYC

MEA Context: FATF Travel Rule + tightening Gulf crypto regulations.

Shufti Solution: 56+ vectors. Multi-layer. Hybrid review + AML + KYB.

Outcome

Govt-validated. 5x better than Incode.

Insurance Proof-of-Life

MEA Context: Growing MEA insurance market needs remote verification.

Shufti Solution: Growing MEA insurance market needs remote verification.

Outcome

No in-person attendance required.

Act Now

MEA Digital Transformation Is Accelerating

Regulations are tightening. Fraud is scaling. Customer expectations are rising. Your identity verification stack must keep pace.

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Start Your MEA Demo

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