Shufti

AGE ASSURANCE IN PRACTICE: GLOBAL FRAMEWORKS AND CLIENT EXPERIENCES.

[WEBINAR LINK](#)

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OVERVIEW

Shufti's recent webinar, Age Assurance in Practice: Global Frameworks and Client Experiences, convened regulators, analysts, and technology leaders to explore the shifting realities of age assurance and compliance.

Moderated by Sophia Pérez Flores (Member of World Compliance Association), the panel featured insights from Ian Corby (AVPA), Michael Murray (ICO), Alan Goode (Goode Intelligence), and Tom Gadsden (Shufti).

Together, they explored global legislation, enforcement challenges, and technology's evolving role. The session opened with a framing question: why are governments enforcing age checks rapidly while facing major technical, legal, and privacy hurdles?

DISCUSSION POINTS

Regulatory Tsunami

From the UK's Online Safety Act (OSA) to the EU's Digital Services Act, Australia's new under-16 social media ban, and over 24 U.S. states requiring age verification checks for adult sites, regulation is accelerating globally.

International Standards

ISO/IEC 27566:2024 and other frameworks are emerging as baselines for harmonization, though regional divergence (like 50 U.S. state-level variations) poses compliance hurdles.

Compliance Crossfire

Companies risk penalties under both online safety and data protection laws if protections and lawful data processing aren't aligned, a dual risk regulator highlighted.

Circumvention Challenges

Reported VPN use spiked 1,400% after the OSA's enforcement, raising questions about enforcement and user workarounds.

Market Growth

Demand for biometric and document-based age checks is rising, especially in adult content, gaming, and e-commerce.

Global Momentum

Regulatory activity is expanding well beyond Europe and the US, with new frameworks in Brazil, India, Malaysia, and Australia, signaling that age assurance is becoming a universal requirement.

Ethical Imperative

Beyond compliance, panelists stressed that age assurance is about safeguarding children and building digital trust, positioning it as a corporate responsibility, not just a regulatory checkbox.

Challenges Discussed

- **Fragmented Laws:** Regional divergence complicates compliance as one platform may face dozens of different requirements across jurisdictions.
- **Self-Declaration Pitfalls:** Up to 22% of children misrepresent their age online, creating cascading risks as they age into platforms.
- **Technology Gaps:** Weak liveness checks, poor fraud detection, and providers allowing clients to "switch off" safeguards can leave systems open to trivial bypasses.
- **Reverification Gaps:** Without periodic reverification, minors who slip through once risk gaining lifetime access.
- **Federated Login Loopholes:** Shared credentials across multiple sites create systemic weaknesses.
- **Consumer Resistance:** Circumvention via VPNs, fake IDs, or federated logins highlights the need for more effective, layered defenses.
- **Bias in AI Models:** Panelists highlighted the importance of low-bias algorithms and offering multiple verification methods to ensure inclusivity.

Insights from the Field

The conversation surfaced several unique perspectives that grounded the discussion in real-world realities:

- **UK Enforcement:** Regulators are already investigating companies for failing to apply "highly effective" age assurance, with benchmarks around 95% effectiveness coming from AVPA certification.
- **Industry Growth:** Five million daily age checks have been recorded in adult content since July 2024, with biometric age estimation and digital wallets gaining adoption.
- **Trust Through Transparency:** Users must be reassured that verification doesn't create "honeypots of data," but instead applies privacy-by-design principles. The panel discussed double-blind models as a safeguard.
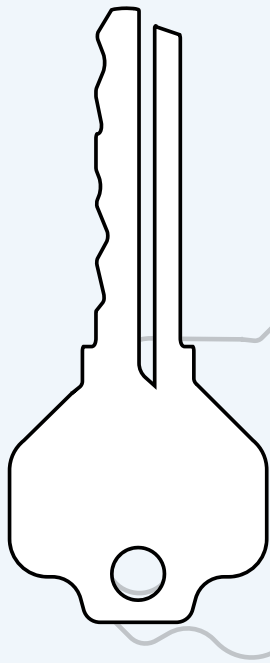
KEY TAKEAWAYS

- **Adapt to Fragmentation:** A one-size-fits-all model is no longer possible - companies must tailor verification approaches to each jurisdiction.

- **Technology as a Shield:** Advanced fraud prevention (deepfake detection, biometric liveness, layered verification) is critical to stop sophisticated bypass attempts.

- **Audit and Certification Matter:** ICO-approved certification schemes and international standards (ISO, BSI, IEC) are becoming the gold standard for demonstrating compliance.

- **Beyond Regulation - Ethics:** Age assurance is not only a regulatory requirement but an ethical obligation to protect children from harmful content and exploitative data practices.otection rather than a burden.

- **Trust as Differentiator:** Transparent communication, user-friendly options, and bias-free AI are essential to maintaining trust in an era of stricter checks.

- **Global Harmonization vs. Divergence:** ISO standards are emerging, but overlapping U.S. state laws could create hundreds of regimes.

ABOUT US

At Shufti, we help organizations strike a balance between compliance, fraud prevention, and user trust. Our solutions are:

- **Accurate & Fraud-Resistant:** AI-powered, deepfake-resistant, and certified to meet global standards.
- **Flexible:** Deployable in cloud, hybrid, or on-premise environments
- **Inclusive:** Designed with fairness and low algorithmic bias to serve users worldwide
- **Adaptability:** Shufti's solution continuously adapts to the evolving needs of customers and their risk appetite, ensuring flexible and responsive identity verification.
- **Future-Ready:** Supporting privacy-first checks and interoperable reusable tokens to align with GDPR and international standards.

Because in today's digital world, protecting children and communities is not just compliance — it's about building trust, ensuring safety, and taking responsibility for the next generation of digital citizens.

Age assurance is evolving from a regulatory requirement into an ethical standard that defines how platforms engage with younger users. Organizations that embrace privacy-by-design and transparent communication will not only avoid penalties but also strengthen customer loyalty.

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