Shufti

AGE ASSURANCE 2.0. SMARTER, SAFER, AND SEAMLESS

WEBINAR LINK

Stephen Crystal
Founder & CEO - SCCG Management

Speaker

Roger Redfearn
CCO - Shufti

Host

Ivan Kurochkin
Partner - 4H Agency

Speaker

Stephen Crystal
Founder & CEO - SCCG
Management

Roger Redfearn
CCO - Shufti

Ivan Kurochkin
Partner - 4H Agency

OVERVIEW

Shufti's latest webinar, Age Assurance 2.0: Smarter, Safer, Seamless, brought together global industry experts to explore how businesses can strike a balance between age assurance, regulatory compliance, user experience, and trust in 2025.

Moderated by Roger Redfearn (CCO at Shufti) and featuring Stephen Crystal (Founder & CEO at SCCG Management) and Ivan Kurochkin (Partner at 4H Agency), the session unpacked regulatory shifts, technological innovations, and practical strategies for implementing frictionless yet compliant age verification.

DISCUSSION POINTS

The global regulatory landscape

- From the UK's Online Safety Act to the EU's Digital Services Act, and fragmented state-level regulations in the U.S., the panel highlighted how businesses are navigating a patchwork of rules. The message was clear: age assurance is no longer optional, and non-compliance now carries real financial and reputational risks.

Overregulation vs. self-regulation

- Europe leans toward heavy age assurance regulation with detailed requirements, while the U.S. continues to favor self-regulatory age restrictions, placing responsibility on operators to act responsibly. The contrast sparked debate on which approach better protects minors without stifling innovation.

Trust and transparency

- Data privacy concerns and consumer distrust of governments make transparency critical. Both panelists stressed that businesses must explain why verification matters and show users that their data is safe if they want to build lasting trust.

Cultural and regional differences

- Verification norms vary drastically. Roger pointed out that in the Nordics, Bank ID is trusted and used daily, while in parts of the US, even presenting ID to police is not mandatory, making mandatory digital checks far more controversial.

The role of technology

- Technology emerged as the bridge between compliance and conversion. Examples like Ukraine's DIA app and AI-powered "funnel thinking" demonstrated how verification can be fast, reliable, and user-friendly when deployed intelligently.

Challenges Discussed

- **Overregulation risks:** Ivan noted that regulatory burdens often fall on licensed operators, while offshore operators exploit loopholes and avoid scrutiny. This imbalance can undermine the very goals regulators are trying to achieve.
- **User drop-offs:** Roger cited that 32% of UK customers abandon onboarding if verification feels like a barrier, underscoring how poor UX directly impacts conversion rates and revenues.
- **Data privacy concerns:** With over 90% of Europeans concerned about data misuse, businesses must strike a delicate balance, collecting sufficient information to remain compliant while minimizing privacy intrusions to maintain user confidence.
- **Infrastructure barriers:** In some markets, regulations require data to be stored locally. For example, U.S. tribal gaming and CIS countries mandate on-premise servers, forcing operators and technology providers to rethink infrastructure strategies.

Ground-Level Insights Shaping Age Assurance

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

- **Ukraine's DIA App:** A case study where state-backed digital identity boosted compliance and dramatically improved conversion.
- **Tribal Gaming in the U.S.:** Data sovereignty requirements mean operators must sometimes deploy on-premise solutions, not just cloud-based ones.
- **The Offshore Market Effect:** Stricter regulation can unintentionally drive users toward unregulated operators, undermining consumer protection.
- **Technology Talent Gap:** Growth in compliance tech highlights the shortage of skilled professionals trained in AI and verification tools.
- **Corporate Responsibility:** Age assurance should be framed as protecting families and communities, not just meeting regulatory demands.
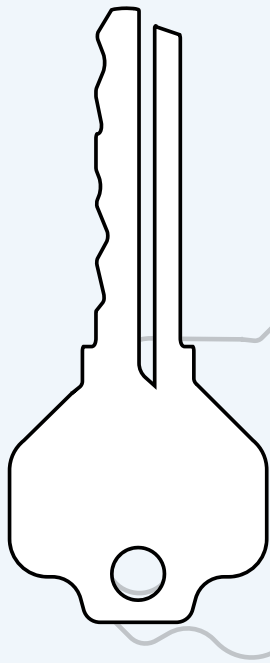
KEY TAKEAWAYS

The discussion highlighted several core lessons that businesses can act on immediately.

- **Adaptability is essential:** A single verification model won't fit every jurisdiction. Solutions must adapt to local laws, cultural expectations, and user behavior, whether that's leveraging national IDs in Europe or lighter-touch verification in U.S. states.

- **Technology bridges the gap:** Innovations like AI-based risk assessment, behavioral biometrics, and layered verification allow operators to filter low-risk users seamlessly while applying stronger checks only when necessary.

- **Trust is the new currency:** Businesses can't rely on compliance alone. Transparent practices, user-first design, and awareness campaigns are essential to position verification as protection rather than a burden.

- **Collaboration is critical:** Regulators, operators, and technology providers must engage in dialogue. As Ivan stressed, "if regulators cooperate with businesses and providers, we can finally strike the balance between compliance, conversion, and consumer trust."

ABOUT US

At Shufti, we build the bridge between regulatory compliance and exceptional user experience because in a world of rising fraud and tightening regulations, businesses shouldn't have to choose between security and simplicity.

Whether you're onboarding users, preventing fraud, or meeting the latest global standards, our solutions are:

- Fast and accurate
- Adaptable across industries and jurisdictions
- Flexible in deployment from cloud to on-premise

Because no two businesses or threats are alike.

Keep The Conversation Going

Curious where identity verification is headed next?

Join us for our upcoming AVPA webinar, where industry leaders will explore the future of trust, the evolving fraud landscape, and how collaborative innovation is shaping smarter verification.

Click here to register for the AVPA webinar

Let's keep building trust and conversation at a time.

JOIN THE SHUFTI COMMUNITY

Stay connected for expert insights, updates, and resources that help you stay ahead in compliance and digital identity verification.

Follow us. Learn with us. Grow with us.

| 🌐 Shufti on Website | in Shufti on LinkedIn | 𝕏 Shufti on Twitter/X | f Shufti on Facebook | ▶ Shufti on YouTube |