

Prove My Age - privacy information

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Prove My Age (PMA) is provided by Yoti Ltd. This privacy information covers the PMA website and the age verification methods it provides. For more information on Yoti Ltd, its principles and values, Guardian Council, BCorps status, and privacy information about the Yoti app, please see our main privacy notice here: <https://www.yoti.com/privacypolicy/>

The aim of PMA is that you can quickly and securely prove you are over the relevant age for what you are doing online without having to provide any personal information to the website provider. PMA does not keep any personal information and has no way to identify you; we have explained below how the different age verification methods work.

Prove age with Yoti

When you choose this age verification method, all we ask you to share using your Yoti is your date of birth. We then calculate if you are over the relevant age and, if you are, you will be able to continue to your chosen website. We generate a hashed token which is the evidence to the website provider that your age has been verified by PMA. The token and our record of your date of birth only lasts for your browsing session and does not identify you personally.

We have a share receipt that only contains a date and timestamp, and that a date of birth attribute was provided. It does not store the actual date of birth. We store this receipt securely in our datacentre.

Prove age with Age Scan

When you choose this age verification method we check you are a real person and estimate your age.

The security check uses the device webcam to take several photos of you and determine if you are a real person. We use one of the photos to create a biometric template of your face, which we use with our age-estimation technology to estimate your age. We set the age parameters appropriately high to make sure that there is no chance of those under the relevant age being able to access age-restricted content, products and services. The only information we send to the website provider is that you are over the relevant age.

We delete the photo, biometric template and results data as soon as the check is complete. We generate a hashed token which is the evidence to the website provider that you are over the relevant age. The token lasts for your browsing session and does not identify you personally.

Information sharing

We only share age tokens with the website provider to prove you are over the relevant age and to allow you to access age-restricted content. We have no other information to identify you personally and so we cannot provide or share any personal information about you to anyone else.

Cookies

We use cookies as set out below. We don't identify you, we just distinguish between unique website visitors so we can accurately bill the companies who use PMA as an age-checking service for their websites.

Name of the cookie	Type of cookie	What we do with it
connect.sid	Strictly necessary	To allow your device to automatically re-identify itself to the server on each request.
cookie.banner	Functional	Records if you have seen the cookie banner.
_sp_id.1fff	Analytics cookie	<p>This cookie implements the analytics for actions you take on your device, as described in the analytics section.</p> <p>It measures browser performance to inform future business decisions on the product and its features. We do not share this data with third parties.</p> <p>Duration - browser session</p>
_sp_sess.1fff	Analytics cookie	<p>This cookie implements the analytics for actions you take on your device, as described in the analytics section.</p> <p>It measures visitor activity to inform future business decisions on the product and its features. We do not share this data with third parties.</p> <p>Persists - refreshes every 15 mins</p>

Analytics

We use in-house and third-party analytics to understand how PMA is being used and the success rates of the different age verification methods. Our analytics data does not identify you personally.

We explain our analytics below but we want to reassure you that we do not track or profile you personally in any way.

- Your actions on PMA are anonymous and we cannot link them to any specific identity.
- We do not track your personal browsing activity outside the PMA website.
- We do not store or track your IP address.

In-house analytics

We have two types of in-house analytics when you are using our products: information created when you take actions on your device; and information created automatically by our internal systems when things happen.

Examples of information created when you take actions on your device.

- PMA website pages viewed and buttons clicked.
- Error messages.
- How many people already have an estimated age token.
- Device camera information such as pixels and resolution, to determine if we have problems with specific devices or need a minimum resolution for the technology to work.

Examples of information created automatically by our internal systems when things happen.

- Whether an age check passed or failed.
- How many attempts the user took.
- The lowest and highest ages our technology estimated.

We currently collect limited analytics when you take actions on your device, as set out in the examples above. We use a cookie to implement these analytics so you can opt out by changing your browser settings to refuse cookies.

We cannot turn off the information that is created automatically, so you cannot opt out of this.

Our in-house analytics assigns a randomly generated identifier to each user, for each session. We use an identifier so we can understand things like whether a count of certain actions is one user repeating an action, or multiple users each doing the same action. This helps us to understand things like where many users are having problems.

Even with the identifier, we take steps to make sure that the information we collect is de-identified so that it is not associated with an identifiable user. For example, our analytics provides us with a country location, but we do not keep the data that provided the country location such as any device data or IP address.

The information from our in-house analytics provides us with statistics on things like:

- which PMA website pages are visited and which buttons are pressed;
- how much time is spent on the page or button;
- how many visitors arrive at Prove My Age;
- which age verification method visitors use;
- which type of website referred the visitor to Prove My Age (such as social media, news, website);
- the success and failure rates of each age verification method.

We collect some device information. For mobiles this is the make and model of the device, operating system and version and screen resolution. For computers this is the type of browser, and version, operating system and version, and build number. This information helps us present you with the correct PMA website content and functions for your device. For example, if most of the devices using PMA have a particular screen size, we can re-configure the website content to better fit that screen size. It also helps us understand if any issues or errors are specific to a particular device or version, so we can get it fixed.

We collect information on which app version users are using. This helps us compare performance across different app versions. We collect information on what timezone users are in to understand at what point in the day our product is being used.

Third-party analytics

Google Tag Manager (GTM)

We use this to connect pixels and trackers from advertising networks and channels to the website. If users arrive at the PMA website from a particular platform that we advertise on, GTM allows us to understand where users came from so we can determine which PMA adverts are more successful at bringing people to the website. GTM also allows us to understand if users went on to complete a successful action on the PMA website, such as an age check.

Visual Website Optimiser (VWO)

VWO anonymously tracks where people click on our website and generates a diagram highlighting the most active areas, as well as count how many times users click on a certain link or button. We use this technology to understand what actions people take on our website and to test different content, so that we can improve the website.

Contact us

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