

Demystifying Age Assurance

(Checking Age
Online)



**5RIGHTS
FOUNDATION**

5rightsfoundation.com

WHAT?

Age Assurance is a way of checking age

I need to know how old you are...



WHAT?

£20 on
Power Pooch
to win!



WHY?

**Because children
are not adults**
Sometimes they need to



HOW?

There are lots of

Self Declaration

DAY ▼
MONTH ▼
YEAR ▼

Say how old you are

Parental/Carer authentication



Parent or carer confirms child's age using their ID

Social Login

 Sign in with Google

 Sign in with Facebook

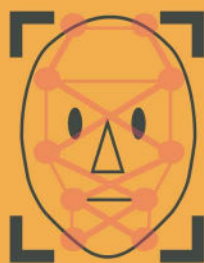
 Sign in with Twitter

Use your **EXISTING** login

Capacity Testing

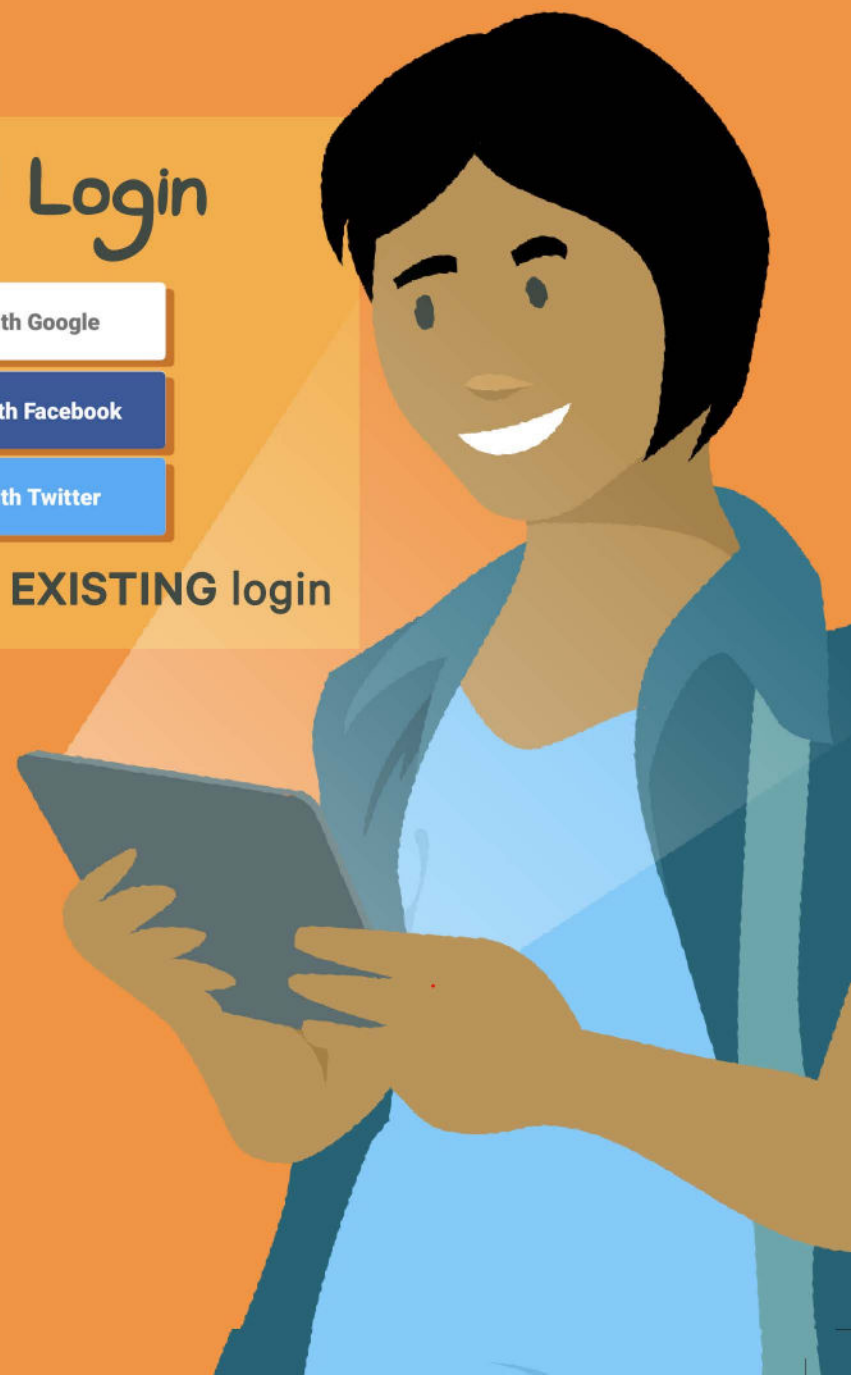
See if you understand

7 11 15 ?



Biometric Estimation

Taking a selfie or using voice



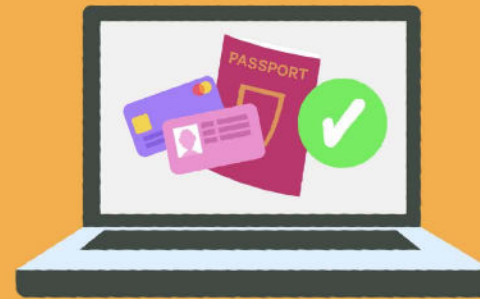
ways of checking

Hard Identifiers

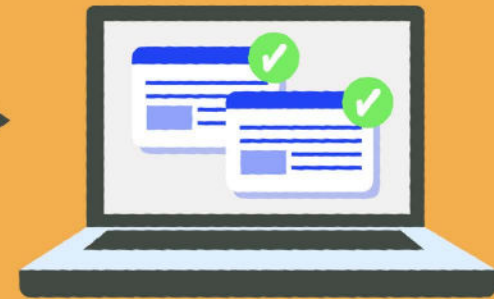
Give your documents



Age Tokens



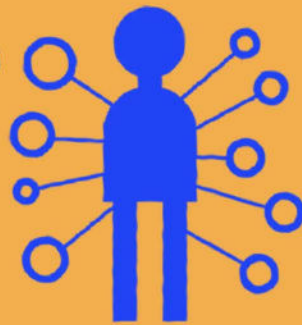
Age is verified with official ID



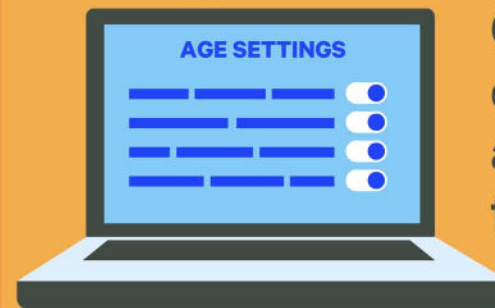
Verification may be stored in browser, removing the need to verify again

Profiling and Behavioural Data

See if you're behaving like a kid

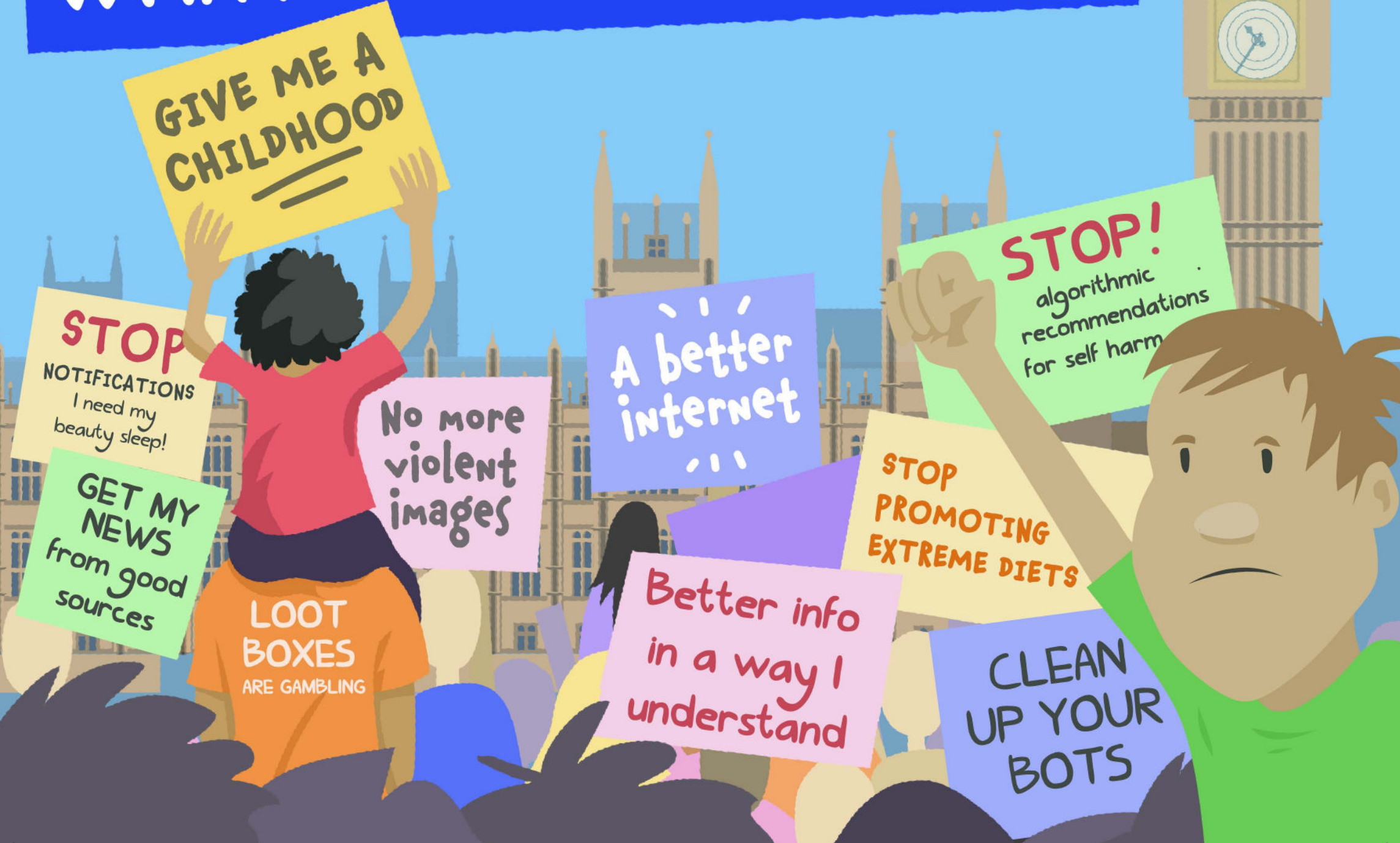


Device / Operating System / Plug-in Controls



Controls designed to deliver more age appropriate experiences for children

WHAT WOULD IT MEAN?



GIVE ME A CHILDHOOD

STOP NOTIFICATIONS
I need my beauty sleep!

GET MY NEWS from good sources

LOOT BOXES ARE GAMBLING

No more violent images

A better internet

Better info in a way I understand

STOP! algorithmic recommendations for self harm

STOP PROMOTING EXTREME DIETS

CLEAN UP YOUR BOTS

WHY NOT?

Yes, yes,
but what about
PRIVACY!?

It may
lock kids out

How will
they meet
their friends?

Honestly, it's
SUCH A FAFF

To be
fair, it's not as if
kids can't get
around it



RULES OF THE ROAD

What you
must do is
make sure...



AGE ASSURANCE...

- 1 ...is **privacy preserving**
- 2 ...is proportionate to risk and purpose
- 3 ...is easy for the child to use
- 4 ...must make children's experiences better not only restrict them
- 5 ...must be **secure**
- 6 ...providers must correct mistakes
- 7 ...must be accessible and **inclusive**
- 8 ...must be transparent and accountable
- 9 ...should remember that people don't always tell the truth about their age
- 10 ...must respect all the laws – especially about privacy
- 11 ...should respect children's existing rights



Then it
will be
fine!

Privacy preserving age assurance **is not an end in itself**

...it is merely
a tool to identify a child
so that you can give
them the experience
they deserve**



** BTW,
companies already
check age - but how they
do it is not transparent
and it does not respect
your privacy

GLOSSARY

.....

Age assurance

Any system that checks or estimates age or age range

Child

Any person under the age of 18

Digital world

A virtual place made up of products, services and devices that children want and need to use

Privacy preserving

Being age assured will not result in additional data collection

Secure

Age assurance is done in a way that ensures that data is safe

Inclusive

No one should be excluded by age assurance systems when they have a right of access

The “-tions”

Authentication

Proving something is true, genuine, or valid, like an ID document

Verification

The process of establishing or verifying something to be true, in this case age

Estimation

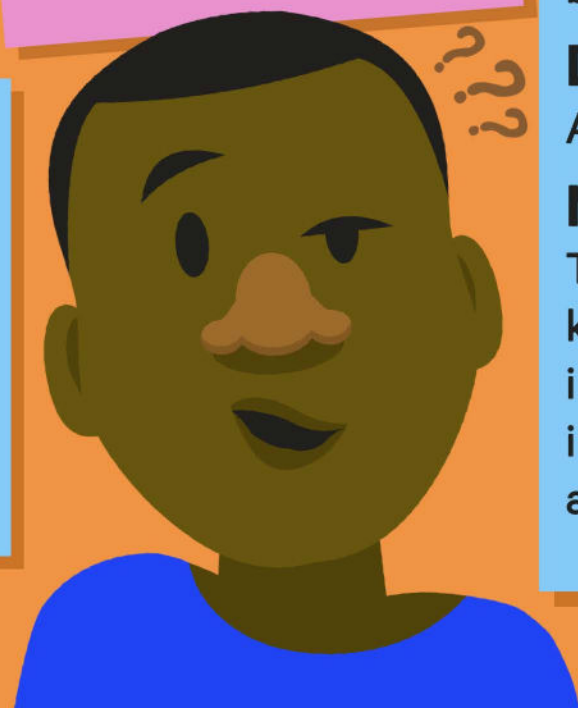
A rough guess of something based on available evidence

Declaration

A formal statement

Notification

The action of letting somebody know about something, often, in the case of devices on the internet, persistently and intrusively



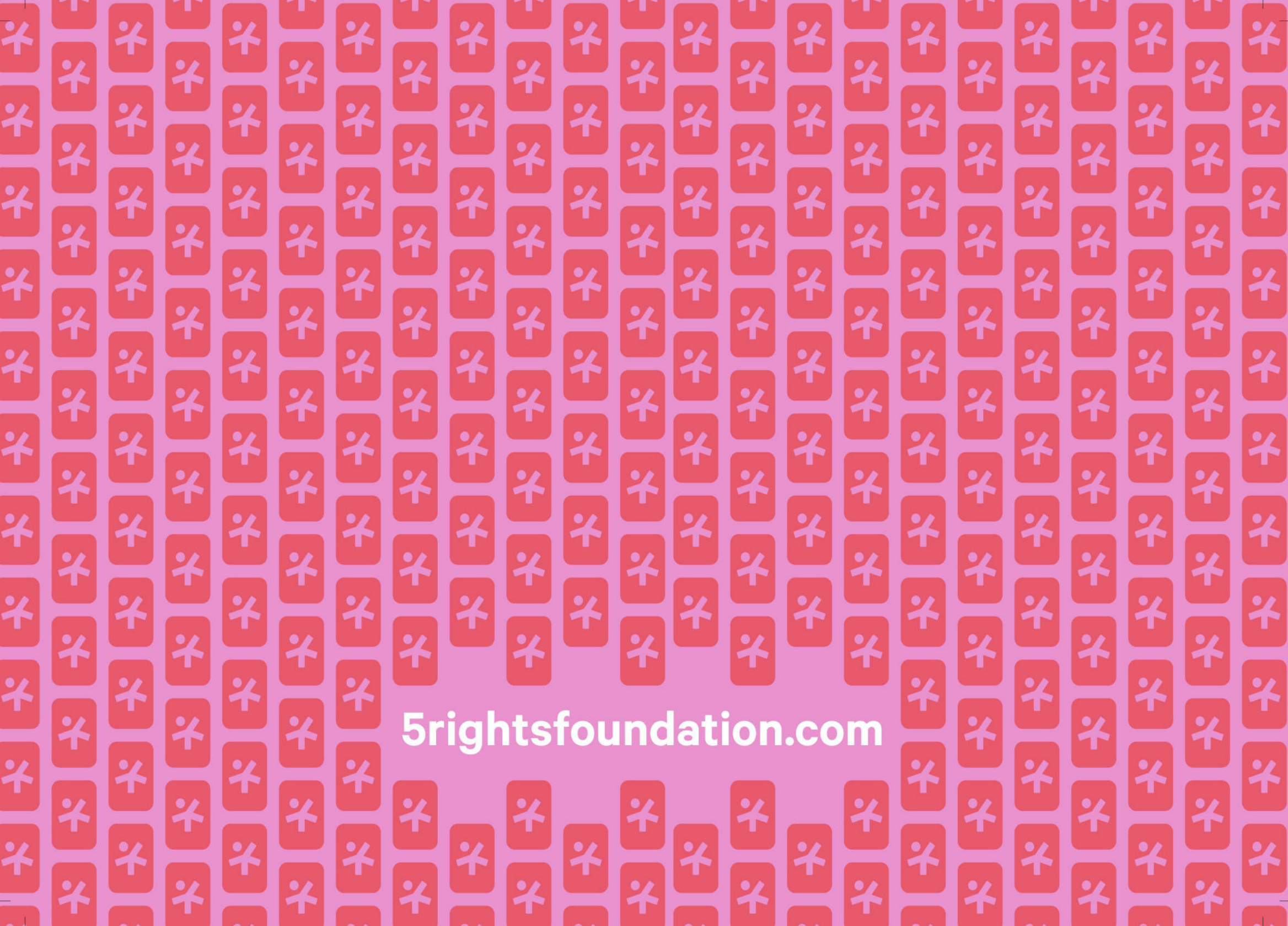
ABOUT 5RIGHTS FOUNDATION



5Rights develops new policy, creates innovative frameworks, develops technical standards, publishes research, challenges received narratives and ensures that children's rights and needs are recognised and prioritised in the digital world.

While **5Rights** works exclusively on behalf of and with children and young people under 18, our solutions and strategies are relevant to many other communities.

Our focus is on implementable change and our work is cited and used widely around the world. We work with governments, inter-governmental institutions, professional associations, academics, businesses, and children, so that digital products and services can impact positively on the lived experiences of young people.



[5rightsfoundation.com](https://www.5rightsfoundation.com)



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