

The Digital Economy Act 2017 introduces an obligation for online adult content providers to verify their customers' age before granting access. An Age Verification Regulator has been appointed to enforce this requirement and failure to comply could mean a £250,000 fine and ISP blocking.

This is a game changer for online retailers of pornographic material and the clock is ticking to find a solution.

But rather than seeing this as a complicated problem and a threat to your business, adopting a cloud based age verification solution means you can independently verify your customers' age without having to reveal their identity or store their details.

With this system in place, your website can continue to operate in full compliance of the law, while your customers lose their fear of having their private viewing made public.

Embedding our solution is fast, reliable and cost effective. We simply cross reference anonymous data provided by your customer (*mobile number, credit card number etc*) and verify that the person who owns that data is over 18. We then send a yes/no response to your website, and the whole transaction takes just a few seconds.

Our business is governed by the values of data protection. After we screen your customers' data, you can choose whether or not we collect, hold or store this information. Either way, we guarantee that even if your site gets hacked, none of their details will be revealed.

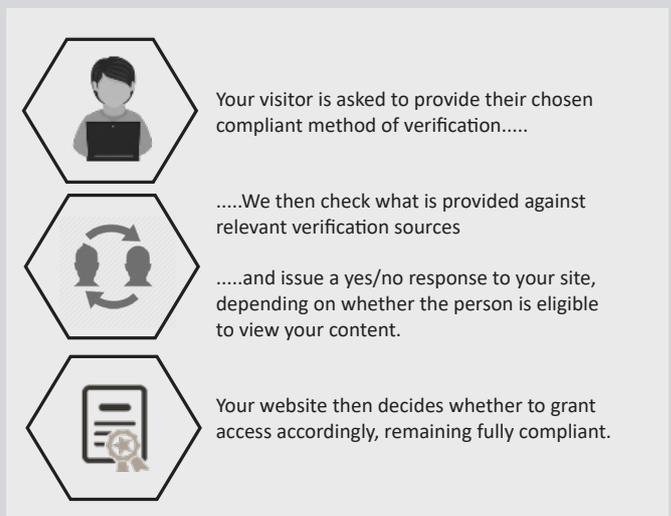
Here's how it works...

The **av yourself** ("Age Verify Yourself") screening tool blends seamlessly with your website and is activated at the visitor landing page. Your customer sees a message asking them to confirm they are old enough to view your content by providing their chosen method of verification including:

- UK mobile number
- Email address
- Credit card number
- Valid identity document
- Any other regulator approved method

We then verify the date of birth given, using our access to thousands of credible verification sources worldwide, and give you an automatic yes/no response accordingly.

From here you can automatically accept or reject visitors to your site accordingly - enabling your business to continue to operate in full compliance of the law.



av yourself is brought to you by W2 Global Data. W2 are a multi-award winning data and document verification company that manages over 100 million transactions per month for some of the world's leading regulated organisations. Our clients range from small independent merchants to large multinational organisations, and our systems can cater for all volumes of traffic with regulatory assurance guaranteed. As well as age, we can verify a wide range of other information and our cost effective solutions can be tailored to your individual choice, depending on what type of information you'd like us to check.