

Product Sheet

Zumigo Assure Identity for Age Verification Helps Enforce Online Age Restrictions

Zumigo Assure Identity for Age Verification helps businesses enforce age restrictions for goods and services available via the digital channel. Businesses can protect vulnerable groups of the population and comply with global and local regulations.

In recent years many global and state compliance regulations have been enacted to enforce restrictions for digital goods and services, and tangible goods and services for sale online, that have age limits. Some examples include preventing minors from purchasing cigarettes and alcohol via online stores, or controlling the age of users on social media accounts. Businesses are required to verify the consumer's age before completing the transaction or the account sign-up process.

Zumigo Assure Identity for Age Verification checks the age of a consumer before allowing them to proceed to the next step. After the consumer submits the required personally identifiable information (PII), the business sends the information to Zumigo, together with the age limit rule required for the goods or service. Our API supports multiple verification methods and requires different PII elements depending on the location. For example, in the United States phone number, name, and address are required, while in the UK and Canada only phone number is needed.

Depending on the age limitation in years,

Zumigo calculates and returns a True or False value. If True, the age limitation is verified, which means the transaction or sign-up process can proceed. If False, the transaction or sign-up process will be rerouted to the next step such as manual review or termination, as determined by the business.

The solution provides instant results that are highly accurate with low consumer friction, and addresses privacy concerns. With Zumigo, businesses can safely and quickly verify the consumer's age to protect minors and the elderly, and comply with regulations.

About Zumigo

Zumigo powers digital identity verification in the world's largest enterprises to protect transactions, accounts and trust, using real-time intelligence across mobile, email, device, financial, account, and other information sources. Its modernized, multi-layer approach fortifies the identity perimeter against today's complex fraud and promises a streamlined consumer journey from onboarding to transactions. Learn more at www.zumigo.com.