

Product Sheet

Zumigo Assure Identity for Age Verification Helps Enforce Age Restrictions for Goods and Services

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 verified mobile phone number, name, and address, the business sends the information to Zumigo, together with the age limit rule required for the goods or service*.

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.

** In the UK, age limit calculation can only proceed if the verification of the name and address, then the date of birth, is successful.*

About Zumigo

Zumigo is on the frontline of digital identity verification that helps the world's largest enterprises protect transactions, devices and accounts. With a multi-layer approach, Zumigo validates users against a unique identity intelligence network that spans global carrier providers, authoritative third-party data sources, and payment information. **Learn more at www.zumigo.com.**