



Building trust through age assurance

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Introduction

For years, age assurance has been a flawed process - either too invasive or too ineffective. People are often required to share excessive information, when they only need to share their age or age range. At the same time, weak or inconsistent age checks have left children and young people accessing inappropriate content online. The challenge has been finding solutions that are both robust and privacy-preserving; ensuring only the right people gain access to age-restricted content, goods and services, while protecting individuals' data.

Yoti's technology is transforming how people prove their age, tackling global challenges like creating age-appropriate experiences, reducing fraud, stopping deepfakes, and empowering people with more control over their data.

This report explores the growing demand for privacy-preserving age assurance and how businesses are adapting to meet regulatory requirements. Using proprietary data, we analyse key trends in age assurance and highlight how Yoti's solutions are protecting young people, safeguarding privacy, and helping businesses implement robust, trusted and effective age checks.

Age assurance: creating age-appropriate experiences

Key stats:

- **Over 800 million age checks** completed globally
- When offered the choice, **92% of people choose to use facial age estimation**
- **Around 50%** of total age checks are attempted by **13-20 year olds**, predominantly driven by gaming, social media and adult content use cases

Increasing online safety and age regulations

More regulators around the world are demanding that businesses use effective age assurance to address growing concerns around online safety, especially for children. With the introduction of various regulations globally, many companies have been obliged to implement more robust age checks for their users.

We expect to see further growth in 2025, given it will be a significant year for online safety. Many age regulations have, or are, coming into effect. These include:

- **UK:** The Online Safety Act is coming into effect in 2025. Some adult platforms had to start checking age in January 2025 but the majority of online sites will need to have effective age checks in place by 25th July 2025.

- **France:** From 11th January 2025, a transition period began where adult operators and platforms with pornographic content needed to introduce age checks, ensuring only adults can access the content. The transition period ended on 11th April 2025 meaning these platforms can no longer use temporary measures such as bank card verification. All platforms are expected to have implemented a double anonymity solution and any other methods they wish to offer their consumers. Our data shows a 33% increase in age checks in France between January - February 2025, showing the impact regulation has on the adoption of age assurance solutions.
- **Australia:** The Australian Government is introducing minimum age limits for social media in 2025. A trial of different age assurance technologies is underway with the results expected in June 2025. Outcomes of this are likely to impact regulations globally, with other countries already debating minimum age checks for social media.
- **US:** More states are introducing age checks for adult sites and social media platforms. We've seen a particular increase in age checks in the US driven by recent regulatory changes. Year on year, we've seen an increase in the number of age checks in the US, rising from 21% in 2023 to 35% in 2024.

Privacy-preserving age checks

With over 10+ privacy-preserving age assurance solutions, our technology is helping people to prove their age while protecting their privacy. Every week we complete 4 million age checks across our different age solutions.

Facial age estimation continues to be our most popular method. This technology accurately estimates a person's age from a live facial image, offering a secure and private way to prove age, without sharing identity documents or personal details like name or date of birth. It's quick and easy to do - with an age estimated in around one second.

When offered the choice, 92% of people choose to prove their age using this method. And 90% of people complete the age estimation on their first attempt.

Protecting children and young people

Our age assurance solutions are also helping to protect children and young people.

Around 50% of our total age checks are attempted by 13-20 year olds compared to around 19% attempted by 21-29 year olds. This correlates with the increasing demand from online platforms and regulators for effective age checks.

In 2024, we completed over 35 million facial age estimations for under 18s, and nearly 3 million for under 13s. We have seen these figures increase year on year as some of the world's biggest brands are using facial age estimation to build safer, more trusted communities:

- Social network [Yubo](#) is using facial age estimation to place users into separate groups based on their age. This includes whether someone is above or below 13. In Yubo's recent survey, more than 60% said age estimation has had a positive impact on their overall user experience on the app. And over 53% said that age estimation increases their trust that the users they interact with on Yubo are real people.
- [Instagram](#) started using facial age estimation in 2022. When a user tries to edit their date of birth from under the age of 18 to 18 or over, they are required to verify their age. They can do this with an identity document or with facial age estimation. Over 80% of users choose facial age estimation.
- In 2024, Instagram introduced [Teen Accounts](#) for users under the age of 18. These accounts have built-in protections including the ability to set daily usage limits, restrict access during certain hours and monitor their child's interactions, such as the accounts they are messaging and the types of content they're engaging with on the platform. Instagram is using facial age estimation to check the age of users, ensuring they place people in the right type of account for their age.

- [Facebook Dating](#) uses facial age estimation to ensure only users aged 18+ can sign up for the service.
- [OnlyFans](#) is an 18s and over platform, so it is essential that minors are not able to view, upload or monetise media content. To help prevent underage access, OnlyFans uses facial age estimation in certain jurisdictions, including the UK, to confirm those setting up Fan accounts are over 18. Since going live in August 2021, millions of age estimations have been completed. Finding a solution that balances accuracy and privacy was a key consideration for OnlyFans.
- [Lockwood Publishing](#), creators of Avakin Life, introduced facial age estimation as a quick, accurate, inclusive and seamless solution. The technology helps adult players prove they are aged 18 or over to access exclusive 18+ game features. In turn, it is protecting younger players from accessing these age-restricted parts of the game. Any players who are suspected to be underage are also asked to confirm their age; increasing trust and safety in the game.
- [John Lewis](#) introduced facial age estimation into the online checkout to prevent underage sales of knives. Their technology has allowed John Lewis to reintroduce knife sales online (for the first time since 2009) as facial age estimation ensures that only those aged 18+ can purchase the items.

Without highly effective age checks, many children and young people could easily access age-restricted and inappropriate content, goods and services. In fact, 25% of the age checks we perform are rejected due to not meeting the age criteria. This could be an underage user who does not pass a higher age threshold, for example a 15 year old attempting to access 18+ content. Or it could be an older person trying to access content for younger users, for instance a 35 year old trying to use an online platform designed for young people.

The importance of liveness technology for highly effective age checks

When performing an age check, it is important to ensure each check is highly effective. This is essential for:

- **Protecting young people:** weak or ineffective age checks means children and young people are at higher risk of accessing inappropriate content.
- **Preventing fraud:** some fraudsters may attempt to bypass age checks using fake IDs or deepfakes.
- **Meeting regulations:** many regulations demand that businesses use highly effective age solutions or risk non-compliance.
- **Building trust:** consumers are more likely to trust businesses with effective age checks, demonstrating a commitment to user safety and compliance.

[Liveness technology](#) helps age checks to be robust and effective. Liveness is an essential part of any verification or authentication process. It gives you reassurance that you are dealing with a real human and stops people from using a photo, video or mask.

Our data shows that 5% of age checks do not pass the liveness check. Without liveness technology, those 5% of people could have potentially passed an age check when they weren't meant to and been exposed to inappropriate content, goods and services.

With our privacy-preserving age assurance methods, businesses can implement seamless, reliable age checks that build trust with customers and regulators.

Memberships, associations and accreditations



Reviewed by



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