

# Privacy preserving age assurance from Innovative Technology

PRODUCT RANGE: MyCheckr | MyCheckr<sup>Mini</sup> | ICU Lite

## SOLUTION

Our range of AI-powered solutions use facial analysis technology for accurate and anonymous age estimation. Developed and designed with data privacy integrity and compliance at the core.

## KEY PRIVACY FEATURES

**Anonymous Processing:** Age checks are performed completely anonymously and cannot identify a specific person from the result. The technology simply picks out facial landmarks, passes them to age algorithms and only estimates age and could never reveal a customer's identity.

**No Personal Data Storage:** Processes data locally on the device and automatically deletes it immediately; no data sent to the cloud or any other network.

**Complies with data privacy regulations (GDPR Certified):** Our technology holds independent Age Check Certification Scheme Ltd ACCS 2:2021 certification for UK data protection and privacy. For European compliance obligations we are committed to help our clients by providing the necessary legal documentation including Data Processing Impact Assessment (DPIA) and Legitimate Interest Assessment (LIA) templates plus, any advice when amending privacy policies to include our technology.

**Passive Liveness Detection:** Identifies genuine faces, rejecting photos or videos and does not require any customer interaction to confirm a real face.

## HOW IT WORKS

Our privacy-focused technology quickly assesses if someone is over or under a certain age without storing any customer data. It offers a simple pass/fail (green/red screen) for customers, making age estimation consistent and transparent.

## AIM

Perform age estimation to help prevent access to age-restricted goods, services or areas to those who are underage. Helps ensure compliance with age-restricted sales laws and reduce staff stress by removing personal judgment.

## INDUSTRIES

Retail, convenience, kiosk, gaming, amusement, vending.

This privacy centric approach to age assurance helps alleviate any data protection fears and ensures transparency for any customer using or considering implementing our technology to protect their business and staff.

*Customers are responsible for ensuring lawful and compliant use under all applicable laws within the country of operation.*



[Watch our video](#) to learn more about privacy-preserving age estimation technology you can trust.

