Age Assurance Requirements and Emerging Best Practices

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SESSION DESCRIPTION

As companies face increasing pressure to implement age assurance measures, debates continue over privacy risks, effectiveness, and regulatory challenges. Beyond legal mandates, there may be policy questions or other business pressures to use some form of age assurance. This session will bring leaders from across sectors to share insights on current approaches and best practices, such as when to collect a user's age or how to "age out" minor users. Attendees will have the opportunity to exchange ideas, discuss common obstacles, and compare notes on the range of third parties offering age assurance.

5–8 KEY DISCUSSION QUESTIONS

1. What are the key drivers—regulatory, business, or societal—that are pushing you to explore or adopt age assurance measures, and to what degree are you and peer organizations acting proactively?
    a. What is most helpful for determining what good practices are in this space? What resources are most beneficial, and where are more resources or guidance needed?
    b. Have you encountered conflicting regulations or policy expectations across jurisdictions, and how do you navigate those challenges?
2. Has/How has your organization's approach to age verification and assurance evolved over the past year, especially in light of advancing technologies like facial estimation and behavioral analytics?
    a. What lessons have you learned from implementing age assurance in global markets with differing cultural norms and legal frameworks?
3. In what ways has the conversation about age assurance impacted your approach to parental consent or youth engagement strategies?
4. Do you/How do you approach age assurance differently for anonymous or pseudonymous users, especially when user identities are not tied to accounts?
5. Have you developed processes for "aging out" minor users as they reach adulthood? If so, what legal, technical, or UX challenges have arisen?
6. How does age assurance fit into your broader digital responsibility, privacy, and trust and safety agenda? Who owns different parts of the age assurance process, and how is that divided?

0–3 PRE-READ DOCUMENTS (optional)

FPF Age Assurance Scene Setter Blog and Infographic
Age Assurance Legislation section of the Youth Legislation Tracker (FPF Portal)