

YOUTH: OPERATIONALIZING AGE ASSURANCE

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SESSION DESCRIPTION

As companies face increasing pressure to implement age assurance measures, particularly for services accessed by youth, debates continue over privacy risks, effectiveness, and regulatory challenges. This session will bring leaders from across sectors to share insights on current approaches and best practices for operationalizing age assurance, including when to collect a user's age, how to handle conflicting age information when meeting compliance requirements, and how to "age out" minor users. Attendees will have the opportunity to ask questions, exchange ideas, discuss common obstacles, identify new challenges, and compare notes on the range of approaches to age assurance, including implementing third-party services and age signals.

KEY DISCUSSION QUESTIONS

1. How are you operationalizing a risk-based approach to age assurance and who in your organization owns that determination?
2. What are the key strategies for balancing the necessity of age assurance with minimizing privacy risks for all users and how are you resolving conflicting age information when meeting those compliance requirements?
3. How are you managing the patchwork of global as well as state laws in the US and navigating the differing regulatory expectations and legal requirements across those jurisdictions?
4. How are you evaluating whether your age assurance approaches—including third party services and age signals—are actually working? (e.g., measuring accuracy/validity, aligning approaches with available standards, etc.)
5. How does age assurance fit into your broader child safety strategy, and how are you measuring whether it is translating into meaningfully safer experiences for youth?

