



Yoti Guardians Council Meeting

Attendance: see table at end

Location: Google Meet

Date: - 05/12/24 - 15:00-17:00

Recorder: OG

Agenda

- Welcome and approval of minutes from the previous meeting
- Trading update
- UN End Violence Against Children project
- Product extension review
- Fraud Prevention review
- Website update
- Update on Chatbot
- Update new product development
- Digital Identity Connect update
- Age Assurance discussions
- AOB
- Close

Welcome and approval of minutes from the previous meeting	<p>Yoti staff opened the meeting and welcomed the Guardians to the meeting. A chair was officially nominated.</p> <p>Minutes for the Guardian Council meeting in September were approved by the Guardians present.</p>
Update on Trading update	<p>Yoti senior staff shared updates & recapped the trading update shared with Yoti London and internal staff in November 2024.</p> <p>Despite delays in key regulatory developments such as the supplementary schemes in the UK; Online Safety Act, French regulation banning access to pornography for children, and delays to similar measures in the United States, we keep reviewing the landscape and where we can support.</p>
UN End Violence Against Children Compliance Scanner project	<p>Senior Product Manager (SPM)</p> <p>Senior Product Manager shared an update on the Compliance Scanner project, funded by Safe Online which is nearing completion, with current efforts focused on final refinements to prepare for engagement with regulators and businesses. Over the past 12 months, Yoti has collaborated extensively with stakeholders-including regulators, civil society organisations, and consultancy bodies-to gather input and explore potential applications for the tool.</p>

	<p>A Guardian queried whether Yoti approached or how did Yoti get involved. The collaboration stemmed from a call to action by the End Violence Against Children fund, which focused on age assurance and protecting children. The goal is to share this approach across content, data protection, and civil society, enabling other regulators and organisations to build on the results and adapt them further.</p> <p>ACTION: Share our broader list of people we have been speaking to, and invite Guardians to add their recommendations.</p>
Content Moderation Assistance	<p>Senior Product Manager (SPM)</p> <p>Senior Product Manager shared updates on the pre-agenda and deck. The main focus for Content Moderation Assistance over the past couple of months has been developing a user interface (UI) to complement the existing application programming interface (API). Previously, checks were created through the API, but we have been working on presenting the tool in a way that makes it easier for businesses and their moderation teams to use, without requiring significant integration effort.</p> <p>A few clients are currently testing the tool, particularly for image moderation, such as identifying how many people should appear in an image. We are also exploring additional moderation checks for areas like nudity, violence, and weapons to make the tool even more useful for moderation teams.</p> <p>Concerns about automation's impact on human moderators were addressed, with Yoti staff emphasising the tool's role in supporting rather than replacing human efforts and reducing exposure to traumatic content. The Guardians highlighted the poor working conditions faced by moderators in regions such as the Philippines and Malaysia, noting the tools' potential to make their work safer and more humane. Discussions also touched on global disparities in moderation standards, with the Guardians suggesting the tool could help promote equitable coverage. SPM mentioned early outreach to smaller adult sites and major outsourcing firms in India and the Philippines, while emphasising the importance of further refinement and stakeholder engagement to effectively balance automation with human oversight.</p>
Fraud Prevention Road map	<p>Head of Internal Products (HIP)</p> <p>The Head of internal Products had shared updates on the pre agenda and a deck and gave a high level update on Fraud Prevention Strategy and Roadmap detailing work completed, next steps and risks identified.</p> <p>Since 2022, Yoti has developed a roadmap to address vulnerabilities in fraud prevention, driven partly by the UK Digital Identity and Attributes Trust Framework. Key achievements include the implementation of an internal fraud database in April 2023, with ongoing enhancements to detect repeat offenders through automated methods, manual ID checks, and third-party integrations. However, resource constraints and the complexity of secure database development have slowed progress.</p> <p>A significant challenge is identifying and notifying potential victims of fraud without inadvertently alerting perpetrators. Current methods involve flagging potential victims and escalating cases to Yoti's counter-fraud team, but contacting victims directly, especially when personal details are controlled by fraudsters, remains difficult. Yoti has reported some cases to law enforcement but faces some hurdles, as digital identity fraud is a relatively new concept in some jurisdictions.</p> <p>Looking ahead, Yoti is analysing the updated UK Digital Identity & Attributes Trust Framework, and exploring options to improve reporting mechanisms while balancing data protection and crime prevention.</p>

Website update	<p>Product Marketing Director (PMD)</p> <p>The Product Marketing Director shared updates on the pre-agenda and deck and provided an update on the website's recent developments, highlighting its role as a key tool for product messaging, lead generation, SEO, and thought leadership. The focus has shifted towards making changes to the homepage and improved user experience for businesses and individuals. Accessibility has been prioritised aligning with both user needs and legislative requirements.</p> <p>A challenge lies in balancing messaging across the diverse audience, from sole traders to large corporations, while maintaining clarity. Suggestions were made to incorporate user personas and address specific challenges faced by key roles, such as trust and safety officers, within solution pages. The Guardians emphasised the importance of transparency, ease of navigation, and user-friendliness.</p> <p>The website will continue evolving, focusing on clear communication of Yoti's purpose to both businesses and individuals, while incorporating feedback to refine its messaging and user pathways. Future improvements will prioritise both business needs and Yoti's mission to protect individuals.</p>
Update on Chatbot	<p>Director of Engineering (DoE)</p> <p>The Director of Engineering provided updates on the Customer Support Chatbot, clarifying concerns about the use of OpenAI and confirming that it is not being trained on Yoti data, with relevant policies included in the deck for reference. Key updates include extending chatbot availability to 24/7 (from the previous 9–5), implementing effective profanity filters, and improving the UX and UI. DoE invited participants to test the chatbot on their support site.</p> <p>DoE provided further insights into the Customer Support Chatbot, noting that it has undergone multiple tests, all of which indicate it is functioning as intended. The chatbot's primary goal is to help scale the customer service function as demand grows, with automation playing a key role. Built using OpenAI and Salesforce, the current approach focuses on resourcefulness and available tools, though there is potential to either further develop the chatbot or consider external solutions in the future. DoE highlighted the learnings from testing and challenges, which are expected to contribute to broader product development efforts.</p>
DIDC Update	<p>Chief Commercial Officer (CCO)</p> <p>The Chief Commercial Officer provided an update on Yoti's Digital ID Connect (DIDC) initiative. Key highlights included examples of integration with a number of partners to expand its network and simplify adoption.</p> <p>Looking ahead, Yoti plans to develop improved consent mechanisms for credentials and marketing interactions.</p>
13+ age assurance discussions	<p>Chief Policy & Regulatory Officer (CPRO)</p> <p>Chief Policy & Regulatory Officer highlighted Yoti's efforts and challenges in the rapidly evolving field of age assurance and verification. With numerous changes expected in the coming year, Yoti is managing multiple initiatives within its resources.</p> <p>Historically focused on age checks for 18-year-olds, the organisation is now addressing new regulatory pressures, particularly in Australia and the UK, to verify ages under 18, to enable platforms to comply with their terms of service.</p>

	<p>Globally, the organisation is participating in benchmarking efforts in Australia, engaging with safety forums and nonprofits.</p> <p>Yoti aims to provide transparent and inclusive solutions by offering consumers choices across verification methods, including estimation, inference, and parental consent mechanisms.</p> <p>Upcoming initiatives include a round table and continued participation in international safety forums and benchmarking exercises. While Yoti does not set regulations, it plays a vital role in supporting compliance with robust and consumer-friendly age assurance solutions.</p> <p>—</p> <p>The Guardians' views on this topic were diverse. One Guardian warned of potential reputational risks tied to the proposed Australian legislation; one Guardian highlighted the need to appeal to young people by making age assurance tools simple, practical. Another Guardian acknowledged these risks but emphasised the importance of protecting children under 16 from social media's harm, viewing this as a critical societal opportunity. While advocating for regulation, the Guardians recognised the challenge posed by tech companies' resistance to changes that might affect their revenue streams.</p> <p>A Guardians suggested Yoti to direct its messaging toward highlighting the inaction of major tech platforms like Meta and TikTok, which monetise underage users, whilst maintaining a neutral position amidst political and legislative debates.</p> <p>A Yoti member emphasised the value of Yoti's tools in fostering trust and safety on platforms like Yubo, where age assurance has been effective in removing bots and increasing user satisfaction and trust.</p> <p>A Guardian, however, questioned parental oversight, noting many parents are unaware of or indifferent to their children's online activities, especially on gaming platforms. They stressed the importance of addressing this gap while promoting Yoti's solutions as a way to enhance safety and trust.</p> <p>Action Items:</p> <ol style="list-style-type: none"> 1. CPRO to distribute roundtable recordings and the deck to Guardians. 2. Share the Yubo and Yoti case study as a model for effective age assurance. 3. Add any questions re Verified Video Calls for next meeting
--	--

Meeting Attendance													
● = in attendance ○ = absent/apologies ☒ = Not scheduled to attend													
Guardians							Yoti staff						
Seyi Akiwowo	●						RT	●					
Dorothy Gordon	●						JD	●					
Sindhu Joseph	●						OG	●					
Jerry Michalski	○						JC	●					
							AC	●					

							AH	•						
							MP	•						
							JA	•						