



“Experian’s robust validation and verification processes mean that it will now be easier for us to access the relevant data, ensuring that customers are who they say they are and can responsibly enter our casinos.”

John Butler
Director of Security
Grosvenor Casinos

Kids will be kids. The trouble is that some adult activities are dangerous to children, such as downloading adult films or video games. Just because they say they are 18, doesn't mean they are. It only takes one underage customer to seriously damage your brand.

In some instances, providing age restricted goods or services to under 18s runs the risk of prosecution. This may not yet be the case for the download market, however brand image and self regulation are good reasons to ensure your customers are over 18.

Proving they are over 18

Documents such as passport or driving license have traditionally been used to confirm age and identity. However this approach isn't ideal if you are dealing with the customer via the web. An alternative is electronic identity checking from Experian.

Instant age and identity verification

Experian's authentication solutions electronically verify customers' age. Identity verification can be performed in seconds, which is ideal for the download industry. In addition, electronic authentication:

Speeds up the application process – identity checks can be done instantly at account opening stage

Prevents fraud – highlights developed identities, card-not-present or potential delivery fraud

Reduces cost – up to 90 per cent cheaper than paper based authentication methods

Improves the customer experience – customers will not be required to provide paper documents

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Experian already delivers its authentication solutions to organisations throughout the UK. The services positively authenticate the consumer's identity in seconds. An individual's biographical data is matched against the **1 billion** records Experian holds to verify consumers. To validate and verify an applicant's age and personal identity, it is essential that the following criteria are satisfied:

Validity – establishes existence of a real world identity by corroborating name and date of birth.

Verification – establishes that the subject of the transaction is the owner of the real world identity by verifying biographic details that only they are likely to know.

Address confirmation – matches the proven identity to a current residential address and, where appropriate, identifies other non disclosed addresses.

An authentication decision (yes, no or refer) is then given in seconds.

About Experian

Experian's authentication solutions already benefit organisations throughout the UK and across the globe. Our expertise has been established through regular contact with industry groups, the industry regulators and through close working relationships with our clients.

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