Ethical, principled, consumer-centric modern tech

Yoti is your digital identity
We are a global identity platform

175+ countries
Thousands of government-issued ID documents accepted

$85m
Privately funded

300+
Person team from around the world

Network of businesses
Thousands of businesses accepting Yoti as part of our trusted network

One Yoti, many uses
Create your secure digital identity once and reuse it many times

Certified Corporation
Committed to generating a positive social impact

5.3 MILLION downloads

London HQ, Los Angeles, New York, Vancouver, Bangalore, Melbourne, Wellington

Thousands of government-issued ID documents accepted
Built as a force for good, from day one

We are built on a strong ethical framework which is at the heart of everything we do.
Meet our guardians

**Renata Avila**
Human Rights and IP Lawyer

Renata is a human rights and intellectual property lawyer, and an outspoken advocate for freedom of expression, privacy, access to information and indigenous rights.

[Read more](#)

**Doc Searls**
Berkman Center for Internet & Society, Harvard

As one of the first people to recognise the transformative nature of the internet, Doc has been active and public in the tech and digital space for more than three decades.

[Read more](#)

**Gavin Starks**
Founding CEO, Open Data Institute

Gavin is a serial entrepreneur who has 20+ years of experience creating data-driven business. He was founding CEO of the Open Data Institute and an Advisory Board Member for DECODE, an EU programme focused on giving people ownership of their personal data.

[Read more](#)

**Seyi Akiwowo**
Founder + Executive Director of Glitch

Seyi Akiwowo is a respected women's rights activist, online safety champion and former elected politician who founded a charity Glitch in 2017.

[Read more](#)
Our principles

Driven by our seven key business principles, we are on a mission to create the world’s trusted identity platform:

1. Always act in the interests of our users
2. Encourage personal data ownership
3. Enable privacy and anonymity
4. Keep sensitive data secure
5. Keep our community safe
6. Be transparent and accountable
7. Make Yoti available to anyone
Internal ethics and trust committee

We have an internal ethics and trust committee who oversee the development and implementation of our ethical approaches. They ensure that everything we do is in line with the eight principles that we were born from.
We hold roundtables to discuss our approach to responsible AI
Yoti accuracy of algorithm review

Consultation on bias mitigation.

Allison Gardner
Programme Director Data Science
Degree Apprenticeship
Signatory to the Biometrics Institute’s seven ethical principles

1. Ethical behaviour
2. Ownership of the biometric and respect for individuals’ personal data
3. Serving humans
4. Justice and accountability
5. Promoting privacy-enhancing technology
6. Recognising dignity of individuals and families
7. Equality
Safe Face Pledge

Safe Face Pledge launch signatory

- Show value for human life, dignity, and rights
- Address harmful bias
- Facilitate transparency
- Embed commitments into business practices
Yoti’s global identity platform and world-leading technology

5.3 MILLION downloads

Yoti app and trusted network

- Identity verification
- Age verification
- Biometric e-signatures
- Biometric authentication
- Secure access

‘Powered by Yoti’ technology

- Document scanning
- Facial recognition
- Liveness detection
- Age estimation
- Speaker & speech recognition

Yoti’s award-winning, private and secure identity platform. Create Your Own Trusted Identity once and use it many times.

Save time and money by embedding Yoti’s world-leading technology into your existing web or mobile services.

Yoti is your digital identity.
The Yoti app is a reusable and trusted digital identity.
Enter your phone number
Add and verify your number so we know you’re in control of your phone.

Choose a 5 digit PIN
Secure your Yoti with a 5 digit PIN to keep other people out of your account.

Prove it’s you
Take a quick 3D scan of your face to prove you’re a real person.

Add your ID document
Scan your ID document to add the details from it to your Yoti.

Your details are safe
Your Yoti app is the only key to your personal data. Your details are encrypted into unreadable data that can only be unlocked by your Yoti. Nobody else can access or decipher it, not even our staff.

Yoti is your digital identity
‘Powered by Yoti’ technology includes biometrics and AI

Available now

- Document scanning
- Facial recognition
- Liveness detection
- Age estimation
- Active anti-spoofing

Coming soon...

- Passive anti-spoofing
- Advanced age estimation
- Lip reading
- Speech recognition
- Speaker identification

Yoti is your digital identity
Regulators & inviting scrutiny

United Kingdom

- bbfc
- ico.
- Department for Business, Energy & Industrial Strategy
- Office for Product Safety & Standards

United States

- U.S. Food and Drug Administration
- The Great Seal of the State of California

Global

- Future of Privacy Forum
- World Privacy Forum
- CDT
Yoti Age Scan
For social media, online dating, retail & e-commerce, gambling, gaming, e-sports
Yoti Age Scan
For instant, accurate age estimation

- Instantly estimate user’s age, based on their picture.
- Proprietary AI-powered algorithm, with world-leading accuracy results.
- Age estimation results instantly returned via an API.
- Images are instantly deleted after the estimation.
- Runs on registered pictures, live captures, and videos.
Challenge
Yubo wants to make sure only users from the right age group can chat together, also ensuring under 13s can’t access the app.

Solution
Yubo uses Yoti’s age estimation and verification solutions to detect risky accounts and create a safer environment.

Result
Over 100 million age scans, with thousands of suspicious accounts suspended, and hundred of users voluntarily verifying their identity every day.

About
Yubo is a live streaming app for teenagers, designed to help users make new friends.

Protecting young people online

How it works

1
Yubo uses Yoti Age Scan to analyse users’ profile photos and flag suspicious profiles.

2
Yubo’s moderation team review flagged accounts and can decide to suspend them. Suspended accounts are required to verify their identity with Yoti to continue using Yubo.

3
Every user has the option to verify their picture and date of birth using Yoti. Verified users are rewarded with a “verified” yellow tick on their profile.
Prove age in seconds at retail self-checkouts

No more waiting for assistance.

Yoti Age Scan is embedded into self-checkout cameras. Use it to privately and securely prove your age. Or use the Yoti app to share only that you’re over 18, nothing more.
How Yoti Age Scan works

Yoti is your digital identity
Accuracy by age, gender and skin tone

Mean Absolute Error (MAE) of Yoti Age Scan for different genders and skin tones, across age bands of interest.

Humans versus machines - Machines winning!
Accuracy is continually improving. When is good, good?
What level of AI accuracy is acceptable for real world AV use cases?

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<th>Actual Age</th>
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Yoti is your digital identity

Multi Modal AI

- Age Estimation
- Lip Reading
- Deep Fas
- Speaker Recognition