

192 Player-ID

Delivering global age verification without rejecting valuable customers



Age verification, threat to profits or a power for the good of the industry?

Is age verification a threat to profits? - Not with 192 Player-ID

- 192 Player-ID ensures that operators can verify a name, address and a date of birth by accessing verification databases of over 300 million adults in the UK, Europe and beyond.
- 192 Player-ID even enables your gaming operation to verify adult customers that won't be found on any verification database, so you don't have to reject valid adult customers.

Is age verification a power for the good of the industry? - Yes

- 192 Player-ID enables operators to be socially responsible by meeting the age verification demands laid down by regulators and legislators.
- 192 Player-ID helps prove to the board and investors that customer bases are real, validated and vetted and that the revenue stream and business model is real and not built on a house of cards.

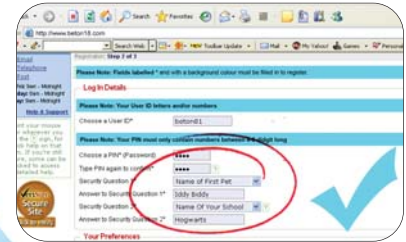
Integrating global age verification into the account opening process

When customers come to your site through hard-fought acquisition campaigns or fruitful affiliate campaigns the last thing your business needs is to reject valuable adult customers. It also goes without saying that the last thing discerning players will sign-up to is a protracted account creation process. Here's our answer:

Age is quickly, easily and confidently verified during the account creation process...



192 Player-ID integrates into your site to verify age and identity in real-time, in fact the customer (adult or otherwise) won't even notice that you're running an age check



Prior to gambling on a gaming site for the first time, online gamblers register their name, address and date of birth during the account creation process

Your gaming site can accept or reject account creations in confidence based on the age determined by the validated date of birth

...when 192 Player-ID is integrated as an xml feed into your site to run automated age verification checks

Personal characteristics collected during the account creation process are presented to the 192 Player-ID solution

Name: Jethrow Amber
Address: 10 Westgate Lutterworth LE17 5RU United Kingdom

These personal characteristics are tested against government sources such as voter databases and commercial sources with dates of birth such as J. Amber

192 Player-ID sends a response to the gaming site using the validated Date Of Birth to produce an 18+ pass or fail flag

Name: Jethrow Amber
Address: 10 Westgate Lutterworth LE17 5RU
Date of Birth: 25.08.1952

If no match to our multiple data sets, 192 Player-ID will make sure you're not forced to reject valuable adult customers

At this point in the account creation process, 192 Player-ID launches an automated phone call to the gamer while they are creating their account. This automated call helps determine and verifies age and identity by capturing a voice print and a phone number all in real time

The gambler's voice print is stored as an audit trail to show that "all reasonable steps are being taken to determine the individual's age"

What data can 192 Player-ID check against?

192 Player-ID checks personal details from the account creation process against multiple databases to ensure a positive or negative 18+ age verification. We recommend that you check against an official government source such as voter databases (of course, you need to be 18+ to vote), then 192 Player-ID automatically checks against the shared databases of financial institutions and telecommunications providers. 192 Player-ID also offers an option to verify age using driving licence codes and passport registration data.

		to verify customer personal characteristics such as									
		Name	Address (Current & Previous)	Date of Birth	Legal Age	Gender	Phone number	Neighbours	Other Occupants	Government ID Validation	Company Directorship
192 Player-ID checks against these data sources	Current & Historical Electoral Rolls	✓	✓		✓			✓	✓		
	BT Directory Enquiries Database	✓	✓				✓				
	List of Deceased Individuals	✓	✓								
	Shared Database of UK's leading financial institutions	✓	✓	✓	✓	✓					
	Global Passport Registration Data	✓		✓	✓	✓				✓	
	EU Driving Licence documentation	✓		✓	✓	✓				✓	
	List of UK company Directors	✓	✓	✓	✓						✓
	UK Business Universe	✓	✓				✓	✓		✓	
	Global Name and address files	✓	✓				✓				

Relationships with key data suppliers such as government bodies, Companies House, BT Contact and Callcredit ensure that our collated and daily updated databases currently hold more than 300 million records on the past and previous addresses of UK residents and their personal characteristics. In fact our experience shows that proof of age or identity should be more than just name or address. We are sure that the gaming regulators would agree.

- known names and addresses
- telephone numbers
- lengths of residency
- passport numbers
- driving licence registrations
- dates of birth

More than just age verification to keep the regulator happy

In the mini .com boom that our industry is enjoying, site visitors are monetised and talk abounds of flotations and healthy market capitalisations. But will your gaming company be viewed as a successful businesses entity if:

- You lose your licence for letting children gamble for money on your site?
- Your brand is dragged through the press for allowing children to gamble online?
- Your site is fined and forced to return stake money for letting minors gamble on their site?
- Fraudsters gamble away with stolen and cloned credit cards?
- Your site becomes a destination for money launderers?

“

192 Player-ID provides us with greatly improved confidence that each customer is who they say they are and is a strong deterrent to underage gamblers. As a prominent global provider we have a responsibility to provide due diligence in this area



”

To find out more

Call our age and identity verification team on **0207 909 2192**

Request a call back at www.192business.com/contact

Learn more at www.192business.com/gaming

E-mail us your questions at id@192.com