

Solution Overview

Electronic Age Verification

ExpectID® Age

Applying bricks & mortar protection in a virtual world

The Internet was the dawn of a new age, but an age-old rule still applies – keep products and services intended for adults out of the reach of children. Certainly it’s a lot easier to know someone is the right age for your product or service when they are standing in front of you, but how do you apply an offline standard online?

ExpectID® Age was specifically designed to promote adult activity in consumer not-present activities for e-commerce companies that want to replicate the protection standards in the bricks and mortar world. Our electronic age verification helps verify the age of not present customers with the same level of confidence as an in-store transaction while promoting the guidelines set forth in the Children Online Privacy Protection Act (COPPA).

Leading the industry with a complete, flexible solution

We set the electronic age verification standard. IDology is endorsed by Wine America as the premier solution for its members selling wine on the Internet. And recently the State of Michigan tested and approved ExpectID® Age for all direct wine shipments in and out of the state. That’s just a few of the reasons why some of the largest age-restricted product companies in the world rely on us.

Our solution, ExpectID® Age instantly validates an identity and confirms someone’s age to ensure transactions move forward quicker and without manual intervention. Since we can do this with as little as name and address only, your customers are comfortable with the amount of information they are required to share. When more in-depth verification is needed, we provide the flexibility to enable intelligent multiple-choice questions that are based on someone’s personal history to verify someone is who they claim. With a higher location rate than any other product available, ExpectID® Age is definitely your best choice to protect both your business and your customers.



Advantages You Can Expect

- Confirms age based on name and address only
- Promotes sales to adults
- More sales from faster approvals on orders
- Decreased costs through lower manual review requirements
- Alerts to interactions with minors under COPPA
- Increased protection of your business
- Reporting features to help show due diligence efforts
- Complete, secure solutions that work for online, phone and mail orders
- Flexible configuration that doesn’t require IT resources to maintain
- Easy implementation to have you up and running quickly

Sample Applications

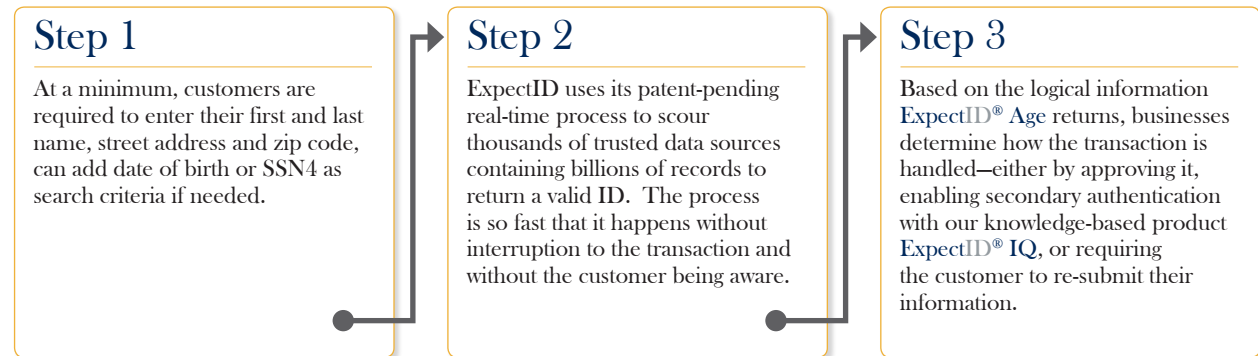
- Alcohol and wine sales
- Social Network membership access
- Tobacco related items and marketing
- Games
- Rated entertainment
- Wireless mobile content
- Subscription based services
- Online dating
- Restricted access websites
- Promotional item requests

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How ExpectID® Age Works

ExpectID makes it simple to verify someone's age and identity so that transactions stay on-track and aren't delayed by lengthy manual processes. Use ExpectID® Age as a stand alone solution or in conjunction with any of our other products to verify consumers in three simple steps:



Features & Benefits

Rules Based Technology Engine

All the ExpectID products are based on an advanced technology engine which lets businesses define how identity results are presented and how certain situations are handled giving them the ability to take immediate action if necessary, rather than holding transactions for manual review. Using our configuration engine businesses can set different “what now” scenarios for transactions based on higher dollar amounts or type or quantity of items not verified such as an address, and automatically escalate the verification to a secondary level to complete the pending customer transaction.

Superior Performance

The identity verification process happens in real-time to return instantaneous results. IDology's infrastructure is connected by multiple backbone providers to ensure that you have maximum uptime and superior performance unlike any other industry offering.

Reporting

Comprehensive reports provide the information needed to analyze processes and make immediate changes if necessary. ExpectID lets you customize reports specific to what your business needs to examine and provides permission-based access so you can determine who has access to the information.

Responsible Data Use

Because the identification process is not based on sensitive information such as a social security number, your customers are comfortable with the amount of information they are required to share. Additionally, your employees only see the logical results determined from our patent-pending verification process thus shielding your company from any data misuse by an employee.



Build even more consumer confidence by letting your customers know that you protect their identity and maintain their consumer privacy when processing transactions. Displaying IDology's IDVerified seal on your website helps gain the trust of online customers and convey the steps you take to make your business safe for everyone.

Get To Know Us Better

Experience the IDology difference by scheduling a demonstration. Contact info@IDology.com.

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