

Important: Primer on UK Gambling Commission's Age Verification

On 7 May, 2019 new and expanded age-verification rules take effect...are you ready?

Easily verify players' ages and true identities at registration

The Gambling Commission's new rules. What you need to know:

Old rules to be removed

Online gambling businesses previously had 72 hours to verify age, and could not permit customers to withdraw winnings until age verification has been completed and must return stakes if the person was found to be underage

New rules taking effect 7 May, 2019

Operators must verify customer age before the customer can 1) deposit funds into an account or 2) gamble with the licensee with either their own money or a free bet or bonus

Free-to-play games also affected

Operators must verify customers' ages before they can access free-to-play versions of gambling games on licensees' websites

Available in real time or as a batch solution, DataDNA and CallValidate can unlock greater customer insight, enhance matching and improve all aspects of the customer journey.

What this means for operators

- Under the new rules, a smooth onboarding process requires accurate age verification, which in turn requires accurately verifying players' true identities at registration
- To make clear, risk-based decisions, operators must have confidence in their data provider and its matching logic

The solution you can count on

TransUnion offers an end-to-end solution that not only provides transparency, but also helps reduce fraud and bonus abuse whilst still allowing genuine players to on-board seamlessly.

- Our innovative identity-verification suite CallValidate features industry-leading matching logic and accurate, up-to-date data sources
- Backed by our gaming-industry expertise, we can deliver a fully configurable solution which suits your on-boarding journeys
- We will work with you to ensure your player base receives a complete frictionless on-boarding journey, with, for example, the inclusion of document verification



Notice: You'll need to reverify existing players

As the new rules take effect, operators must also "take reasonable steps to ensure that information on their customers' identities remains accurate."

Fortunately, TransUnion's CallValidate solutions allow you to verify age on your existing players list efficiently through batch services, with the ability to highlight any risk discrepancies such as deceased or address links. This allows you to make quick decisions through insightful data on your current customers.



We will work with you to determine the level of verification required to meet your business requirements and risk appetite.

For example should a single date-of-birth (DOB) match be required to confirm age verification, we will build a transparent scorecard to drive a clear pass or fail for each player.

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