Every underage sale exposed in the press damages the whole industry

"For independents like Selby Vapes, one sting operation doesn't just risk a fine — it risks your entire reputation in the community."

"Even with AV in place, Trading Standards will test your resilience — one missed check could undo your effort."

How Selby's current age verification works

Current strengths
- ✅ Auto check on order confirmation
- ✅ Repeat buyers not re-verified
- ✅ Multiple fallback methods (ID, electoral roll, card, CitizenCard)

Hidden frictions
- ❌ **Order holds** → Orders delayed until customer completes ID step
- ❌ **Lost customers** → Some never finish fallback verification → cancellations/refunds
- ❌ **Database gaps** → Students, migrants, and young adults often fail auto checks
- ❌ **Mobile UX** → Pop-up modal often breaks on phone browsers

Order placed — awaiting age verification

DELAYS = REFUNDS & LOST SALES
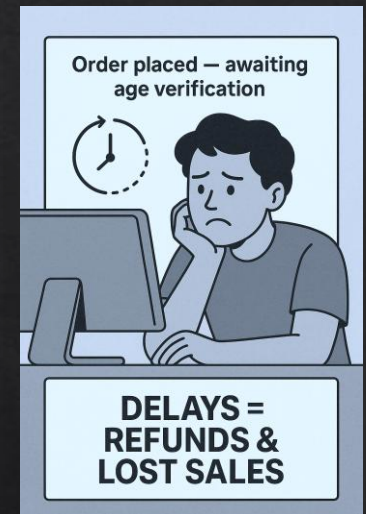
"Merchants are losing sales not because of underage buyers — but because current AV tools make life hard for genuine 18+ customers."

How Selby Vapes could improve the customer journey

## Our flow

- 🟢 **Instant selfie check (<2s)** at checkout → no wait for confirmation modal

- 🟢 **Smart fallback** → If selfie uncertain, seamless ID scan (no database mismatch)

- 🟢 **Mobile-first UX** → Works directly in browser, no app, no modal issues

- 🟢 **Fewer cancellations** → More customers verified on first try

The benefit for Selby Vapes

- Faster fulfilment (no order holds)

- More completed sales, fewer refunds

- Stronger compliance evidence (PAS-1296 aligned)

- No dependency on credit files or electoral roll, so students, migrants, and tourists aren't unfairly rejected.

Frictionless for Customers — Compliant for Selby

Verified & Shipped
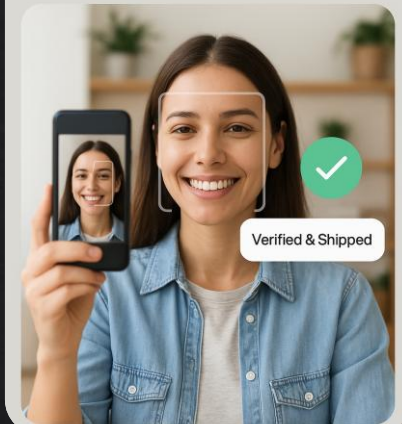
Protect SelbyVapes without losing customers
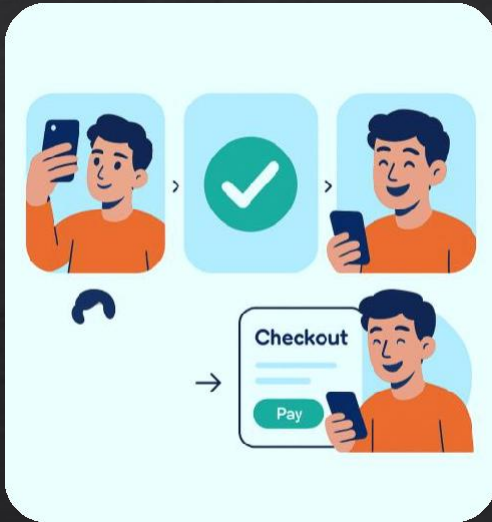
"Faster and smoother than traditional AV tools — fewer false declines, less friction for genuine customers."

Verification in **under 2 seconds with a selfie**

- **Privacy-preserving biometric estimation** — no ID upload needed
- Escalates to full ID only when legally required.
- Your Brand stays **regulator-ready without checkout friction**

"Audit-Proof Protection for You"

*Every Selby Vapes age check is automatically logged in a **secure, tamper-proof ledger**.*

- Every check is automatically recorded in a **secure, tamper-proof ledger.**
- Simple evidence trail → **time, result, action taken**.
- No admin overhead→ the system does it **in the background.**

👉 When Trading Standards ask: *"Show us your checks,"* you can **prove it instantly**.

Secure your business. Stop gambling with your reputation

Verification providers aren't built for individual merchants

"That's why independents like Selby Vapes get stuck with minimum fees and unused checks — systems designed for chains, not community shops."

- High upfront costs.
- Ongoing per-check fees + long contracts.
- Mandatory minimum checks — pay whether you use them or not
- Operational hassle: complex APIs, extra compliance overhead.

We pool merchants. You pay nothing

"By pooling independents like Selby Vapes with larger merchants, we smash the minimum barrier — giving you the same protection the majors get, without the cost burden."

- Shared volumes across independents reduce per-check cost and guarantee regulator-proofing without Selby vapes carrying the burden alone.
- We handle technical complexity → simple plug-in for you.
- An exclusive free pilot program for responsible retailers

Act early and save

"Selby Vapes can be part of the pilot group that proves independents can lead the way — and show Trading Standards the sector takes responsibility."

- Early adoption = free pilot, no minimum check mandatory, guaranteed compliance + reputation boost.
- *"This isn't about replacing your AV — it's about strengthening it with pooled economics and auditable proof."*

Let's protect your brand together

Together,
we can set the
standard regulators
respect.

"We're founders building solutions for retailers under pressure. Let's make Selby Vapes the example regulators cite as proof that independents can lead responsibly."

"...so Trading Standards sees Selby Vapes not just as compliant, but as a leader among independents."