

The laws are already here and enforcement is next



US: Age verification mandated for tobacco, vape, CBD, adult content.

EU: Digital Services Act requires robust age checks for high-risk categories.

UK: Online Safety Act + Tobacco & Vapes Bill → Ofcom & Trading Standards will enforce fines.

*“UKVIA already enforces Challenge 25, staff training, and refusals registers.
Now regulators want digital proof on top.”*

Every underage sale exposed in the press damages the whole industry



“Vaping among teens is a proven health risk; your association’s leadership can avert a national crisis”

“Underage vaping is not an abstract risk — it’s a front-page liability.”

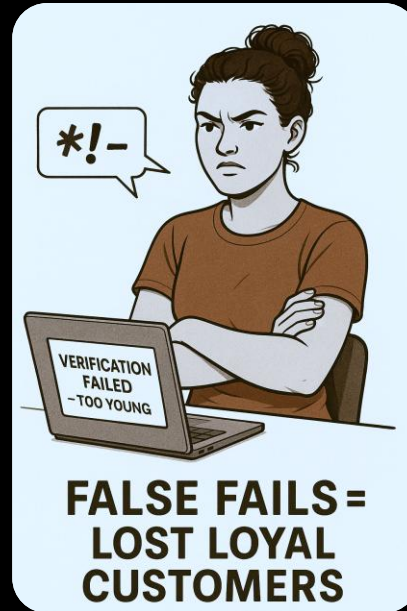
Protecting against this isn’t just compliance — it’s reputation insurance

Why current AV hurt members



Lost sales

20–30% cart abandonment when customers are forced to upload ID or download an app.



FALSE FAILS = LOST LOYAL CUSTOMERS

False fails

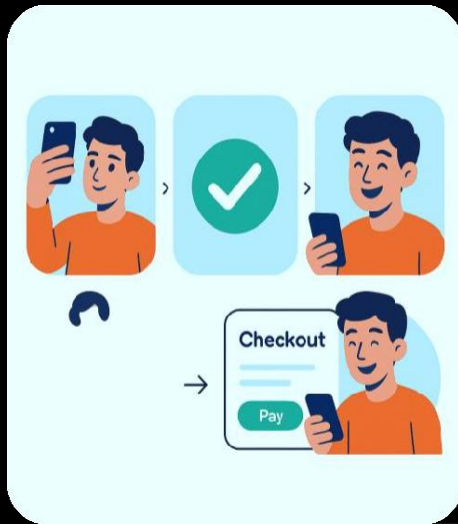
Young-looking 25+ customers wrongly blocked → complaints + churn.



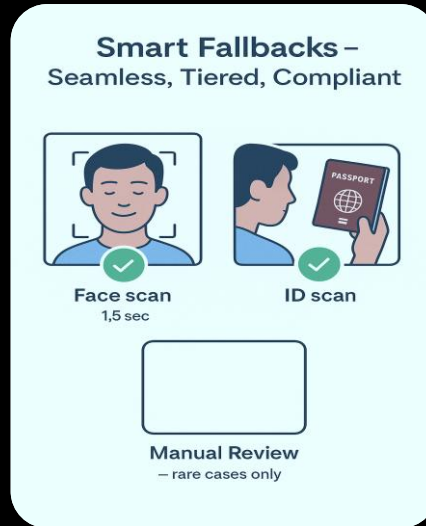
Low pass rates

Database checks miss students, migrants, or people with thin credit files.

Protect members without losing customers



Frictionless default
2-second selfie age estimation, no app, no ID unless needed.



Smart fallbacks
Seamless step-ups: ID scan, data source, manual only as last resort.



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

*“Built to meet PAS 1296 standards —
no clunky delivery checks.”*

Proof of every check — tamper-proof and regulator-ready



“Retailers will be able to demonstrate that age verification checks have been carried out.”

- Every check is automatically recorded in a **secure, tamper-proof ledger**.
- Simple evidence trail → **time, result, action taken**.
- Members don't manage anything → the system does it **in the background**.

👉 When Trading Standards ask: *“Show us your checks,”* members can **prove it instantly**.

Individual members can't solve this alone



“Challenge 25 works in-store, but online, can independents absorb £2–7k provider contracts or mandatory monthly minimum checks?”

- Verification providers demand **£2-£7k + minimum contracts** (25k checks per month)
- **Mandatory minimum checks** wasted for small merchants
- Complex integrations = IT costs that most members can't absorb
- Result: **fragmented compliance, wasted money, uneven protection.**

A collective solution that lifts all members



“UKVIA becomes the association that didn’t just publish a guide — it delivered the infrastructure behind it.”

- We **pool members’ checks** → meet provider minimums.
- Costs covered centrally → **free pilot for members**.
- Association can **white-label the solution** → position itself as the industry leader in responsible trading.
- **Reporting dashboard** shows underage attempts blocked → PR proof for regulators and media.

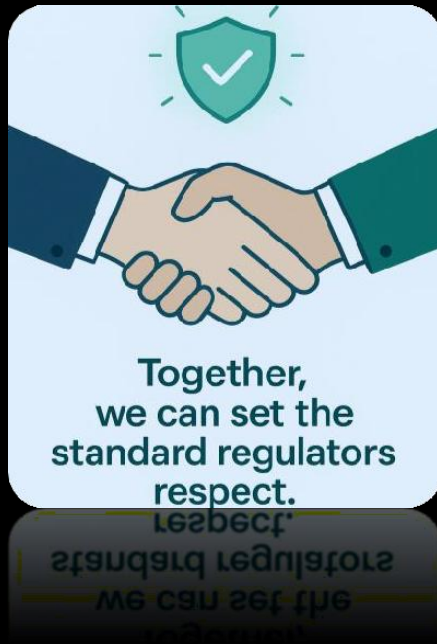
Act early. Lead the industry



“Government and Ofcom will impose solutions. UKVIA has a chance to show self-regulation works before regulation is forced.”

- **Act now:** UKVIA delivers compliance at scale → members need not worry about abandoned carts or minimum numbers, industry gains goodwill, and regulators see leadership.
- This flips headlines from *“Underage sting”* to *“UKVIA protects youth”*.

Together, we can set the standard regulators respect.



“UKVIA is already the UK’s strongest voice on youth access. Together, we can prove to regulators that industry-led action works better than top-down mandates”