

# 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.

*“IBVTA already enforces Challenge 25 and refusal registers. Now regulators want digital proof on top.”*

# Every underage sale exposed in the press damages the whole industry



*“IBVTA itself recognises that undisciplined convenience stores are the biggest youth-access risk. Without robust AV, the whole industry’s credibility suffers.”*

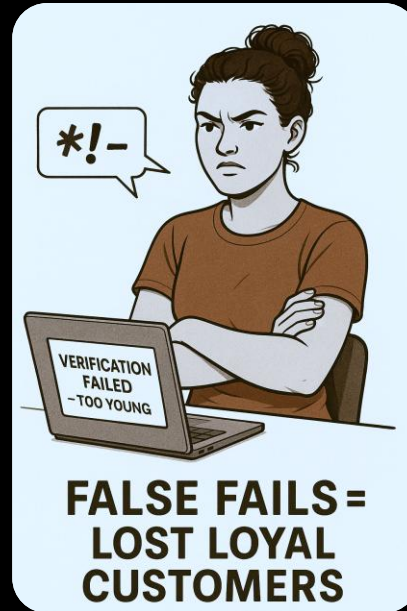
**Protecting against this isn’t just compliance — it’s reputation insurance**

# Why current AV hurt members



## Lost sales

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



## False fails

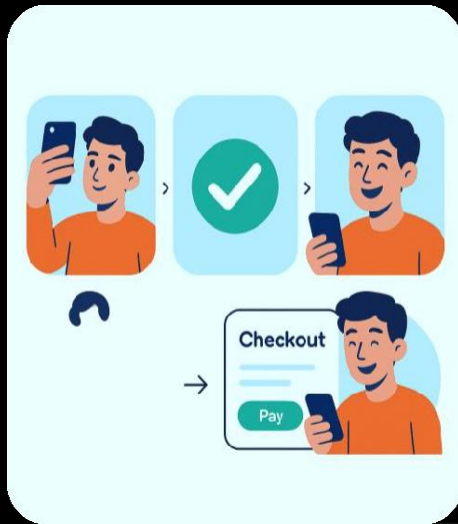
Young-looking 25+ customers wrongly blocked → complaints + churn.



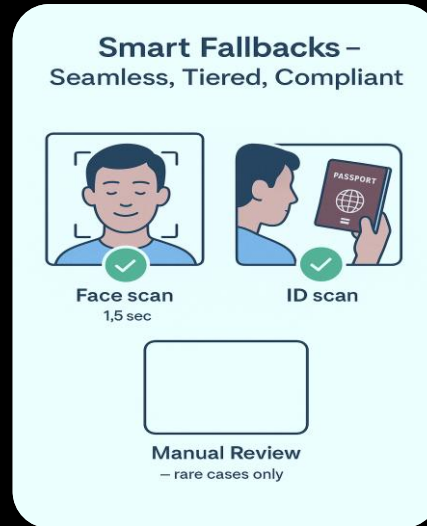
## Low pass rates

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.

*“Supports Challenge 25 and stops proxy purchasing risk online.”*

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



*“IBVTA supports measures that ensure retailers age verify before sale — our system makes that proof automatic, digital, and regulator-ready.”*

- 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



*Independents face disproportionate barriers: contracts, heavy integrations, and regulatory risk that threatens survival. IBVTA exists to remove those barriers — this model makes it possible*

- 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



*“IBVTA has spent over a decade representing SMEs at UK and EU level. Independents face disproportionate compliance barriers — pooled verification removes them.”*

- 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



*“IBVTA has over a decade of credibility with UK and EU policymakers. Delivering a collective AV solution now strengthens that voice and proves the sector’s stewardship.”*

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



# Together, we can set the standard regulators respect.



- IBVTA already leads policy conversations at the UK and EU levels.
- Blocknetica brings **instant, pooled, regulator-ready verification.**
- Together: **proof of stewardship regulators can respect and trust**

👉 *Your leadership today= your members' survival tomorrow*