

# Gambling IQ Bets on Biometrics for UK Government Legislation Review

*Backed by its latest industry report, London advisory Gambling IQ submits recommendations to the UK Gambling Commission on financial risk and age verification*

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EINPresswire.com/ -- [Gambling IQ](https://www.gamblingiq.co.uk), a leading provider of strategic business insights, regulatory guidance and B2B sales excellence within the gambling & gaming sector, today presented two landmark submissions to the UK government and Gambling Commission. The proposals outline the transformative impact of Digital Identity & AI technology to protect against financial risk for online gamblers, in addition to strengthening age verification protocols for land-based premises.



Gambling IQ's ground-breaking report entitled, 'A Responsible Revolution: Unlocking Effective Digital Identity & AI Technology to Prevent Financial Risk, Underage, and Problem Gambling', reveals the Digital ID & AI vendors driving transformation in gaming & gambling

Participating in the initial round of consultations related to the UK government's Gambling Act Review White Paper, Gambling IQ introduced its newly published report entitled, 'A Responsible Revolution: Unlocking Effective Digital Identity & AI Technology to Prevent Financial Risk, Underage, and Problem Gambling'. The report, available to download at <https://www.gamblingiq.co.uk/product-page/digital-identity-ai-industry-report-september-2023>, reveals the leading Digital Identity and Artificial Intelligence (AI) vendors driving secure and transformative change across the gambling sector.

Extracts from the document were formally submitted to the UK Government and Gambling Commission in relation to their consultation process on proposed changes to Licence Conditions and Codes of Practice (LCCP), Remote Gambling and Software Technical Standards (RTS), and

The case-study, featured on page 14 & 15 of the Gambling IQ industry report, delves into Yoti's 98% effective facial Age Estimation AI software, which takes a picture of a player through a camera installed in a gambling terminal before a person is allowed to play. Within two seconds, an algorithm determines the player's age to within 1 they look like an underage player. In re financial risk, Gambling IQ submitted the

can be transferred in an operator loophole and even traded by affiliates. Gambling IQ also cited new technology from top vendors Persona, Signzy and Jumio which might be best placed to plug into the payments engines and open banking systems to help put an end to problem gambling. Beyond identity and age verification, Persona's platform provides an intuitive case review tool and a flexible orchestration layer to help businesses automate their identity operations from end to end - from setting custom rules to ingesting third-party data and triggering external actions. Meanwhile Signzy's Video KYC (V-CIP), a proven solution in banking and finance, can ensure players in gambling enjoy a secure and hassle-free experience, while mitigating risks associated

Before financial thresholds are put in place. For the first time, it is proposed that certified Digital Identity Service Providers (IDSPs) should carry out ID checks to form part of a Digital Identity and Attributes Trust Framework (DIATF) for gambling. And much like the Right-to-Work scheme in the UK, a 'statutory excuse' can be deployed for gambling operators in relation to harm and age-verification to avoid regulatory fines, criminal liability, and reputational damage.

Furthermore, technology should be agreed around linking accounts to identify harm with cross operator data monitoring problem gambling - otherwise losing accounts

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Also proposed was how Digital ID & AI tech stacks can help solve the self-exclusion gambling register problems for the likes of GameStop in the UK, where over 250,000 people have signed up - but reports of problem gamblers being able to easily circumvent the register abound. The advisory goes on to advise on Digital ID & AI tech via financial risk behavioural data analysis:

- Enhanced 'Financial Risk' Assessment: New tech can be integrated into the digital ID verification process to evaluate users' financial circumstances. This can help identify financially vulnerable individuals across operators who might be more susceptible to harm.

- Personalised Interventions: Digital identity companies can deliver personalised interventions to players showing signs of problem gambling using AI.

Gambling IQ also raised Self-Sovereign Identity (SSI) and SSI wallet technology - which works 100% on a consumers' device. SSI can emerge as a critical component of modern gambling and gaming business processes, allowing for secure communication, data integrity, and re-usable user authentication with verifiable credentials. Citing Mr. Don Waugh, founder of Canadian Digital Identity company Applied Recognition, it was submitted that bio key binding the private key to face biometrics opens up an array of solutions for compliance because it "proves the human". This means that the gambling wallet and every bet can re-use face authentication for identity authentication. This in turn, prevents anyone other than the registered client from getting inside the gambling app and making a bet.

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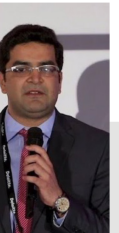
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Company Spotlight: **Signzy's** banking expertise includes AI-Powered Video KYC, (V-KYC) solutions, which can enhance the Gaming & Gambling world's digital ID and security capabilities

### SIGNZY: THE GATEWAY TO CUSTOM ONBOARDING WITH BANK-GRADE TECH

Headquartered in New York and Bangalore, Signzy boasts a team of 500 dedicated professionals and a widespread global presence covering regions across the US, Europe, LATAM, India, SE Asia, and the UAE. Its distinctive strength lies in providing a comprehensive suite of bank-grade tech solutions that can re-imagine digital onboarding and verification processes for gambling & gaming clients worldwide. Founded in 2015 by Ashish Ratan, Ankur Pandey, and Arpit Rastogi, Signzy initially developed banking technology for financial institutions. Today, its services nearly 250



*"Operates and players profit from AI-driven video verification. It was necessary getting compliance, and that's what we saw."*

— Signzy CEO & Co-Founder, Mr. Ashish Ratan, (quoted)

• Adoption of V-KYC is growing among all the traditional ones more but of financial service providers"


such organisations worldwide, including India's top four banks and the US's top three acquiring banks. Collaborations with industry giants like Microsoft and Mastercard have fortified its global reach. Impressively, Signzy has a footprint in 13 countries and nine in India, including a growing presence in the banking's metaverse. The firm's core offering is in the AI-driven, bank-grade platform, GCV, providing clients access to diverse digital ID solutions for global digital ID onboarding user cases. Undoubtedly, the

company's strength is its global reach and its technology, which can now ensure bank-level security and robustness for the gambling and gaming industry. Remarkably, Signzy can process over 10 million transactions weekly, affirming its scalability. The company adopts an agnostic model to reduce costs, making advanced technologies accessible to a broader range of businesses. This approach addresses a comprehensive spectrum of client requirements in an ever-expanding digital

transformation landscape, which includes Signzy Video KYC (V-KYC), a proven solution in banking and finance, which can ensure players in gambling enjoy a secure and hassle-free experience, while mitigating risks associated with fraud and unauthorized access. With its global presence, bank-grade tech, scalability, and cost-conscious approach, Signzy stands as a trusted partner for enterprises seeking cutting-edge solutions while ensuring security and efficiency in their operations.

### CASE STUDY: SLOTS TIME & SIGNZY FORGE ID ALLIANCE

A notable partnership leading online gaming company Slots Temple and Signzy implements state-of-the-art location verification, age verification, and identity verification services for players globally. Slots Temple is integrating Signzy's advanced verification APIs into its gaming platform, including Video KYC, (V-KYC) equivalent. V-KYC can act as a gateway to digital Responsible Gambling tools, controls, and analytics enable to regulate, operators and the players themselves, which can automatically combat underage and problem gambling. According to Signzy CEO & Co-Founder, Mr. Ashish Ratan, the power of Video KYC to revolutionize the identity verification process for players is undeniable in that it streamlines verification, but also satisfies essential age-appropriate regulations. The V-KYC & V-KYC verification process can seamlessly identify user eligibility with auto image capturing in real-time," explains Ratan. "We can add to this gap logging and timestamping to protect fraudulent activities, ranging from cheating and account takeover to the practice of maintaining multiple accounts. We can even add a reusable ID element for the player journey with our Face Match tech!"



• Welcome to BANK-Grade Play & Play Face Match tech for player verification & authentication

AI-Powered Analysis	Real Time Facial Recognition	Document Cross Verification	Geo-Tagging & Timestamping
Detects potential fraud through in-depth scrutiny of video streams, ensuring tamper-proof process.	Matches live videos with government ID's security tech technology in real-time identity validation.	Users present State ID's during onboarding and analytics are verified for authenticity and compliance.	Secures every video interaction with location, time details for added transparency and IP capture.

### RE-USABLE PLAYER IDENTITY SIGNZY VIDEO KYC & FACE MATCH API

- Signzy can build trust and streamline the identity verification process for gamers and gamers, while helping platform safeguard their users by ensuring that players are only able to access age-appropriate content.
- Safeguarding Reputation: The company can secure age-restricted environments, safeguarding minors from exposure to unsuitable content – and this can be done on an ongoing basis, with renewable ID face checks.
- Stopping Multi-Accounting: By integrating device and network fingerprinting solutions alongside V-KYC, Signzy can thwart fraudulent activities like multi-accounting.
- Frictionless Identity Verification (IDV): User experience is supported with an intuitive IDV process. Assisted Image Capture experts onboarded while maintaining safety, ensuring optimal conversion rates.
- Van Data: With a vast global document specimen database, along with proficiency in verifying multiple government issued IDs from big population centres like India, Latin America – this empowers businesses to tap into new markets and revenue streams.

# Signzy's banking expertise includes AI-Powered Video KYC solutions, which can enhance the Gaming & Gambling world's digital ID and security capabilities

The full report, with analysis from media partner BiometricUpdate.com, is available for download here: <https://www.gamblingiq.co.uk/product-page/digital-identity-ai-industry-report-september-2023>

Companies mentioned in the industry report:

Applied Recognition

Aspire Global

AU10TIX

Betfair

BetMaster

Betway

BetStop

BtoBet

CasinoTrac

Copy Bet

Crucial

CS:GO

eConnect

Gamesys

GamStop

GBG Plc

Experian

HooYu

IDEMIA

ID.me

IDnow

IDVerse

IGT

iProov

iSoftBet

Jumio

Lightico

Mitek Systems

NeoGames

NeoPollard

Netent

Oasis Germany

Okta

Onfido

Ondato

Persona

Regal Gaming

Reflex Gaming

Shufti Pro

Signicat

Signzy

Sisal

Socure

Sumsub

Thales DIS

TransUnion

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Upgaming

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