

# Shufti Fast ID Powers Frictionless, Reusable, Privacy-First Age Verification

*Shufti Fast ID eliminates repeated age checks with a reusable, consent-based identity ensuring privacy, reducing churn, and meeting global regulations.*

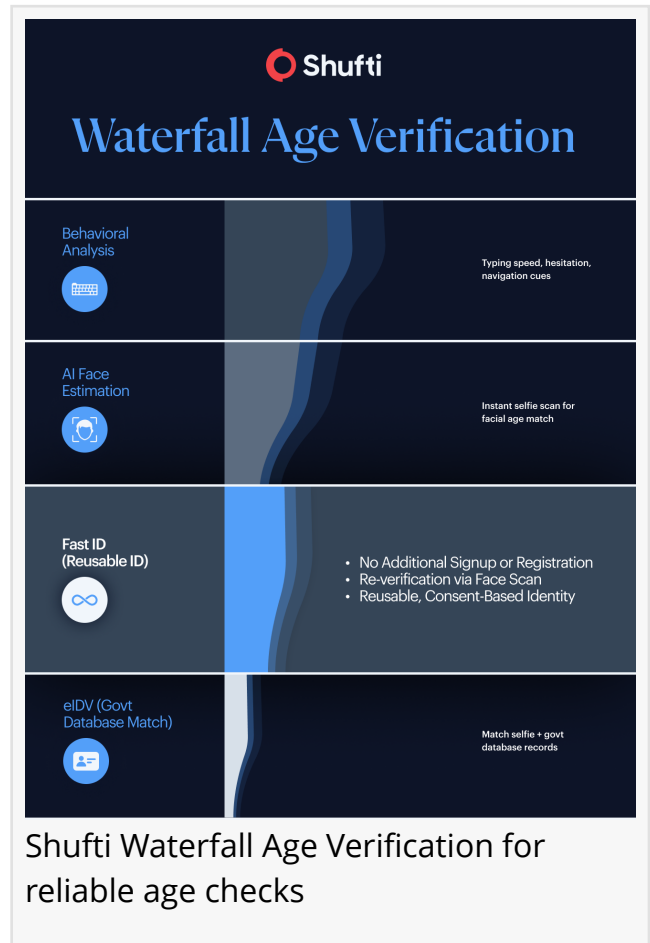
LONDON, UNITED KINGDOM, September 10, 2025 /EINPresswire.com/ -- A teenager logs into a gaming app using his parents' ID. A minor bypasses age-gated content with a borrowed document. A deepfake mimics an older sibling to access a crypto platform.

These troubling scenarios reveal the fragility of conventional [age verification](#) systems, especially those that rely on repeated document checks and disconnected identity flows. No memory of who passed the check. No assurance that the same person returns.

2025 brought a global crackdown on age checks and raised the bar for platform compliance. For Instance, the UK's Online Safety Act 2023 (updated July 2025) mandates "highly effective" age assurance with minimal privacy impact. The EU's Digital Services Act requires proportionate identity checks to protect minors. Under US COPPA, platforms must verify age and get parental consent before collecting data from kids under 13.

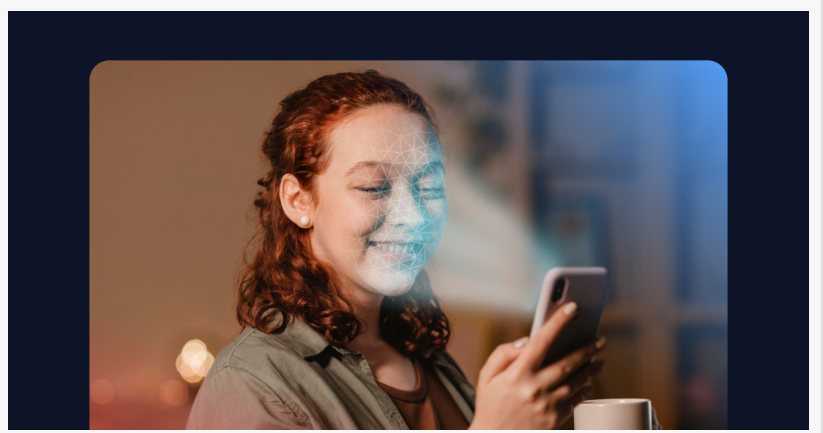
Yet despite these laws mandates strict age verification before accessing certain online content. But none of these laws prescribe how to re-verify returning users without forcing them through the same verification steps, document uploads, or identity declarations again.

Shufti, a leading global [identity verification](#) provider, solves this challenge with [Fast ID](#), a reusable, consent-based biometric identity that removes verification redundancies and accelerates trust without compromising compliance. Once a user completes an initial KYC check through document verification, facial biometrics, or age estimation, their identity is securely



bound to an encrypted profile.

On every return, the user is re-verified instantly via live facial scan, no document uploads, no repeated forms, no new registration. This privacy-first model delivers fast, compliant, and seamless re-verification while reducing drop-offs, operational costs, and compliance fatigue.



Shufti Fast ID 3

“Fast ID isn’t just about verifying someone once; it’s more about retaining trust and privacy every time a user returns,” said Shahid Hanif, Founder & CEO of Shufti. “Compliance lies not in repeated checks, but in reusable assurance. If a user has already been verified with consent, they shouldn’t have to start from scratch. Fast ID enables exactly that: a persistent, consent-based credential that allows platforms to re-establish trust instantly, without repeating checks or compromising privacy.”

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*Shahid Hanif, Founder & CEO  
of Shufti*

Nearly two-thirds of users in Europe abandon digital onboarding processes, up from 40% in 2016, costing the finance sector an estimated €5.7 billion annually. Digital friction also drives 48% of users to abandon account opening when experiences are poor, and 60% drop off if it takes more than five minutes.

Fast ID offers particular value in sectors where age and

identity need to be reconfirmed frequently, like gaming, financial services, adult content, and social media, among them. Each of these industries faces high churn rates, tight regulatory expectations, and increasing pressure to protect user privacy. Fast ID gives these platforms a way to meet those challenges with continuity instead of friction. Verified users are not treated as strangers. They are recognized securely, privately, and with audit-ready trails.

Unlike traditional document-based systems that rely on static credentials, Fast ID anchors identity to dynamic biometric signatures that are encrypted and matched only with user consent. No raw data is stored or shared. Each match is platform-specific by default, ensuring no global identity pool is created and every verification remains jurisdiction-aware.

In such environments, Fast ID delivers:

- Higher pass rates by eliminating repeat friction for previously verified users
- Operational efficiency by reducing document collection redundancies
- Enhanced retention through seamless user journeys and faster re-access

-Strategic ecosystem continuity across multi-brand or partner platforms

Fast ID also integrates into Shufti's Waterfall Approach™, where it functions as the final stage in a layered assurance model. After analyzing behavioral signals, estimating age through AI, and performing document verification if needed, the system can issue a cryptographic token linked to the user's verified profile.

This becomes a reusable proof of age, enabling faster access in the future and eliminating unnecessary steps. If a match is not found during re-verification, the system escalates seamlessly to the appropriate fallback layer, ensuring both conversion and compliance.

Technically, Fast ID is built to support:

- Encrypted biometric matching
- Portable, client-specific identity tokens
- Multi-brand reusability with audit trails
- Zero additional user registration
- Compliant with GDPR, OSA, DSA, and COPPA

"Verification should not reset every time a user returns," said Shahid Hanif, Founder & CEO of Shufti. "Fast ID gives businesses a memory and intelligent, compliant way to recognize their users, protect minors, and meet regulators where they are."

Reusable identity isn't just about convenience, it's about resilience. And as platforms prepare for a future where every login might require assurance, Fast ID offers something few others can: speed without shortcuts, privacy without compromise, and trust without repetition.

As global online safety laws evolve and user expectations shift toward frictionless experiences, Shufti's Fast ID positions itself not just as a product innovation but as a strategic response to regulatory ambiguity, operational inefficiency, and user abandonment. It redefines what it means to verify age not once, but every time it matters.

It is a move away from static compliance, toward adaptive trust.

## About Shufti

Shufti is a leading global identity verification and risk intelligence company, trusted by 2,000+ clients across 240+ countries and territories. Powered by proprietary AI, facial biometrics, and a real-time verification infrastructure, Shufti delivers fast, compliant, and user-friendly onboarding flows covering KYC, KYB, age assurance, AML screening, and reusable digital identity.

With innovations like the Waterfall Approach™ and Fast ID, Shufti is redefining how businesses verify trust, protect privacy, and scale securely in a rapidly evolving digital world.

Shufti's solutions are relied upon by banks, fintechs, gaming platforms, marketplaces, and global enterprises to meet complex compliance demands without compromising user experience.

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