

Age Assurance



Maintaining Privacy

Technology often comes with concerns about privacy implications. However, we can learn from other countries that:

- **Age assurance can maintain user privacy.** The goal of age assurance is to confirm the viewer is over a specific age, without tracking their identity. Data is only stored for the amount of time it takes to verify age.
- **Age assurance isn't a type of surveillance.** Documents are not always required to verify age. Facial age estimation provides an option to confirm someone is over 18, without accessing their personal data.

We must require platforms play a role in protecting our youngest, most vulnerable citizens from online harms.

About Us

Founded in 1964, the EFC fosters ministry partnerships, conducts research on religious and social trends and provides a constructive voice for biblical principles in life and society.



Faithful witness through thoughtful,
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Protect Kids

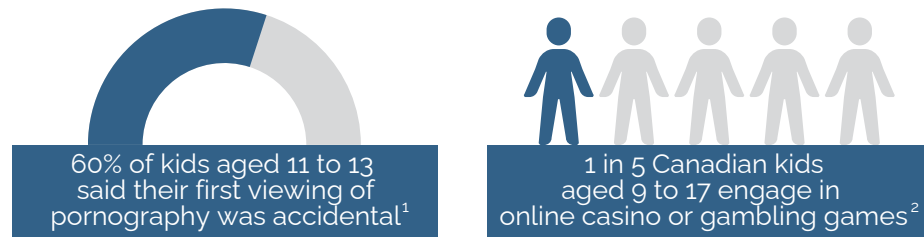
Kids are spending more time online, at younger ages.

How does age assurance protect kids online and why does it matter?



Why kids need protection

Children and youth are exposed to online harms, such as pornography and online gambling.



¹ British Board of Film Classification, Children see pornography as young as seven, new report finds, 2019;
² Media Smarts, Gambling - Overview, 2022

Much of the content easily available on pornography platforms features violent, degrading and abusive behaviour.

Pornography affects the sexual health and behaviours of viewers. And the viewing of this content normalizes and contributes to sexual violence in Canadian culture.

Children and teens can access harmful content from their friends' phones or from public internet access, even if there are content blockers on their personal devices or at their home.

Canada has limits to protect kids from in-person access to explicit content or risky activities. Age assurance at point of sale restricts access to gambling and under-age purchase of products like tobacco or alcohol. **Kids need to be protected from harmful content online, as well.**

What is age assurance?

"Age assurance" verifies that a person is over a minimum age, before giving access to certain content, like online gambling or explicit sexual images.

There are many different ways to provide age assurance, and more are being developed:

- Age estimation based on biometrics, such as facial features. This verifies the user's age, not their identity.
- ID shown directly or confirmed by a third-party service.
- A reusable ID from a third-party who has verified the user's age.
- Credit card number.

Requiring platforms, such as apps, social media and websites, to use age assurance technologies helps protect kids from harmful or inappropriate content.

The EFC recommends the federal government require pornography and online gambling platforms to put **meaningful, privacy-compliant age-assurance technologies in place to protect minors from being harmed by their content.**

