

Target Outcomes: Age Verification (AV) and Digital Identity

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Overarching Trial Target Outcomes

1. Demonstrate how 'physical' laws for age-restricted services might be applied in digital world
 - a. Increased understanding of **scope and limitations of digital identity's role** in broader AV activities
2. Observable increases in users' **privacy, safety and security** when engaging in AV online (when compared to existing digital/analog methods)
3. Gather real-world **quantitative** data (for example transaction volumes, technical integration effort and 'successful' vs 'unsuccessful' authentication ratios) to inform:
 - a. Ongoing Oversight Authority reporting and monitoring scoping
 - b. Approaches to minimize risk and effort associated with onboarding parties to Digital Identity
 - c. Digital Identity charging framework (if applicable)
4. Gather real-world **qualitative** data (for example, end-user participant surveys and interviews) to inform:
 - a. online age verification policy (domestic and international)
 - b. online age verification usage patterns
 - c. digital ID and AV messaging and awareness campaigns
5. Ensure associated architecture, frameworks, and instruments (for example, TDIF, Trusted Digital Identity legislation and any charging frameworks) remain fit for purpose
6. Ensure future trials can be repeatable, and can build on prior trials' efforts

Limitations of Trials

- Do not explore **online pornography** age verification
- Do not explore **social media service** age verification
- Do not consider **international providers** of alcohol or gambling services

Alcohol-Specific Target Outcomes

1. Generate **additional public interest and scrutiny** of Digital Identity and Age Verification on 'lower-risk, lower-complexity' AV use cases
2. Track **impact on retailers' revenue, customers' adoption and experience** to inform future private sector Digital Identity engagement activities
3. Explore **variability in implementation** (pre-access; pre-checkout; per-item; pre-pickup; pre-delivery)