Yoti Impact Report 2025

www.yoti.com

Certified
B
Corporation

About Yoti

Yoti is a global leader in privacy-focused identity and age verification solutions, helping businesses and people build trust online and in the real world.

Over the past 10+ years, Yoti's market-leading technology has transformed how people verify their details, empowering people with more control over their data.

Yoti is helping businesses worldwide to tackle global challenges like creating age-appropriate experiences, protecting young people online, reducing fraud and stopping deepfakes.

With global experience across multiple industries - including social media, adult, retail, dating, gaming, gambling, and vaping - Yoti helps some of the world's biggest brands to meet regulatory requirements, enhance platform safety, and build secure, seamless user experiences.

A word from our CEO

Since 2014, we've been working to build the world's trusted identity system.

As we step into our next decade, I look forward to the exciting journey ahead. 2024 has seen massive regulatory change and it is thanks to the dedication, creativity and hard work of our team that we've achieved the level of innovation and growth seen here at Yoti.

When we started building Yoti, we knew that we wanted to do it in a way that genuinely works for everyone. This means considering the real, day-to-day problems that people, businesses and societies face. We think technology has the power to create a safer, fairer and more inclusive world.

Having a legal identity is both a human right and part of the UN's Sustainable Development Goals. Yet over a billion people globally don't have any formally recognised official identification, meaning they're unable to prove who they are. As a result, they're locked out of accessing vital services. At Yoti, we believe the current identity system is broken and we're working hard to change it.

As Yoti marks its 10th anniversary, I'm proud to see how far we've come. From fighting identity fraud to supporting age-appropriate design, we're making a positive impact. Our team strives daily to build ethical technology and regularly invites external scrutiny. Held accountable by our external Guardian Council and drawing on the strengths and feedback of our team, we're working to make sure that we're considered in our approach to sensitively dealing with personal data. But we know that as the world of technology evolves, we must remain mindful of how we do business.

As Yoti continues to grow, our team is striving to achieve Yoti's ultimate key principle - to make Yoti available to anyone. We're continuing to help platforms create age-appropriate experiences online, having completed over 800 million facial age estimations to date, and up to 1 million checks a day. Alongside this, our Digital ID apps have had over 15 million global installs and our UK in-branch identity verification services help to reach those communities who could otherwise be left behind as we move towards an increasingly digital world.

We work hard to balance profit and purpose. The B Corp assessment encourages us on our journey to continually improve and shape Yoti, and supports how we do business. As B Corp's standards evolve, I look forward to seeing how we can set new goals for ourselves which will allow us to continue to act in the public good and make positive change for our people, clients, suppliers, planet and the wider community.

With our dedicated and talented team, a compelling vision and a culture that hopefully continues to inspire, I hope Yoti can continue to lead the way in creating a safer, more trusted digital world.

Robin Tombs, CEO

Our journey to B Corp

Our journey to becoming a B Corp started back when our business was founded in 2014.

We were one of the UK's founding B Corps, achieving B Corp status in 2015 with a score of 80.4 in 2015. At that point, we were one of only 35 B Corps in the UK.

We believe that the B Corp assessment process provides a structure to set clear improvement targets. It gives us a framework to work against that covers a wide range of aspects of how our business operates. It also helps us to reflect on new areas for improvement.

Achieving our initial certification was just the start of our journey. By striving to improve our score through each certification cycle, and by documenting and publishing our impact reports, we're held accountable to genuinely making progress on how we do business.

Being a B Corp means that we've been able to build Yoti with these principles fully integrated into our practices. We're proud to be at the heart of a community that is transforming the global economy to benefit all people, communities and the planet.

Impact areas

- Governance
- Workers
- Community
- Environment
- Customers

Certified

B **Corporation**®

In 2023, we recertified with a score of 84.1, up from our previous score of 81 in 2017.

Score breakdown

Governance 20.9

Workers 29.7

Community 22.1

Environment 8.3

Customers 2.8

Our score

84.1

● 84.1 - Yoti's overall B Impact score

● 80 - Qualifies for B Corp certification

● 50.9 - Median score for ordinary businesses

Our score

20.9

- 20.9 - Yoti's governance score
- 8.5 - Average sector score

🏢 Governance

In the complex world of digital identity, we knew from the start that we'd come up against some difficult ethical questions. That's why we built our business with a strong accountability framework from the outset.

We strive to be transparent in how we do business and create genuinely positive impact. Our robust governance structure helps us to act consistently with our values.

Our principles

Always act in the interest of our users
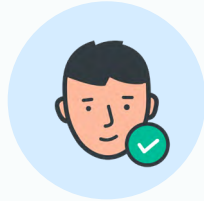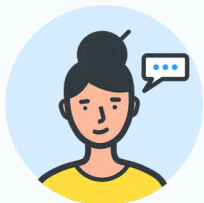
Encourage personal data ownership

Enable privacy and anonymity

Keep sensitive data secure

Keep our community safe

Be transparent and accountable

Make Yoti available to anyone

Governance

Mission

Our mission statement and principles guide how we run our business, engage with our community and build responsible technology.

Company policies

We have a comprehensive suite of policies that all staff are required to follow. They include a Code of Ethics, anti-corruption practices and whistleblowing policies.

Financial transparency

We are 100% transparent with our employees about our financial information and we publicly report our financial statements.

Fair Tax Mark

We've been awarded the Fair Tax Mark as we have a transparent tax policy at the heart of our business. We pay the right amount of corporation tax in the right place and at the right time.

Fair Tax

Stakeholder engagement

The Yoti Guardians are our independent advisory council who bring expertise from sectors such as human rights, consumer rights, data responsibility and last mile tech.

They help us to navigate the complex world of identity and act as a sounding board for the company. Their regular scrutiny supports us to think carefully about our research and operations, which helps us to serve our clients and user community transparently.

Our internal Ethics and Trust Committee is made up of staff members from across the company. It aims to bring a common sense viewpoint to the wide variety of ethical challenges faced by the company.

The committee considers any unintended consequences and the reputational and societal impact of our decisions, so that we can try to build our technology both safely and ethically.

What we said we'd do

→ Work to refine some of our internal policies, including our anti-corruption policies.

→ Expand our Guardian Council to include new members.

What we did

✓ We've adjusted our Anti-Bribery, Whistleblowing, Equal Opportunities and Fraud Policy to reflect our team being based across multiple working locations.

✓ We've updated our Governance policy to include a Compensation Committee, with at least one Independent Board Member, that reviews remuneration of CMT members once a year.

✓ We've welcomed two new members, Dr. Sindhu Joseph and Dorothy Gordon, to our Guardian Council.
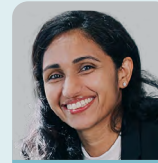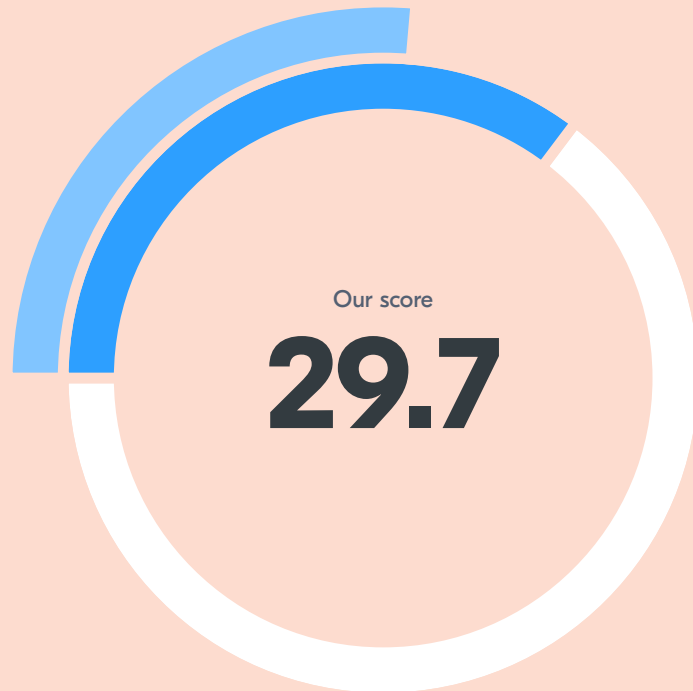

Dr. Sindhu Joseph

Dorothy Gordon

What's next?

→ In 2025, we commit to maintaining these standards.

→ We're also actively looking to expand our Guardian Council to include new members.

Our score

29.7

● 29.7 - Yoti's workers score

● 22.3 - Average sector score

Workers

We have a dedicated team of over 400 employees working to build the world's trusted identity platform. We know that when people feel supported, they can reach their full potential.

That's why we're continually working to develop our team and build a model that benefits them, both now and for the long term.

Workers

Enhanced parental leave

In the UK, we offer up to 24 weeks at full pay. For secondary caregivers, we offer up to 2 weeks at full pay and 2 weeks at Statutory Paternity Pay. We also offer enhanced parental leave and support for other regions.

Employee development

To encourage personal development, we support our team with any relevant training. We do this by covering the cost of the training and/or providing our employees with paid time off to attend it.

Additionally, everyone is given 5 fully-paid Selfie Days. These can be used for personal development, volunteering or charity events.

We've also introduced monthly YOTI (Your Opportunity to Improve) afternoons. During these times, meetings and other business is deprioritised as we know it's often difficult to find time for professional development.

Staff retention

Our average length of service across the business is 3.8 years. In the UK, it is even higher at 5.7 years, compared to just 1.6 years across the rest of the UK tech sector.

Employee voice

We've implemented an Employee Forum for our team to voice their opinions. We also have an online reporting tool for those who wish to raise issues anonymously.

Employee health, wellness & safety

We offer all our employees private health insurance with additional benefits.

Living wage

We're a UK Living wage employer, meaning that our team is paid a wage that is in line with the cost of living.

Workplace flexibility

Work-life balance is very important to us. For most roles, we can accommodate flexible working requests. This includes varying start and finish times and hybrid working.

We are a Living Wage Employer

A dedicated team of

400+

employees.

5 Selfie Days fully-paid.

disability confident EMPLOYER

employers' initiative on domestic abuse

Implemented an

Employee Forum

for teams to voice their opinions.

What we said we'd do

→ Aim to integrate third-party platforms to provide a high-quality and more inclusive hiring experience for all candidates who apply for roles.

→ Improve our performance review practices to add to our team's professional development.

→ Introduce an internal mentoring scheme for our existing team.

What we did

✓ We've integrated with a third-party platform to support effective and fair hiring processes for all candidates.

✓ We're currently undergoing an optimisation project to understand best practice performance review procedures and identify gaps in our current processes.

✓ We've implemented a Work From Anywhere policy, in further recognition of the benefits of flexible working.

✓ We've increased all employees' paid sick leave allowance from 5 to 8 days per year, to better support our staff when they are dealing with both physical and mental health struggles.

✓ We launched our internal mentoring scheme in 2024 with two cycles running per year. We had fantastic feedback from participants, implementing recommendations to make each cycle even more successful than the last.

✓ We've introduced a Buy Holiday benefit, to give staff additional flexibility with their time off throughout the year - which is particularly helpful around big life events.

✓ We've created a quarterly newsletter from the People Team, to better communicate our initiatives and behind the scenes action. This is all the more important in our hybrid working world.

What's next?

→ We're planning a revamp of our internal Career Progression Framework, to give more meaningful progression paths for all staff, at all levels.

→ We'll be reviewing our health insurance coverage, with the intention of expanding our offering to better meet the needs of our employees.

→ We're hoping to review our parent policies, with a focus on paternity leave, to better understand our position in the market and make sure we're supporting new parents as well as we can.

Our score

22.1

● 22.1 - Yoti's community score

● 14.7 - Average sector score

🌐 Community

At Yoti, community covers a lot of different things. Our social purpose priorities focus on supporting the United Nations Sustainable Development Goal (SDG 16.9), which aims to provide a legal identity for all.

Our team works hard to push for wider change in the industry, supporting initiatives to prevent fraud and improve online safety. We continually work with industry leaders to develop international standards and effective regulatory change.

Community

Our commitments

We have committed to upholding frameworks and standards created by completely independent, third-party organisations.

Corporate giving

Last year, we gave over £168,000 to charitable causes. This includes donations to the Yoti Foundation - an independent grant-making entity set up by Yoti and regulated by the Charity Commission.

Yoti, the company, has committed to giving 1% of annual revenue and 2.5% of annual profit to the Yoti Foundation.

Pushing for wider change

To truly make a difference in the online safety community, we know that we need to push for change beyond our own products. We engage with international standards bodies for age and identity assurance. We also partake in digital identity trust framework development in several countries.

Industry engagement

We continue to engage with academics, trade bodies and online safety organisations as part of our commitment to improving online safety and reducing fraud.

Civic engagement

In 2024, our team used 4,432.5 hours of their Selfie Days, which can be used to volunteer for charitable causes.

Creating age-appropriate experiences

Our facial age estimation technology accurately estimates a person's age from a live facial image, offering a secure and private way to prove age, without sharing identity documents or personal details like name or date of birth. This helps create age-appropriate experiences, protect privacy, and build a safer, more trusted online world.

To maintain transparency, we publish the accuracy results of our facial age estimation technology in publicly available white papers. This includes rates across gender and skin tone in order to mitigate bias.

With our Digital ID and identity verification technology, we're working with Childline and the Internet Watch Foundation to help young people to report and remove indecent images of themselves online.

We help businesses deliver age-appropriate experiences to protect children in the digital space, helping them to comply with age-related legislation around the world.

We have engaged and worked with

Department for Science, Innovation, & Technology

SafetyTech Innovation Network

Ada Lovelace Institute

POINT DE CONTACT .NET

IEEE SA STANDARDS ASSOCIATION

WeProtect GLOBAL ALLIANCE

FSM

better business act

OSTIA ONLINE SAFETY TECH INDUSTRY ASSOCIATION

AVPA The Age Verification Providers Association

kjm Kommission für Jugendmedienschutz

techUK

What we said we'd do

→ Work to facilitate better representation of women in technical roles and across the senior leadership teams.

→ Continue to work with and actively participate in the global online safety community.

→ Uphold the commitments that we've made with external organisations.

What we did

✓ Though we haven't had many open roles this year, which inevitably impacts the number of new women we're hiring into the business, we continue to implement voluntary diversity monitoring and review our hiring practices for all open roles.

We review the proportion of women applying to all roles on a quarterly basis and work with hiring managers to adjust our processes, to ensure proactivity in attracting and recruiting female candidates.

While we have been limited in our progress in improving representation due to the lack of open roles in 2024, our female representation in tech roles has remained stable - demonstrating that we've successfully retained our existing female tech staff.

✓ In 2024, our female CMT/PMT representation increased from 13% to 17%.

✓ We're still working with and actively participating in the global online safety community. Notably, we're supporting the development of ISO/IEC 27566, which will build on IEEE 2089.1.

✓ We've also continued to uphold commitments that we have made with external organisations.

What's next?

→ Our 'Nurturing Female Talent' project aims to ensure that we're implementing the right strategies to retain our female talent. The initial phase of this project looks at staff returning from maternity leave.

→ We'll look to continue to improve our senior leadership representation, focusing on female representation across the highest three levels of our existing Career Progression Framework.

→ We're creating an internal Diversity, Equity & Inclusion (DEI) training library, to help build foundation knowledge of key DEI topics.

→ We'll continue to engage and work with the global online safety community and uphold the commitments made with external organisations.
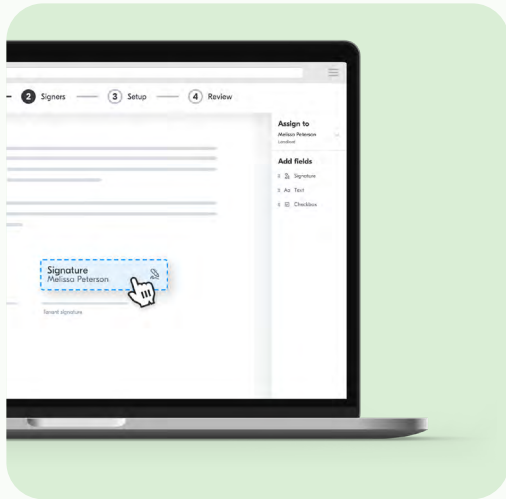
Our score

8.3
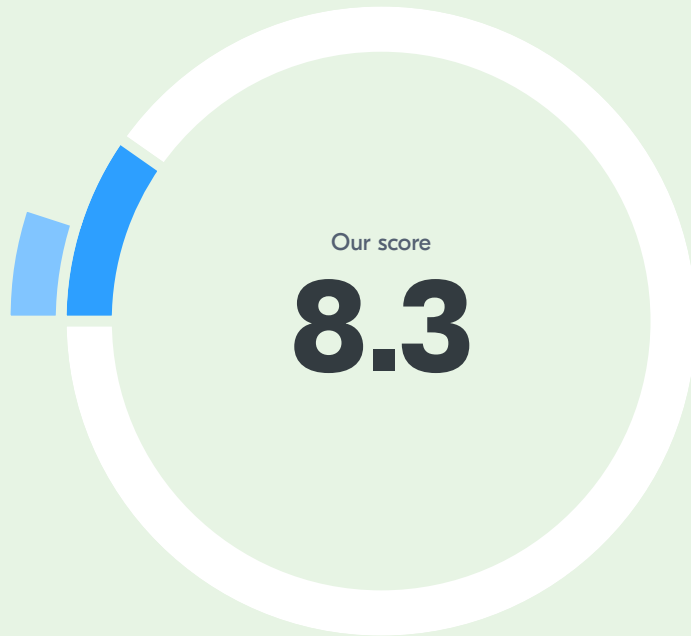
● 8.3 - Yoti's environment score

● 4.3 - Average sector score

⚡ Environment

We know that everything we do has an effect on our surroundings. We work with an increasing volume of data, which consumes a significant amount of energy.

We're conscious of the environmental impact of processing and storing data and are working to reduce our environmental footprint. Alongside looking at our wider business operations, we try to help our team make more environmentally conscious decisions to reduce our overall impact.

Environment

Reducing travel impact

We're part of the cycle to work scheme and encourage our team to use public transport to commute to the office.

Our transition to remote working has enabled us to cut down on our associated emissions. The majority of our meetings are conducted online, allowing for fewer commuter travel journeys.

Efficient transactions

We're working to successfully reduce the computing resource needed to complete our service transactions.

Environmental preferable purchasing

We have a written and circulated environmentally preferable purchasing (EPP) policy. This includes vetting our suppliers for their social and environmental commitments.

Data centres

All our data centres are certified as using 100% renewable energy.

Waste disposal

We also have a facility-wide recycling programme and ensure that we dispose of hazardous and electronic waste responsibly.

Reducing environmental impact

Through our digital products, we're reducing the need for physical documents. For example, our eSignature solution cuts down on paper use and waste, and lowers the carbon emissions generated by shipping and delivery services.

What we said we'd do

→ Create an Environmental Management System policy that reflects the transition to home-working.

→ Relaunch our Green Team to assess how we can move towards reducing our environmental impact under hybrid working conditions.

What we did

✓ This year, we relaunched our Green Team, who is responsible for managing, implementing and promoting Yoti's environmental principles in line with our Code of Ethics.

✓ We've also introduced an Electric Car Scheme benefit to UK employees. Similar to the Cycle to Work Scheme, employees are able to make a green choice whilst reducing their running costs.

✓ We transitioned to an industry-specific waste disposal provider to ensure effective and efficient management of our facility-wide IT waste.

✓ After looking into creating an Environmental Management System policy, we concluded that to do this properly, we first needed to train up our staff. This year, we've organised for our team to undergo the relevant training to ensure that we're equipped to do this successfully.

✓ We're currently developing a strategy focused on extending the usage lifetime of our devices. By doing so, we're aiming to reduce the number of devices that ultimately end up being disposed of and reduce electronic waste.

What's next?

→ Train up the relevant team members to take ownership of our environmental commitments.

→ Design an implementation plan for measuring our Greenhouse Gas emissions annually and setting a science based target to do our part in keeping global warming below 1.5°C.

→ Commit to quarterly Green Team meetings, each of which will have tangible outputs that move us closer to successfully reducing our impact on the environment, solidifying our collective commitment to a more sustainable future.

Our score

2.8
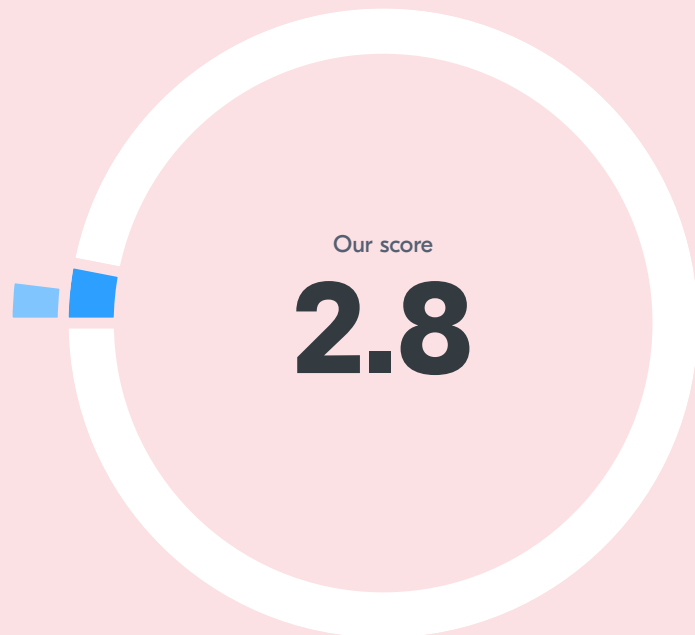
● 2.8 - Yoti's customers score

● 1.7 - Average sector score

☺ Customers

Over 1 billion people do not have access to a government-issued identity document. To tackle this, we're developing solutions to help those who can't prove aspects of their identity, such as their age, with a document.

We also believe that people should have control over how they share their data. That's why our Digital ID app is, and always will be, free to users. We want to ensure that our privacy-preserving technology is accessible to everyone globally.

Customers

Quality management

We've been certified to meet ISO 9001 - an international standard that recognises an effective quality management system. It requires businesses to have a strong customer focus, ensuring that our customers get consistent, good quality products and services that meet their needs.

Data management

In line with our principles, our users are in control of their data. They always consent to sharing their data and have full visibility over what information they are sharing, and who they are sharing it with. As part of this, we've been certified to meet ISO 27701 for data privacy.

Ensuring 'privacy by design'

Our privacy standards policy requires us to complete a privacy risk assessment for any new collection or use of personal information. The associated Privacy Risk Assessment template sets out the criteria for when a full Data Protection Impact Assessment (DPIA) is necessary.

Accessibility

To make our products available to anyone, they need to be fully accessible. Our Identity Verification solution has achieved Web Content Accessibility Guidelines (WCAG) 2.2 Level A and Level AA for accessibility. We're working towards the same target for all our main products.

Making Yoti available for anyone

Our facial age estimation technology allows people to prove their age without sharing identity documents.

Everyone should have a choice of how they prove their identity. With Post Office and Lloyds Banking Group, we offer inclusive and accessible identity solutions through Digital ID Connect.

We understand that not everyone wants to verify their identity online. That's why in the UK, we offer in-person verification via Post Office branches. 96.8% of the UK population live within 10 miles of a branch offering this service.

What we said we'd do

→ Aim to develop our main products and websites to meet Web Content Accessibility Guidelines (WCAG) Level AA.

→ Maintain our annual SOC 2 assessment, which specifies how we should manage customer data, and aim for zero control exceptions.

What we did

✓ We've improved accessibility requirements for our Age Verification Services, ready for testing by the Digital Accessibility Centre for WCAG Level AA certification.

✓ Our annual SOC 2 assessment had no exceptions on the security controls and just one exception on the PAS1296 Online Age Checking controls - an improvement on last year's results.

✓ This year, we achieved an average customer satisfaction rating of 90%.

✓ We launched our first support chatbot, allowing customers to receive faster responses to their queries.

✓ Our Customer Success team has doubled in size. They've introduced KPIs such as Customer Health and Net Promoter Score, with 87% of clients currently considered 'Happy'. We've also optimised our incident notification process which has in turn improved our customers' perception of the quality of our products.

What's next?

→ Continue to improve our main products and websites in the coming year, with the aim of meeting Web Content Accessibility (WCAG) Level AA.

→ As we did last year, we aim to maintain our annual SOC 2 assessment, which specifies how we should manage customer data, and aim for zero control exceptions.

YOTI | **Certified B Corporation**

By being part of the B Corp network, who are intentional about the impact that they want their business to have, we hope to play a part in changing how business is done. We hope to transform the landscape into one that places equal value on people, planet, purpose and profit.