



## HAYPP GROUP



### Company

Haypp



### Industry

eCommerce



### Solution

Age verification

The Haypp Group spearheads the global transformation from smoking to smoke-free alternatives. With origins in Scandinavia, extensive experience from pioneering markets in smoke-free alternatives, and being a leader in the e-commerce sector, Haypp Group is taking on the mission to provide consumers with the best possible products on the market, while operating with the highest standards of integrity and business ethics, in accordance with applicable regulations. With eleven e-commerce brands, the Haypp Group is present in seven countries where we served more than 1,100,000 active consumers in 2024

## How Haypp strengthened age checks while enhancing the customer experience

### Challenge

Haypp needed a reliable age verification solution that balanced both robust security and a seamless customer experience. They were also looking for a provider that could guarantee compliance with evolving regulations in a constantly changing global landscape.

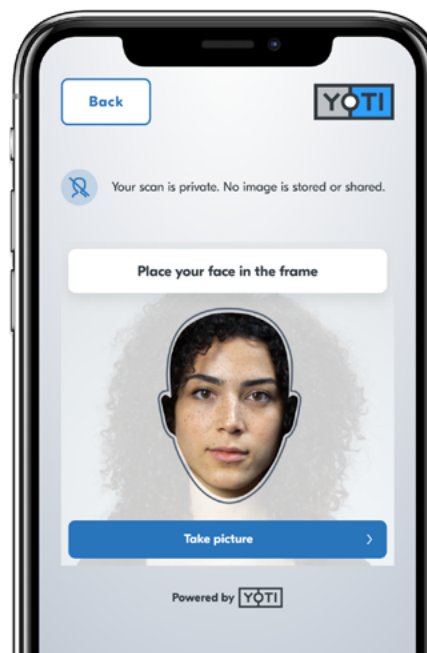
### Solution

After a thorough evaluation of age verification providers—considering reliability, security, and user experience—Haypp implemented Yoti's digital age verification on their UK eCommerce platform.

By integrating Yoti's age verification technology, Haypp successfully met the need for stringent age checks while enhancing the customer experience. This solution has allowed consumers to access more shipping options while ensuring minors are protected from purchasing age-restricted products.

Additionally, the integration has streamlined operations and reinforced Haypp's commitment to providing a secure, frictionless, and user-friendly shopping environment.

Rather than developing complex age verification technology in-house, Haypp partnered with experts in the field. This collaboration allowed them to focus on core business areas, such as product quality, customer service, and market expansion, while ensuring compliance and security.



## Results

The platform implements numerous checks to ensure that only adult users gain access to the products. Yoti is just one component of this comprehensive system that manages everything from individual details and purchasing patterns over time, to age verification upon delivery.

As an essential part of the checkout journey, Yoti's technology has not only strengthened compliance with legal regulations but also improved the overall shopping experience for Haypp customers.

### Key Results

- ✓ **Reliability:** Yoti's technology provides a consistently dependable service.
- ✓ **Security:** The solution prioritises the safeguarding of user data and minimises false positives.
- ✓ **Adaptability:** Yoti's technology evolves with regulatory changes, helping Haypp stay compliant while enhancing the customer experience.
- ✓ **User Experience:** The seamless integration ensures a smooth and efficient process for customers.



*“Yoti is our key partner for age verification in the UK market. We selected Yoti for their strong reputation in the European market and their demonstrable expertise in the field. Their state-of-the-art digital age verification has not only strengthened our compliance with legal regulations but also added value to our business by enhancing the overall shopping experience. We are deeply committed to not sell age-restricted products to underaged, meaning we always aim for excellence and only partner with those who share our vision.”*

**Mattias Nording,**  
Head of Age Verification at Haypp

Contact us at [yoti.com/business](https://yoti.com/business)