

# ADAPTING TO A WORLD WITH DIGITAL ID

As technology evolves, it is crucial for retailers and businesses to be well-informed about the realities of Digital ID. This knowledge is essential for implementing proper due diligence processes before its widespread adoption.

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## The Risks Around Digital ID

Digital IDs (DID) are an emerging form of identification, which since 2023 and the creation of the PASS 5:2023 'Requirements for Digital Presentation of Proof of Age' scheme could be accepted as proof of age for use in age-restricted purchases.

However, there are limitations on this as although DIDs can be used for lottery, tobacco, vapes etc. under the UK alcohol licensing act (as it currently stands), it can't be used for purchasing alcohol.

There are also a couple of other nuances that staff must be aware of to ensure its legitimacy, such as ensuring that the PASS hologram logo is moving and how to validate the DID. With multiple different providers of DID, it's imperative that staff members know how to identify legitimate proof of age.

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## How Serve Legal Can Help

As a retailer, using our young cohort of auditors, we can test your staff members' approach to DIDs in line with your company policy. Such as ensuring that they are correctly rejecting the ID's in the case of alcohol, and interacting with the DID appropriately to validate its legitimacy.

As a provider of Digital IDs, we can provide you with key feedback, such as how widely accepted your ID is and provide user experience feedback from both the onboarding process as well as till point interactions between customers and staff members.

This can also demonstrate your proactive approach to ensuring your ID is correctly validated and commitment to ensuring that age-restricted products are correctly gated.