

Guidance for Innovative Technology to demonstrate how their Age Estimation products can be used in a Retail Setting.

This advice will give their customers confidence that the technology can legally be implemented within their own Age Verification Policy, it will also show them exactly how the technology should be used.

MyCheckr and **MyCheckr^{Mini}** are devices designed to provide Anonymous Age Estimation. They are tools designed to assist the till operator in this vital decision-making step when they are required to determine a customer's age for the purpose of preventing age restricted sales.

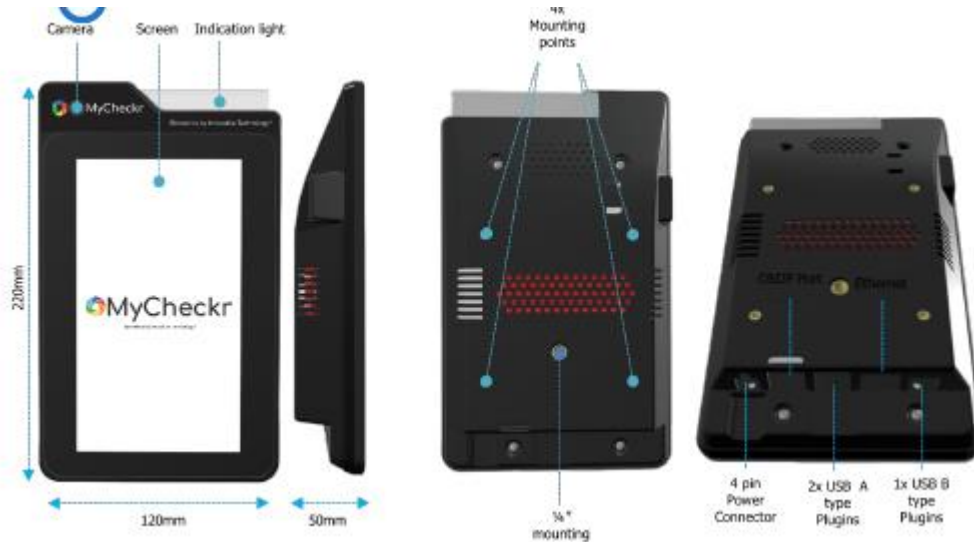
The device anonymously estimates a customer's age by analysing their facial features, and clearly conveys that result to the till operator. The device is not a substitute for human decision making, and it remains the responsibility of the member of staff to make the decision as to whether the customer is old enough or not to make the purchase.

General Description

MyCheckr and **MyCheckr^{Mini}** are all-in-one device solutions that perform anonymous age estimation, to assist with the sale of age-restricted goods. The integrated camera automatically captures and analyses an image of the customer's face. The screen faces the customer and clearly displays the result of the age estimation. The LED indicator is clearly visible to the till operator. All data is automatically deleted after the age estimation has been performed.

MyCheckr is a simple, low-cost solution that helps the server make informed decisions during the age check process. The checking process is designed to automate the Challenge 25 retailing strategy to restrict any illegal sales of age restricted items to underaged customers. This can act as a deterrent to underage persons, and also help to avoid any unpleasant confrontation with staff regarding ID checks. It comes equipped with an inbuilt camera and a display screen that can be used in multiple modes to display relevant information or a video feed of the camera depending on the configuration set by the user.

MyChecker is capable of being mounted on any system and needs just a power connection to start operating.



MyChecker Mini is a more compact version of the **MyChecker** without the presence of a physical screen or connection ports but it can be configured to perform the same functions as the **MyChecker**.

The **MyChecker Mini** just like the **MyChecker** is a standalone device which can also be integrated into the checkout to perform age checks on customers purchasing age-restricted items.



Operation in Store

The **MyChecker** or **MyChecker Mini** unit is placed by the till operator at the point of sale. Advice should be taken from the manufacturer to ensure that it is placed in a suitable position, securely so it cannot be moved which would cause the camera to be unable to see the customer image.

MyCheckr or **MyCheckr Mini** is provided as a guide for sales staff and must be set up for Challenge 25, so providing a failure result for any customer who it estimates to be under the age of 25. The displayed result is in the form of a traffic light system, which will quickly inform both the till operator and the customer of the result. (i.e., red is under 25 and ID check is required, and green is 25 or above). The till operator is guided by the LED, which illuminates Red or Green depending on the outcome.



Where the **MyCheckr** or **MyCheckr Mini** has provided a fail result, the member of staff must request to check their physical identification, even if they believe that customer is old enough to purchase the product in question.

Where the **MyCheckr** or **MyCheckr Mini** has provided a pass, thus guiding the sales staff that that customer is over 25, the staff should still look at the customer to check they are satisfied that they are over 25. Where they have any doubt, they must have the confidence to overrule the technology and request to view the customers physical identification in the normal way.

Where there are a number of customers together, the member of staff must ensure firstly that the customer making the purchase has been scanned and passed by **MyCheckr** or **MyCheckr Mini**. Where they suspect a danger of proxy sales, such as where group of young people are together, they should check the physical ID of all the customers.

The final decision is always that of the till operator. **MyCheckr** or **MyCheckr Mini** is simply operating as a tool and a guide to support the till operator.

All data is automatically deleted after the age estimation had been performed. A notice should be clearly displayed to make this clear to customers on or near to the screen.

Self-Checkout

The **ICU Lite** is the technology used within **MyCheckr** and **MyCheckr Mini**. This device can also be incorporated independently within the point-of-sale software on a self-checkout using the camera already installed on the checkout.

In the same way as with manned checkouts, the technology must only be used as a guide on a self-checkout to assist staff who are making the decision as to whether a customer is old enough to make the sale. It remains crucial that staff responsible for these sales still have the final decision on whether the customer is old enough to make the purchase as detailed above.

In addition, the customer image can be displayed remotely on a different screen such as the staff members hub, or a portable tablet, depending on how the software is set up. It will notify the staff member to enable them to view the customer image, to see whether the tech has passed or failed them. They can then make their decision on whether the sale can go ahead or whether they need to check the customers identification in the normal way.

Products subject to Age Restricted Sales

The **MyCheckr** and **MyCheckr Mini** is simply used as a tool to provide guidance to the shop assistant. Because the ultimate decision on whether the customer is old enough or not remains with the staff member the technology can be used can be used for all age restricted sales, including alcohol.

In all cases where the staff member decides that the customers age needs to be verified, this should be carried out in the normal way, usually this will be by requesting to see the customers physical identification.

For alcohol sales, to ensure compliance with the mandatory licensing conditions, the physical proof of age must bear the holder's photograph, date of birth, and either a holographic mark or ultraviolet feature.

Trouble Shooting

Camera Angle

The camera must be angled to ensure it can see customers as they approach the till area.

Light Performance

The integrated camera was chosen to operate over a range of typical illumination levels (50 Lux – 700 Lux). It is advised to avoid any bright lights either directly above or directly behind the customer.