Know-Your-Player Identity Verification Best Practices for (Online) Gambling Operators

Through AML regulations and KYC requirements, gambling operators are required to verify the identity of their customers before they are permitted to perform deposits and/or bets.

It is the operator's responsibility to ensure that the identity verification procedure is fit-for-purpose and being implemented effectively. Operators lacking effective verification tools face a real challenge in meeting compliance requirements.

In addition, providing a streamlined onboarding journey to players is key in the highly competitive online gaming industry. For the operator, the process needs to be seamless and flexible, allowing adequate deployment of updates and new features. To support organizational growth, scalability in handling more customers is vital.

How can gambling operators protect their businesses and players against fraud and achieve regulatory compliance, while simultaneously ensuring a smooth onboarding process?

There are generally three levels of performing customer identity verifications. Which one is applied depends on the (daily) volume of customers to be handled, the resources the operator is willing to allocate for this and the (expected) organisational growth.

Startups and SMBs
- Limited/manageable number of customers
- Complex development efforts do not fit with company's size and resources
- Preferred approach: manual KYC screening and ID document verification

Plug-and-Play Identity Verification Solution: Keesing Documentchecker

Allows compliance officers to inspect and validate ID documents with increased competence by cross-checking a customer's ID document with data from the world's largest ID reference database.

- Information on 6,500+ issued ID documents from over 200 countries and organisations
- Clear descriptions and detailed images of ID documents and their security features
- Easy-to-use MRZ-checker tool to verify the authenticity of ID documents
- ID verification based on knowledge and information derived from government sources
- Plug-and-play: no system integration or training required

Keesing Documentchecker ID Verification Process Flow

Login to Documentchecker → Select country → Select document type → Compare ID to Keesing database → Check MRZ with code tool

Scaleups
- Organisational growth/surge in number of customers
- Need for cost-efficient processes and improved UX
- Preferred approach: automated and quick digital KYC/ID verification

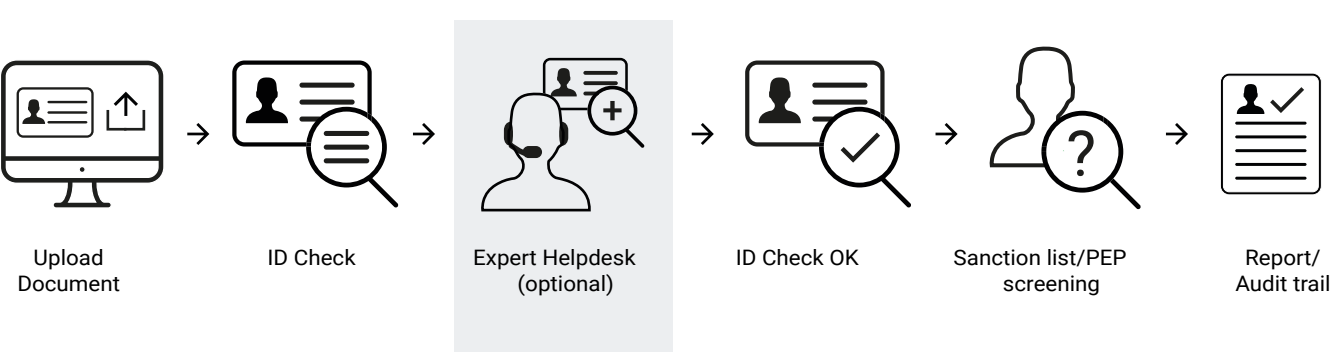## Automated Identity Verification Solution: Keesing AuthentiScan LITE

A quick and easy means of ID document verification. Check and validate scans and copies of ID documents via the AuthentiScan portal to reduce the onboarding time of your customer significantly.

- Upload scans/copies of ID documents to verification portal for a lightning-quick ID check (no integration required)
- Handles large numbers of customers/batches of document copies in one go: prevent and tackle administrative backlogs
- Auto-review by the Keesing Expert Helpdesk in case of doubt about the authenticity of an ID document
- Audit trail: compliance report for each ID check

Manage account data on the Keesing AuthentiScan Portal:
✓ Overview of checked ID documents, including filter options on document number/type/status/date of birth/etc.
✓ Create files: edit document bearer details and/or assign other documents to individuals
✓ Export ID check data and compliance report (PDF/XML)

Keesing AuthentiScan LITE Process Flow

Upload Document → ID Check → Expert Helpdesk (optional) → ID Check OK → Sanction list/PEP screening → Report/Audit trail

Established/Mature Businesses
- Large number of customers/steady flow of new customers
- Integrated processes, real-time and friction-free customer onboarding
- Preferred approach: streamlined and real-time identity proofing

Real-time, Biometric Identity Proofing Solution: Keesing AuthentiScan Web API

Allow your customers to identify and onboard themselves on-the-go with this secure identity proofing solution, combining thorough ID document verification with biometric checks.

- Real-time and secure identity proofing to onboard customers remotely
- Selfie-based ID verification with two-step biometric check (facematch and liveness check)
- Seamless integration* in your applications and branding
- Access to the Keesing Expert Helpdesk
- Audit trail

*Implementation requires development knowledge, but can be adjusted to suit the organisation's needs

Keesing AuthentiScan web API Identity Proofing Process Flow

Seamless integration → Capture ID Document → Liveness check → ID Document Check → Face Match → Expert Helpdesk (optional) → ID Check OK → Report/Audit trail

Go to Authentiscan API

For further information go to www.keesingtechnologies.com/gambling, or please contact our Sales Department via sales@keesingtechnologies.com.

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