How Strong is Your ID Verification?

Not all identity verification is created equally. Many businesses think they are performing age verification, when the hardware and software they are using is not actually equipped to detect suspicious IDs. More than 46% of college students say they've used a fake ID to get past age restrictions. And today's fake IDs can be imperceptible to the naked eye. **So, what level of ID verification are you performing at your business?**

What is ID Scanning?

ID scanning simply means an ID was digitally scanned. As there are hundreds of scanners on the market today, there is wide variance in scanning accuracy and fake detection.

ID scanning does not necessarily include any level of verification or authentication. In many cases, the scanning software is simply calculating if the birth and expiration dates indicate that a given individual is of age, and that their ID is not expired. There are no requirements for embedded security features.

ID Scanning Considerations

- Hardware capabilities
- Sophistication of 2D barcode parsing algorithm
- Breadth of IDs you need to verify on a daily basis
- Third party integrations
- Staff training

Best-in-Class ID Validation

- Scans the 2D barcode in 1 second or less
- Can check against all parseable fields stored inside the 2D barcode
- Can scan and parse all US and Canadian IDs and drivers licenses
- Can scan and parse all passport and passport ID MRZs
- Performs algorithmic checks against common 2D barcode errors and “tells”

What is ID Validation?

ID validation performs a basic parsing of the barcode or MRZ data and checks that the information is formatted correctly.

At IDScan.net we also perform 134 checks on the 2D barcode at this stage. These are essentially what could be called an “easter egg check.” Most ID formats have some intentional quirks or known consistencies. This might be something as simple as “for all Nebraska IDs, the ID number always starts with an A or a Q.” These are validation points that our algorithms have identified over our 15+ years scanning IDs, and so we’ve built them into our validation stage to help catch some fake IDs.

Validation can be done using all ID scanners, including mobile phones.

Data from the ID can also be parsed into your database, CRM, or POS at this stage.

Low quality fake IDs, or IDs which have been physically tampered with, are often unable to pass basic ID validation. So this is a great base for age verification and fake detection.

For an additional layer of validation, some scanners can compare the data contained in the barcode with the data on the front of the ID, using optical character recognition.

What is ID Authentication?

Authentication is the most stringent stage of ID checking, which requires specialty hardware. A phone, or low end scanner, will not be equipped with the type of camera or lighting required to truly put an ID through its paces.

At this stage, every aspect of the ID will be examined using powerful cameras. The ID will be checked against hologram and watermark libraries. It will be scanned using white, infrared and UV light. It will also undergo an additional series of algorithmic checks which look for variances in spelling, spacing, and ID design versus known standards.

Because of the rigor of authentication, reading and returning results for each ID can take up to 10 seconds. This time is variable depending on the scanner, as well as the processing power of the computer that is being used to run the authentication software.

ID authentication can be performed concurrently with ID validation and ID parsing. Authentication provides the highest degree of fake detection and accurately catches the majority of suspicious IDs. Even the best fake ID manufacturers have difficulty passing the hundreds of checks that are done in the authentication stage.

Best-in-Class ID Authentication

- Minimum 400 DPI image capture for both sides of the ID
- UV hologram screening library
- IR watermark screening library
- White light scanning
- Infrared light scanning
- Additional algorithmic checks on the physical ID
- Results returned in 15 seconds or less

What is Identity Verification?

Beyond checking the physical ID, there is an additional layer of verification that can be performed – matching the human holding the ID to the ID itself. This can be performed in a number of ways but commonly involves facial recognition software.

In-person, this can be performed using a web camera, which matches the live photo of the individual's face to the photo on their ID card.

If the ID checking is remote, or mobile, this can be performed using a selfie with the user's existing mobile device.

In either case, anti-spoofing should be layered on top of the facial recognition, to ensure that a photo or video is not being used to trick the software.

Results can be returned in less than 3 seconds in most cases.

How to improve identity verification for your business

Implementing identity verification solutions is simple and straightforward. It can help you better understand your customer, catch fake IDs, identify underage consumers, and eliminate manual processes.

Contact our team to see how we can implement affordable solutions to help you authenticate IDs, verify your customers, and stay compliant.