



Age Assurance Technology Trial

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Participant Interview - Meta

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This document forms part of the Age Assurance Technology Trial (AATT) and provides a consolidated summary of the interview conducted with an age assurance technology provider participating in the trial. The interview was conducted via a Microsoft Teams meeting and represents the agreed summary of the discussion with the vendor.

The questions for this interview were shared with the vendor in advance, ensuring a structured and transparent approach. However, the interview also flowed dynamically, allowing for exploration of specific aspects of the vendor's technology that were directly relevant to the Australian context. The primary purpose of this interview was to engage with the vendor on their submitted practice statement, delving deeper into their technology, policies and deployment approach, particularly in relation to the Australian regulatory, cultural and operational environment.

This document is intended to support transparency and consistency in the evaluation process by providing a structured record of the discussion. It helps ensure that insights gathered through this interview are available to policymakers, industry stakeholders and researchers as part of the AATT's broader methodology. This interview complements the vendor's practice statement, technical demonstration and structured system testing undertaken during the trial, providing a richer, multi-dimensional perspective on the readiness, privacy compliance and operational effectiveness of the age assurance system.

Disclaimer

The inclusion of this interview summary does not constitute endorsement, certification or approval of any product, service, or provider. The interview captures the perspectives and claims of the vendor as discussed with the trial team, but they have not been independently verified in full. While the discussion has informed the trial's evaluation activities, it remains the responsibility of the provider who participated in the discussion.

No guarantee is given as to the completeness, accuracy or ongoing applicability of the information provided in this interview. The trial team has assessed this discussion within the scope of the AATT only and its inclusion here should not be interpreted as regulatory acceptance, market readiness or policy endorsement.



Summary of Meta Participant Interview Responses

Executive Summary

Meta, the provider of Facebook, Instagram and Quest, and parent company of WhatsApp, participated in the AATT by submitting a proposal that advocates for a **“whole-of-ecosystem” approach** to age assurance. As a single point of collection of age verification details, Meta proposes age verification at the **operating system (OS) or app store level**, where parental approval and age signals are captured once – using technologies that have been tested in this Trial — and then securely shared via APIs with approved apps.

Meta’s position is grounded in three key values:

- Enhancing **privacy** and reducing duplication of sensitive data collection.
- Increasing **usability** and scalability for parents and developers.
- Supporting **built-in protections** for teens across all apps—not just Meta’s platforms.

The proposal is a forward-looking technical architecture, not yet implemented across all systems, but partially in use within **Meta Quest** platforms, where our provision of age category APIs already help tailor app experiences for younger users.

Further details:

- [Instagram Teen Accounts](#)
- [Meta Content Standards](#)
- [Instagram Content Controls](#)

Interview Responses & Contributions

Section 1 - Background and Overview

Age Verification at Device Setup



Meta proposes capturing a young person’s age when a device is first configured—ideally by a parent or guardian. This is the “golden moment” when families are most likely to engage in oversight. Verification options include:

- Parent-supplied DOB during device setup.
- Third-party age verification via ID, or digital ID where available, and third party age signals (e.g., Yoti face-based age estimation).
- OS-level documentation for consistent age signals.

API-Based Age Signal Sharing

Once verified, the OS or app store shares a simple age category (e.g., “under 13,” “13–15”) with apps via an API. No personal data (e.g., names, full birthdates) is shared—just what is needed for the app to apply appropriate safeguards or content restrictions.

Parental Approval and Supervision

Meta’s proposal allows parents to approve app downloads, revoke permissions, and access supervision tools. These tools could enable:

- Viewing new friend requests or messaging behaviour.
- can view new pages their teen has followed
- Limiting the visibility or interaction of a teen’s posts.

This approach mirrors controls already available on iOS and Google Play, but extends them across the app ecosystem in a standardised, scalable way.

Section 2 - Additional Topics Covered

System-Level Solutions and Interoperability

Meta’s proposal reflects the Trial’s observation that system-level interventions—those implemented at OS or app store level—are critical to providing a unified and scalable approach to age assurance, especially for families managing multiple apps.

Privacy and Proportionality

The use of age categories, rather than precise data, aligns with data minimisation principles. The API approach provides granularity and control without oversharing user data—consistent with the Trial’s ethical principles.

Enabling Small Developers



Meta argues that a unified age assurance API would reduce burden on smaller or emerging app developers, enabling them to deliver age-appropriate experiences without building bespoke verification systems.

User-Centricity and Inclusivity

Meta's design considers family diversity and ensures ongoing parental involvement through device-linked supervision. The system also promotes ease of use for parents overwhelmed by inconsistent, app-by-app verification.

Challenges and Considerations

While comprehensive, Meta's model is not without its complexities:

- **Ecosystem Dependence:** The success of this model relies on cooperation from OS and app store providers (Apple, Google), over whom Meta has no control.
- Meta's submission also addressed concerns that such a model could deflect responsibility from app providers. It clarified that Meta would continue investing in age appropriate experiences, such as Instagram Teen Accounts, which automatically place users under 18 into protective settings with built-in content and usage limits.

Section 3 – Final Thoughts

Meta's contribution to the Age Assurance Technical Trial promotes a future-focused, ecosystem-level model for age assurance. This approach aims to simplify parental involvement, reduce data duplication, and enable consistent age protections across platforms. While still conceptual in parts, it reflects a commitment to privacy, scalability, and parental control that resonates with many of the AATT's findings.

The system is already partially realised on Meta Quest and can inform broader policy and technical frameworks in Australia. As governments and platforms seek cohesive and ethical age assurance models, Meta's proposal contributes valuable strategic thinking and technical clarity to the national conversation.