

PASS 0:2022

**General Principles and
Definitions**

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Introduction

The Proof of Age Standards Scheme (“PASS”) is the United Kingdom’s national Proof of Age Accreditation Scheme, endorsed by the Home Office, the National Police Chiefs’ Council (NPCC), the Security Industry Authority (SIA) and law enforcement officers, such as Trading Standards.

The PASS Scheme is operated by a Community Interest Company providing accreditation to suppliers of Proof of Age Services in the UK.

The Accredited Providers are assessed against the standards set out in:

- PASS 0 – General Principles and Definitions
- PASS 1 – Requirements for Identity and Age Verification
- PASS 2 – Requirements for e-ID Validation Technology
- PASS 3 – Requirements for Data Protection, Privacy and Security
- PASS 4 – Requirements for Proof of Age Card Design and Construction
- PASS 5 – Requirements for Digital Presentation of Proof of Age

All Accredited Providers are required to comply with PASS 0:2022, PASS 1:2022, PASS 3:2020 and any relevant PASS Standards applicable to their business operations.

All Accredited Providers are required to comply with the latest version of the PASS Standards (indicated by the year of issue), subject to any transitional arrangements agreed by the PASS Standards Group.

The PASS Standards are assessed by qualified, competent auditors appointed by PASS to ensure that accredited providers reach and continue to operate to the requirements of the PASS Standards. This means that providers of age restricted goods, content and services can be confident in accepting cards or digital proof of age bearing the PASS hologram or digital mark, safe in the knowledge that the scheme is supported by the police, Trading Standards and a wide range of trade bodies.

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1. Scope

The Proof of Age Standards Scheme (PASS) Standards are applicable to any Proof of Age service provider that wishes to operate under the PASS Scheme and have access to use of the PASS registered Trade mark.

This part of the PASS Standards:

- establishes general principles applicable to all PASS Accredited Providers, including any sub-contractors used by PASS Accredited Providers for provision of goods or services covered by the PASS Standards;
- establishes common terms and definitions used throughout the PASS Standards;
- specifies the general principles for maintaining confidence in the integrity of PASS Accredited Providers, Applicant Providers and the PASS Scheme;
- specifies requirements for the legal basis and operating territories of PASS Accredited Providers or Applicant Providers;
- specifies requirements for the management and operation of PASS Accredited Providers;
- establishes the requirements for customer care, compliant handling and dealing with applications for digital proof of age holders, card holders or replacement cards.

The suite of PASS Standards are applied as applicable to the activities of Accredited Providers or Applicant Providers. This will be dependent on the scope of operations of the providers and the services that they provide for customers.

2. Normative References

Legal Provisions

Adoption and Children Act 2002

Births and Deaths Registration Act 1953

Data Protection Act 2018

Electronic Communications Act 2000

The Electronic Identification and Trust Services for Electronic Transactions Regulation 2016 (2016 No.696) as amended by The Electronic Identification and Trust Services for Electronic Transactions (Amendment etc.) (EU Exit) Regulations 2019)

Enrolment of Deeds (Change of Name) Regulations 1994

UK General Data Protection Regulation as implemented by Data Protection, Privacy and Electronic Communications (Amendments etc) (EU Exit) Regulations 2019/419

Gender Recognition Act 2004

Registration of Births, Deaths and Marriages Regulations 1968

Trade Marks Act 1994

National and International Standards

ISO/IEC 7810:2019 Identification cards — Physical characteristics

PAS 1296:2018 – Online age check – Code of Practice

ISO 9001:2015 – Quality Management Systems

Other Documents

Home Office GPG45 Guidance on Identity Proofing

3. Terms and definitions

In this document:

“**shall**” indicates a requirement

“**should**” indicates a recommendation

“**may**” indicates a permission

“**can**” indicates a possibility or a capability

***GUIDANCE NOTES** are shown in italic text and are intended to assist the reader with understanding provisions.*

When referring to the PASS Standards, refer to the PASS Standard, followed by the year of issue, followed by the provision – such as **PASS 0:2020 4.3.2**.

For the purposes of all of the PASS Standards, the following terms and definitions apply. Individual PASS Standards may also contain their own terms and definitions which are in addition to these general terms and definitions.

3.1

Accredited Provider

Means a legal entity accredited by PASSCo to use the PASS hologram logo of PASS dynamic graphic in accordance with the requirements of the PASS Standards.

3.2

Age Categorisation

Means an indication established that a person is of an age that is within a category of ages, over a certain age or under a certain age to a specified level of confidence and by reference to information or factors related to that person.

3.3

Age Determination

Means an indication established that a person has a particular age, stated to a specified level of confidence and by reference to information related to that person. [Source: PAS 1296:2018 – 2.1.4]

- 3.4
Age Estimation** Means an indication by estimation that a person is likely to fall within a category of ages, over a certain age or under a certain age to a specified level of confidence by reference to inherent features or behaviours related to that person.
- 3.5
Application** Means the process of issuing a PASS Proof of Age Card or Digital Proof of Age.
- Application Form, Application Process, Application Refusal shall be interpreted accordingly.*
- Occasionally the context may dictate that ‘application’ is referring to an ‘app’ or ‘online service’.*
- Where referring to an application to become an Accredited PASS Provider, the document shall refer to ‘Applicant Provider’.*
- 3.6
Applicant
Provider** Means a legal entity that has applied for accreditation by PASSCo to use the PASS hologram logo of the PASS Dynamic Graphic in accordance with the requirements of the PASS Standards.
- 3.7
Authoritativeness
Category** Means the category of source of data available to be trusted as being accurate, true or reliable (such as governmental, financial, proprietary or asserted).
- 3.8
Card** Means a physical proof of age card issued by an Accredited Provider.
- 3.9
Card
Construction** Means the requirements for card construction set out in PASS 4, Section 6.
- 3.10
Card Design** Means the artwork printed on the card face in accordance with the requirements of PASS 4, Sections 4 and 5.

3.12

Change of Control Means a situation where:

- (a) any person, or group of connected persons not having control (as defined in sections 450 and 451 of the Corporation Tax Act 2010) of an Accredited Provider, acquires control of the Accredited Provider; or
- (b) any shareholder of the Accredited Provider who owns more than 25% of the issued ordinary share capital of the Accredited Provider transfers (whether by a simple transfer or a series of transfers at different times) shares constituting, in aggregate, 25% or more in nominal value of the Accredited Provider's issued ordinary share capital.

3.13

Contra-indicator Means pieces of information that either contradict statements about a claimed age attribute or claimed identity or raise some doubt over whether the claims are legitimate or genuine.

3.14

Date of Birth Means the date as recorded by a competent governmental authority:

- (a) that a person was born; or
- (b) on which a person was deemed to have been born as determined by:
 - a. a court of law;
 - b. a duly authorised officer acting on behalf of the Home Office or a devolved administration; or
 - c. a duly authorised officer of a local authority.

3.15

Derogation Means an exemption from or relaxation of a requirement of a specific part of or section of the PASS Standards.

PASS Derogations are only granted in exceptional circumstances by the PASS Standards Committee.

3.16

Device Means a physical or electronic means of transferring or indicating a proof of age attribute issued by an Accredited Provider.

3.17

e-IDAS Means electronic identification, authentication and trust services established in accordance with the Electronic Identification and Trust

Services for Electronic Transactions Regulation 2016 (2016 No.696)) as amended by The Electronic Identification and Trust Services for Electronic Transactions (Amendment etc.) (EU Exit) Regulations 2019).

**3.18
e-IDVT**

Means electronic Identity Document Validation Technology.

**3.19
Holographic mark**

Means a physical recording attached to a proof of age card, token or device of an interference pattern which uses diffraction to reproduce a three-dimensional light field.

**3.20
Name**

Means the current and latest legal name given to a person and as recorded by a competent governmental authority:

- (a) in registrations of birth;
- (b) in registrations of adoption;
- (c) in registrations of marriage;
- (d) on a deed poll;
- (e) in registrations of gender recognition;
- (f) as determined by:
 - a. a court of law;
 - b. a duly authorised officer acting on behalf of the Home Office or a devolved administration; or
 - c. a duly authorised officer of a local authority.

An assumed name, nickname, alias, transitioning name or adoptive name (unless registered) shall not be considered to be a name for the purposes of PASS Standards.

The requirements for Name Standards are set out in PASS 1, Section 9.

**3.21
PASS**

Means the Proof of Age Standards Scheme.

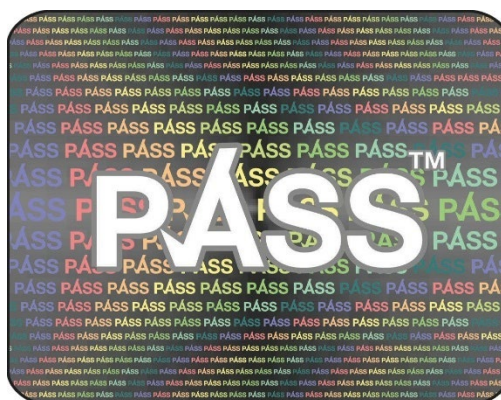
**3.22
PASS Auditor**

Means a suitably qualified and competent conformity assessment body appointed by PASSCo for the purpose of undertaking audits against the PASS Standards.

**3.23
PASSCo** Means the company PASSCO CiC being a community interest company registered in England at c/o Poppleston Allen, 37 Stoney Street, The Lace Market, Nottingham, NG1 1LS with the registered number 04570623.

**3.24
PASS Dynamic Graphic** Means a Graphic Interchange Format file issued to the Accredited Provider by PASSCo for use in accordance with PASS 5 – Requirements for the Digital Presentation of Proof of Age.

**3.25
PASS Hologram Logo** Means the Trade Mark registered in the United Kingdom with the registration number UK00002342706 and represented as follows:



**3.26
PASS Standards** Means the suite of standards approved from time to time by the PASS Standards Committee.

**3.27
Photograph** Means a two-dimensional image of the full frontal face of a person. The requirements for photograph standards are set out in PASS 1, Section 8.

**3.28
Referee** Means a person who provides validation of a claimed identity or age attribute.

**3.29
Statement of Truth** Means an attestation of truth accompanied by a warning that giving a false statement may be an offence.

- 3.30
Sub-Contractor** Means any person, organisation or provider that is involved in the provision of materials or services relevant to the PASS Standards for or on behalf of an Accredited Provider or Applicant Provider, but who is not the Accredited Provider or Applicant Provider or an employee of them.
- 3.31
Territory** Means the United Kingdom of Great Britain and Northern Ireland, plus the Channel Islands and the Isle of Man.
- 3.32
Top Management** Means the person or group of persons who direct and control an organisation at the highest level.
- 3.33
Trade Mark
Restrictions** Means the use of the PASS Hologram Logo or PASS Dynamic Graphic in circumstances outside of:
- Class 9 - Magnetic identity cards; encoded cards; electronic identity cards; smartcards.
- Class 16 - Guidance manuals; printed instructions; posters, flyers and other printed publicity materials; identity cards (not encoded); all in respect of proof of age identity card schemes.
- Class 42 - Accreditation schemes for issuers of identity cards to the public for the purposes of proving age when acquiring age restricted goods and/or services.
- 3.34
Verification** Means the process of determining the validity of a claimed identity or age attribute.

4. General Principles

Confidence in Accredited Providers and Applicant Providers

- 4.1 An Accredited Provider or Applicant Provider shall not bring the PASS Scheme into disrepute.
- 4.2 An Accredited Provider shall take all reasonable actions to prevent misuse of the PASS hologram including:
- (a) use of the PASS hologram logo or PASS dynamic graphic otherwise than in accordance with the licence granted to the Accredited Provider;
 - (b) use of the PASS hologram or PASS dynamic graphic for purposes otherwise than in accordance with the Trade mark restrictions;
 - (c) preventing non-accredited providers from using the PASS Hologram Logo.
- 4.3 An Accredited Provider shall be confident so that they are sure that the supporting evidence for proof of age applications demonstrates that the date of birth, name and photograph of the applicant is genuine and connected to the same individual.

Confident so that they are sure is an objective assessment that there are no unresolved contra-indicators and no reasonable doubt present that the application is not genuine and connected to the same individual.

- 4.4 An Accredited Provider shall not issue a Proof of Age Card or Digital Proof of Age if they are not confident so they are sure that it is a genuine indication of the date of birth, age, name and photograph of the verified holder of the card, token or device.

Legal Entity

- 4.5 An Accredited Provider or Applicant Provider shall be a distinct legal entity.
- A Provider may be a for-profit or not-for-profit entity, a public authority, a charity or any other legal entity, but may not be a consortium of legal entities.*
- 4.6 An Accredited Provider shall operate in the Territory covered by PASS and maintain an office in the Territory.

The Territory covered by PASS is the United Kingdom of Great Britain and Northern Ireland, plus the Channel Islands and the Isle of Man.

- 4.7 An Applicant Provider shall operate in or have a documented plan to operate in the Territory covered by PASS and shall maintain or have a documented plan to maintain an office in the Territory.
- 4.8 An Accredited Provider shall not undergo a change of control without notification of the proposed change of control to PASSCo.
- 4.9 An Applicant Provider shall notify PASSCo of any change of control or proposed change of control during the application process and shall have concluded any proposed change of control before accreditation is completed.

Quality Control

- 4.10 An Accredited Provider or Applicant Provider shall establish and maintain a quality management system with its PASS accredited activities within the scope of that quality management system.
- 4.11 In order to comply with the requirement in 4.10 an Accredited Provider or Applicant Provider shall:
 - (a) establish and maintain a management system in accordance with the provisions of ISO 9001:2015 that is certified by an accredited certification body; or
 - (b) establish and maintain a management system that meets, as a minimum, the requirements of section 4.12.
- 4.12 The minimum requirements referred to in section 4.11 (b) are as follows:
 - (a) a statement of the Provider's 'top management' to establish, document and maintain a commitment to quality;
 - (b) the appointment of a Senior Person who, irrespective of other responsibilities, shall have responsibility and authority that include the following:

- a. ensuring that processes and procedures needed for the management system are established, implemented and maintained;
 - b. reporting to 'top management' on the performance of the management system and any need for improvement;
- (c) procedures for the control of documents (internal and external) including:
- a. the controls needed to approve documents for adequacy prior to issue;
 - b. review and update (as necessary) and re-approve documents;
 - c. ensure that changes and the current revision status of documents are identified;
 - d. ensure that relevant versions of applicable documents are available at points of use;
 - e. ensure that documents remain legible and readily identifiable;
 - f. ensure that documents of external origin are identified, and their distribution controlled;
 - g. prevent the unintended use of obsolete documents, and to apply suitable identification to them if they are to be retained for any purpose.
- (d) procedures for the control of records required for PASS Standards compliance;
- (e) procedures for the Provider's 'top management' to review its management system at planned intervals in order to ensure its continuing suitability, adequacy and effectiveness in meeting the 'top management's' commitment to quality;
- (f) to establish, document and maintain a process of internal audit conducted by knowledgeable, qualified and suitable personnel and ensuring the internal auditors do not audit their own work, any corrective actions identified are implemented and any appropriate opportunities for improvement are identified;
- (g) to establish procedures for the identification and management of non-conformities in its operations; and
- (h) to establish procedures for taking preventative measures to eliminate the causes of potential non-conformities.

Staff Training

4.13 All Accredited Providers shall provide training for their staff.

- 4.14 A training programme shall include:
- (a) the provision of induction training to be completed within one calendar month of a new employee or contractor starting;
 - (b) the provision of a learning needs-based training programme for individual members of staff based on their organisational role and/or personal development.
- 4.15 As a minimum, training of all staff shall include:
- (a) the purpose, scope and principles of PASS;
 - (b) the requirements of the PASS Standards General Principles;
 - (c) the identification, recording and actions necessary if staff are made aware of any contra-indicators;
 - (d) the requirements for the PASS Standards Data Protection, Privacy and Security;
 - (e) the procedures for whistleblowing, including those relating to reporting non-conformity to PASSCo.
- 4.16 A record of staff training shall be kept for a minimum of 2 years.

Customer Care

- 4.17 All Accredited Providers shall have a written policy setting out their approach to customer care and stakeholder engagement.
- 4.18 Customers include:
- (a) applicants for PASS cards or digital proof of age;
 - (b) existing PASS card holders or holders of digital proof of age;
 - (c) applicants for replacement PASS card holders;
 - (d) former PASS card holders or holders of digital proof of age;
 - (e) unsuccessful applicants for PASS cards or digital proof of age;
 - (f) users of data or services about PASS customers.
- 4.19 Stakeholders include:
- (a) PASSCo;
 - (b) the auditors appointed by PASSCo;
 - (c) other PASS Accredited Providers and Applicant Providers;
 - (d) law enforcement agencies, including the police, Trading Standards and regulatory agencies;

- (e) local, regional, devolved and national government;
- (f) providers of identity services.

4.20 Accredited Providers shall make publicly available:

- (a) a postal address to which enquiries to the Accredited Provider can be sent;
- (b) an email address that is monitored by staff, to which enquiries to the Accredited Provider can be sent;
- (c) a telephone number, which shall not be a premium rate number, to which enquiries to the Accredited Provider can be made.

4.21 Accredited Providers shall establish reasonable minimum standards of responsiveness to written, electronic or telephone communications that shall be monitored internally.

4.22 Accredited Providers shall establish procedures for providing reasonable levels of assistance to customers with additional needs. This may be customers living with disability, poor literacy skills, lack of knowledge or understanding of the PASS application process, who are making applications at a particular time of stress or distress, or who use English as a second language or not at all.

Complaints

4.23 Accredited Providers shall establish procedures for identifying, recording and addressing complaints about their service.

4.24 A complaint is an expression of dissatisfaction with the service of the Accredited Provider or the quality or operability of a PASS card or digital proof of age.

4.25 Complaints shall be acknowledged within 3 working days and a substantive response provided to the complainant within 14 working days. In the event that a substantive response is not possible within 14 working days, the Accredited Provider shall provide an interim response together with an indication of when a substantive response shall be provided and shall provide a substantive response by then.

4.26 The outcome of a complaint shall not result in a decision that would be contrary to the requirements of the PASS Standards. In particular, Accredited Providers should make clear to complainants, where necessary, that:

- (a) decisions about the authenticity of identification documents, claimed attributes, referees and photographs are required to be taken on the basis that the Accredited Provider is satisfied so that they are sure (see 4.4);
- (b) the production of PASS cards and digital proof of age are required to be in accordance with the PASS Standards.

A complaint regarding the content of PASS Standards should be redirected to PASSCo to address.

- 4.27 A complaint that raises a potential contra-indicator about the contents of a PASS card or digital proof of age shall be addressed by the Accredited Provider with a view to taking all reasonable action necessary to maintain confidence in the integrity of the PASS Scheme.

Refusals to Accept PASS Cards or Digital Proof of Age

- 4.28 A complaint that alleges a PASS card or digital proof of age holder experienced difficulty with a provider of age restricted goods, content or services accepting the validity of the PASS card or digital proof of age, shall be recorded.
- 4.29 Accredited Providers shall attempt to make contact with the provider of the age restricted goods, content or services with a view to understanding why they declined to accept the PASS card or digital proof of age, and to seek to educate the provider of the age restricted goods, content or services of the benefits of PASS to them and to society in general.

Replacement PASS Cards

- 4.30 Accredited Providers shall have established procedures in place for receiving and processing requests for replacement PASS cards.
- 4.31 A replacement PASS card shall not be issued unless the Accredited Provider is satisfied so that they are sure (see 4.4) that the replacement is being issued to a verified customer of the Accredited Provider who has completed an application and met the requirements of PASS 1 – Requirements for Identity and Age Verification.
- 4.32 If an Accredited Provider is aware of or becomes aware of any contra-indicators relating to the replacement request, they shall treat the replacement request as an application for a new PASS card.

Sub-Contracting

- 4.33 All Accredited Providers and Applicant Providers shall be responsible for the activities of any sub-contractors or providers where they are directly relevant to securing compliance with PASS Standards.
- 4.34 Contracts and memoranda of understanding with any sub-contractors or providers shall:
- (a) be documented;
 - (b) be signed by all parties;
 - (c) specify the aspects of the contract that impact upon compliance with PASS Standards;
 - (d) set necessary controls, quality management and diligence processes to ensure that the sub-contractor or provider does not compromise the responsibility of the Accredited Provider or Applicant Provider to comply with the PASS Standards;
 - (e) set the security of any PASS Holograms, PASS Dynamic Graphic or Trade Marks in the possession of the sub-contractor, how these are secured, authorised for use and disposed of;
 - (f) be regularly reviewed and audited, including the provision for 2nd party auditing of the sub-contractor by the Accredited Provider or Applicant Provider.

Signed by all parties includes signed in accordance with the Electronic Identification and Trust Services for Electronic Transactions Regulation 2016 (2016 No.696) and section 7 of the Electronic Communications Act 2000.

Provision for 2nd party auditing of a sub-contractor by the Accredited Provider or Applicant Provider can rely on the provision of 3rd party auditing by a competent conformity assessment body acting either on behalf of the provider or PASSCo.

Provisions for Applicant Providers

- 4.35 Applicant Providers shall provide to PASSCo and its appointed auditors a confidential statement that sets out their planned or actual:
- (a) organisational structure, including the top management of the Applicant Provider and a senior person nominated as the point of contact for PASSCo and PASS Auditors;

- (b) financial and operational resources available to operate the proposed PASS accredited service;
- (c) identity of controllers of the business, including ultimate beneficial owners if part of a group of companies;
- (d) business plan for launch and operation of the proposed PASS accredited service;
- (e) approach to staff training;
- (f) sub-contractors or service providers that are relevant to the discharge of the requirements of the PASS Standards;
- (g) approach to securing compliance with sections 4.4 and 4.5 of this PASS Standard (confidence in identity verification);
- (h) approach to securing compliance with Data Protection, Privacy and Security;
- (i) design for cards or digital proof of age services that will carry the PASS Trade mark;
- (j) approach to customer care; and
- (k) any applications contemplated for derogations from the PASS Standards.

Derogations

- 4.36 Any Accredited Provider or Applicant Provider granted derogation(s) from the PASS Standards shall:
- (a) document the derogation, including the scope and specific sections of the PASS Standards that the derogation relates to;
 - (b) gain approval for the derogation from the PASS Standards Committee before implementing any changes;
 - (c) provide a copy of the derogation to the PASS Auditors;
 - (d) act in accordance with the terms of the derogation.

Audit

- 4.37 Any Accredited Provider or Applicant Provider shall cooperate with the PASS Auditors to establish random monitoring wherever possible in order to minimise the storage of personal data for audit purposes only.
- 4.38 In processing applications, Accredited Providers shall:
- (a) comply with the requirements of PASS 3 – Requirements for Data Protection, Privacy and Security;
 - (b) store an appropriate audit trail for each application that demonstrates that the requirements of the PASS Standards have been followed;

- (c) provide relevant information for a sample of randomly selected applications using a process agreed with the PASS Auditors.

The process of random auditing shall be based on a frequency of not more than one application in every 1,000 received and processed by the Accredited Provider.

About PASS

The PASS Scheme is operated by a Community Interest Company providing accreditation to suppliers of Proof of Age Cards in the United Kingdom. The Accredited Providers are assessed against strict standards by qualified auditors to ensure that they operate to the highest standards. Sellers of age restricted products can be confident in accepting Cards or Digital Proof of Age with a PASS hologram or dynamic graphic, safe in the knowledge that the Scheme is supported by the police, Trading Standards and a wide range of trade bodies.

Assurance

Every card or digital proof of age that carries a PASS hologram or dynamic graphic will have been issued by a provider who has been through a stringent application and accreditation process.

Confidence

Production of a PASS hologrammed card or digital proof of age at the point of sale affords retailers and their staff the confidence of knowing that it is a trusted and secure form of identification.

Reliability

The unique PASS hologram is a registered Trademark, making it a criminal offence to manufacture cards or digital proof of age service that have a mark similar to the PASS one.

Support

Possession of a PASS accredited card or digital proof of age demonstrates that the holder's age and personal details have been verified by an Accredited Provider and that they are who they say they are!

PASS

PASSCo C.I.C.

www.pass-scheme.org.uk