

Customer | Honey Badger

Preventing underage access to harmful online content in the UK, while prioritising seamless trusted customer experiences

Industry | Global risk decisioning platform

Overview

Honey Badger is a global AI risk decisioning platform, delivering actionable insights for smarter fraud, identity and credit decisions. Honey Badger selected LexisNexis® TracelQ® to enhance their age verification capabilities to enable businesses to comply with the UK Online Safety Act (2023) and confidently prevent young people in the UK from accessing harmful, age-restricted content online.

Challenges

- Deliver real-time, deterministic age verification
- Support seamless high-volume throughput
- Expedite customer onboarding and control friction
- Reduce drop off and raise conversion rates
- Enable scalable, accessible, cost-efficient checks

Our solution

LexisNexis® TracelQ®

Honey Badger is a UK and US-based provider of flexible, easy-to-deploy decisioning technology supporting expedited journeys at every stage of the customer life cycle. In 2025, the company launched a real-time age verification solution to help businesses across multiple industries comply with the UK Online Safety Act. Honey Badger integrated access to TracelQ® as a component of its extensive suite of insights that power age verification checks.

Honey Badger is committed to providing rapidly-deployed, frictionless and scalable age verification tools that prevent underage access to harmful online content and enable users to prioritise their compliance obligations. The tools leverage TracelQ to gather risk insights from data points such as phone, email, name or address, matched against high-quality, public, proprietary and contributory data sources.

Within weeks of launch, the impact was clear and quantifiable:

Up to

60%

increase in age verification coverage

Performing over

1.5 Million

age verification checks at a rate of 140 checks per second

Helping their clients realise

30-50%

lower customer attrition rates through reduced friction

Fast, accurate age verification with minimal friction

Keeping young and vulnerable users safe online is a universally shared responsibility. More than 70% of 8–17-year-olds in the UK use social media platforms that fall within the scope of the Online Safety Act¹.

Implementing strong age verification protocols reinforces brand reputation while reducing the costly risks of non-compliance fines that could total 10% of global annual revenue, up to £18 million.

Honey Badger expedites age verification processes by utilising the TracelQ solution's extensive supplementary risk insights, matched against high-quality public,

proprietary and contributory data sources, to help accurately determine whether an individual is of an appropriate age.

The company's proprietary age verification waterfall determines the best method for verifying a user's age and incorporates a confidence score for accuracy and decisioning. Integrating access to TracelQ allows Honey Badger to increase its age verification coverage by up to 60%, in turn vastly expanding its addressable market in the UK. This allows a diverse range of businesses representing multiple use cases and industries to access an affordable, plug and play age verification tool.

“Integrating access to TracelQ into our age verification waterfall instantly connects our end customers to a much broader, more robust coverage of the UK population. Honey Badger is now enabling UK businesses of all shapes and sizes to rapidly complete accurate age verification checks and truly balance responsible online environments with excellent user experiences.”

— Matt Salisbury, Co-Founder and CEO, Honey Badger



How we solved the main challenges

Meeting the immediate market need for reliable and rapid age verification required for compliance with the UK's Online Safety Act was the main driver for Honey Badger integrating access to TracelQ. Its comprehensive, up-to-date data coverage from differentiated sources and reverse lookup functionality enables Honey Badger to expand the breadth and diversity of the demographic intelligence their age verification solution delivers. The TracelQ solution's ability to gather insights from multiple data inputs for age verification helps Honey Badger's customers protect their end users' privacy while also prioritising low friction, real time interactions that keep customer journeys seamlessly on track.

The success of the TracelQ integration highlights a continuous and proactive collaboration between the two companies. Core teams put speed, flexibility and technical creativity at the forefront as they work together to define and optimise the specific data sources, data flows and matching logic to deliver real-time age verification at scale. The team at LexisNexis® Risk Solutions developed custom APIs and optimised lookup processes to handle the high-volume, low-latency demands of Honey Badger's platform. Ongoing collaboration is focusing on evaluating performance metrics and refining data models and infrastructure to further enhance reliability, whilst adhering to current and future market and regulatory expectations.

Features to focus on:

Honey Badger's solution leverages TracelQ to deliver real-time age verification results to meet stringent requirements set by the UK Online Safety Act. The solution scales easily, enabling customers to strengthen online security, seamlessly manage peak volumes and stay focused on:

- Raising conversion rates
- Increasing customer acquisition
- Accelerating onboarding and transaction speeds
- Reducing attrition and abandonment
- Minimising friction for legitimate customers
- Realising greater cost efficiencies

“Adding TracelQ into our offering allows us to deliver an agile age verification solution that provides the high levels of privacy and protection our customers expect. Together, we are helping our clients prioritise online safety for young people, whilst protecting their brand reputation and providing seamless online experiences for their customers.”

— Matt Salisbury, Co-Founder and CEO, Honey Badger

Achieve online safety at scale with reliable, real-time age verification

[Explore our fraud and identity solutions](#)

LexisNexis® Risk Solutions believes these case study experiences generally represent the experience found with other similar customer situations. However, each customer will have its own subjective goals and requirements and will subscribe to different combinations of LexisNexis® Risk Solutions services to suit those specific goals and requirements. These case studies may not be deemed to create any warranty or representation that any other customer's experience will be the same as the experiences identified herein.

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References

1. [How the Online Safety Act will help to protect children](#)