



## TruAge Fact Sheet

Simple, secure age verification built for speed, privacy and trust

### At a Glance

- Organization Type — TruAge is a not-for-profit company founded by NACS (National Association of Convenience Stores) and Conexus.
- Mission — TruAge is committed to safely and simply keeping age-restricted products out of the hands of minors.
- What We Do — TruAge delivers instant, privacy-first age verification that protects consumer privacy, enhances the sales experience, and ensures compliance.
- Coverage — We're available in more than 47 states and trusted by over 300 retail brands, including convenience stores, liquor stores, vape shops, restaurants, event venues, and more.
- Seamless Activation — TruAge already integrates directly into major POS systems like Verifone, Invenco by GVR, Clover, Pinnacle Affiniti, and Platform POS. Many more integrations are on the way. No new hardware required.

### How TruAge Works

- Install — Activation begins in under 24 hours with full support available.
- Scan — Accepts US driver's licenses, TruAge-enabled mobile IDs, and the TruAge app.
- Secure — Only four data points are used: driver's license number, issuing state, birthdate and expiration date. No personal data is ever stored or sold.
- Offline Access — TruAge works even without internet. Transactions are cached until connection resumes.

### Key Benefits

- Fewer fines, faster lines — Speed up transactions and ensure compliance, all without changing customer behavior.

- Privacy first — Captures only the information required to legally prove age: driver's license number, issuing state, birthdate and expiration date. Each scan is logged as an encrypted token that anonymizes personal data.
- Proof — TruAge appends a unique token ID to a retailer's transaction log, enabling them to prove they scanned an ID for the sale of an age-restricted item. Under subpoena, TruAge will unlock the token ID for law enforcement so that they can track down the driver's license holder if needed.
- Responsible Retailing — Built-in prompts for age verification, nationally-required volume limitations, and ability to shut down fake IDs and expired licenses.
- Future ready — TruAge supports physical driver's licenses and the digital IDs of the future, including mobile driver's licenses (mDLs) and the TruAge app.

## **Who Uses TruAge**

- Retailers — 300+ brands across convenience stores, liquor stores, tobacco and vape shops, cafes, small grocers and events.
- Consumers — 90% of Americans support a national age-verification standard and 78% of consumers prefer to shop at stores that card people who are buying alcohol, tobacco or vape products.

## **Leadership and Governance**

- Board chaired by Henry Armour, current NACS President/CEO
- Grant Bleecher, Head of Business Development and Growth — 20+ years in Disney, Hershey's, Pepsi
- Bryan Esser, Director of Technology — 30+ years in convenience POS systems
- Frank Gleeson, Advisor — Global retail veteran, in-coming NACS CEO
- Lisa Rountree, Head of Marketing and Customer Experience — 25+ years in Disney, Hershey's, Capital One
- Stephanie Sikorski, CEO — 20+ years in convenience and fuel retailing leadership
- Gray Taylor, Executive Director of Conexxus and TruAge Founder — 30+ years in technology, convenience retail and policy in NACS and Conexxus
- Paul Ziv, VP of Operations and Technology — 25+ years in B2B, SaaS, digital transformation

## **Privacy and Security**

- Eliminates exposure of 33+ PII data points that can be exposed in traditional driver's license scan.
- Adopted as the W3C global standard for digital age verification (2025).
- Blocks fake IDs and prevents unauthorized personal data capture.
- Protects consumer identity even if a customer's personal device compromised—only encrypted tokens are stored.

## Universal Solution Built for Convenience

- Convenience stores process 54 million age-restricted transactions a day — nearly 20 billion transactions a year
- The convenience industry includes over 152,000 stores, sells 90% of all tobacco, and nearly 60 percent of beer in the US.
- Compliance is Key — Meeting consumer demand requires effective tools to minimize the risk of human error, significant fines, or losing the license to sell.
- Speed Matters — TruAge keeps lines moving and customers happy. Our technology works anywhere fast service matters including grocery, hospitality, and events..

## Industry Impact

- U.S. convenience stores: \$837B in total sales (2024)
- California DMV selected TruAge for Mobile Driver's License pilot to ensure mDL acceptance and usability at retail (late 2023)
- TruAge is SOC-2 compliant and part of W3C's Verifiable Credentials 2.0, making it the de facto global standard in digital age verification (2025)
- Block awarded "Best Privacy & Security Design" at the California DMV's October 2024 Hackathon for building a working prototype for an digital age verification system using TruAge technology (late 2024)

## Contact

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### Sources:

90% of consumers support: NACS National Consumer Survey on Consumer Sentiment (2020)

78% of consumers prefer to shop: TruAge Quantitative In-Store Pilot Test by Material (September 2022)

C-Store age-restricted transactions (2024): <https://www.nacsmagazine.com/Issues/October-2024/Carding-Better>

Convenience store sales of tobacco and beer: Nielsen AOD (Advanced Analytics for Optimization and Decisioning)

U.S. convenience stores \$837B in total sales: <https://www.cspdailynews.com/company-news/foodservice-drives-sales-us-convenience-stores-2024>

W3C's Verifiable Credentials 2.0: [https://www.convenience.org/Media/Daily/2025/May/15/5-TruAges-Technology-De-Facto-Standard\\_NACS](https://www.convenience.org/Media/Daily/2025/May/15/5-TruAges-Technology-De-Facto-Standard_NACS)

California DMV selected TruAge for Mobile Driver's License pilot: <https://www.dmv.ca.gov/portal/ca-dmv-wallet/truage/>

California DMV's October 2024 Hackathon: <https://dev.to/thdevs/california-dmv-hackathon-win-privacy-preserving-age-verification-h5h>