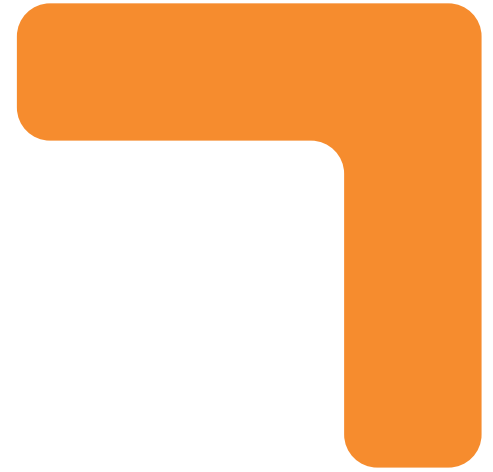


Multi-Stake Holder Dialogue  
Internet Platforms Sexual  
Content and Child  
Protection



Hello and Thank You!



# WTF?



Not the Rabid Fox in  
The Chicken House!



# Actually...One Protective Mother Hen!



Here to Help Bridge a  
Tricky Gap!



# About Me

- CEO of Segpay
  - Global Leader in Online Payments
    - Working With Companies Around the World
- Free Speech Coalition Board Member
- Advocate for All to Co-Exist in Legal, Entertaining Environment

# About Segpay

- 14 Years in Business
  - Headquartered in Deerfield Beach, FL
  - Offices in Oxford, UK & Dublin, Ireland
- Registered PSP and Payment Facilitator in US and EU
  - Licensed Payment Institution in UK
  - Licensing in Ireland Thanks to BREXIT
- Trusted Industry Leader
  - Seasoned Leadership Team
  - Specializing in High-risk, Adult Content
  - Why Banks Work with Us
  - Why Merchants Choose Segpay



Out Front and Up-  
Front on Important  
Issues





# Transparently Trustworthy™

Clearly, the way we do business.



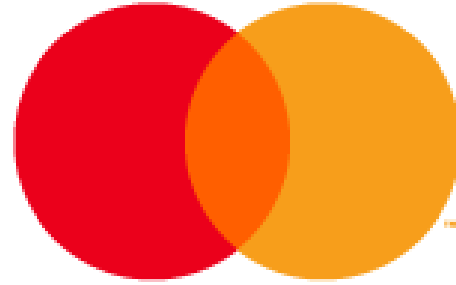


# Processing, Personalized™

Leave the nitty gritty details of processing payments and fraud detection to us.



**VISA**



**mastercard.**



**SEGPAY**  
ALL THE WAY TO PAID™

# Rules & Role



# Rules and Regulations

- Where Do They Come From?
  - Federal Government, Federal Trade Commission, EU Commission, UK Parliament, Card Brands, and Banks
- What Types of Rules are There?
  - Card Brand: BRAM Policies
  - US Federal Regulations: 18 U.S.C 2257, Fosta Sesta
  - Privacy Regulations (EU GDPR, California Privacy Policy Act)
  - Age Verification-UK Digital Economy Act
  - Anti Money Laundering (US and EU)

# Segpay's Role in Child Protection

- “Content Cop”
- Segpay Must Ensure all Site Models Are of Age
  - Thorough Review of Websites
    - All Adult-Merchants Must Comply with the 2257 Requirements
  - Proper Vetting of Social Network and Dating Sites
  - Marketing with content that appears under is also prohibited
- We **Do Not** Process for Escort Sites
  - Which Could Potentially Have Ties to Sex Trafficking

# Segpay's Role (Con't)

- Protection of Children Viewing Content
  - Recommended All Clients Must have a 18+ Warning Page (U.S., EU)
  - Implementation of UK Age Verification Legislation
- Ongoing Monitoring for Compliance



# Rule Enforcement

- Why are Payment Processors Put in the Middle of These Rules?
  - We are part of the Financial Chain
  - Sales Channel for Merchants in The Space
  - We Handle the Underwriting and Compliance of The Merchant
  - We are the Closest to Knowing Who the Merchant Is and the Consumer
- All Parties in the Financial Chain are Impacted
  - Risk Flows Down Hill
- SO: We're All In This Together!
  - Let's Figure it Out

# Segpay Requirements to Accept New Merchants

- Know Your Customer (KYC) Checks
- Manually Review Websites
- Third Party Tools
- Acquirer Approval
- Visa and MasterCard Approval and Registration

# What Happens if We Don't Follow the Rules?



- Card Brand Assessment-Fines (Included Key Areas of Concern)
- Legal Action
- Reputational Damage (Segpay, Acquirers, Card Brands)
- Business Closure
- **Jail Time!**

# On-Going Monitoring

- Annual KYC Renewals
- Monthly Scans
- Annual Bank Review
- Annual Card Brand Review
- Annual Review of Internal Policies

# Segpay's Requirement to Report



# How Do we Balance the Rules and Promote Freedom of Expression?

- Segpay Has a Voice with Groups Making the Rules
  - Can Bring Up Issues & Attempt to “Mediate”
- If We Uncover Specific Concerns (Sites/Content)
  - We Reach Out to Merchant Directly to See if Concerns Can Be Addressed
- If Concerns Aren’t Addressed Properly, Segpay Has a Duty to Cease Processing for Offending Merchant

Q&A  
Thank You!

