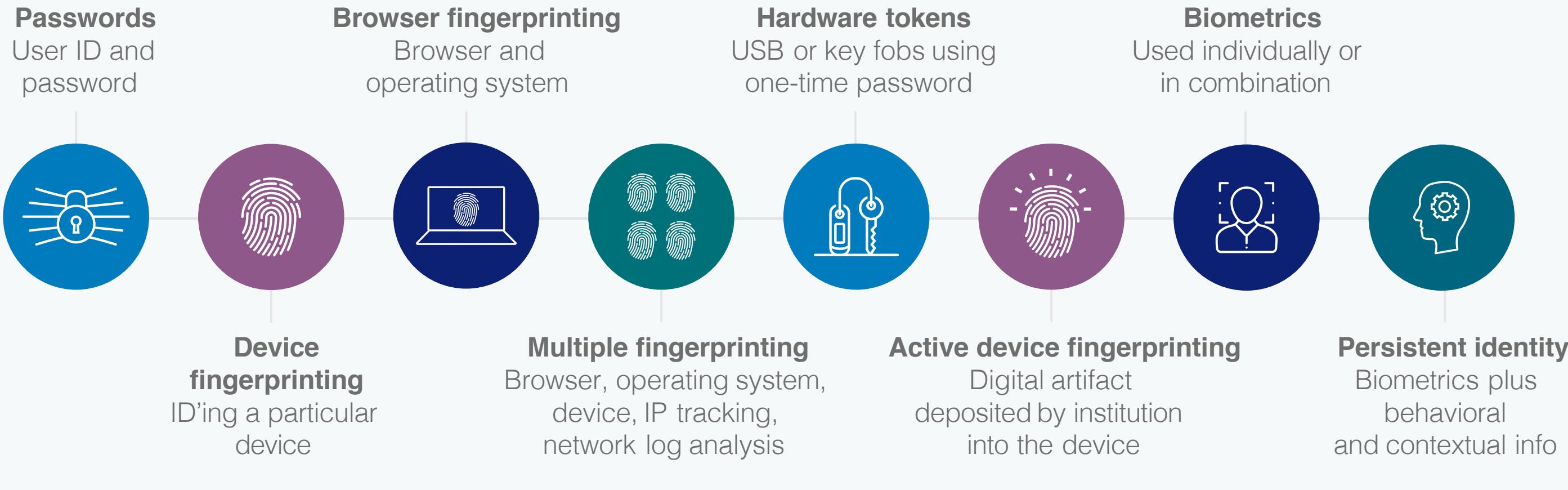


# Protecting the future: Biometrics lead the way

With the global digitalisation of payments, consumers have more choice than ever in how to pay. Safeguarding the most personal information, while offering an easier, faster payment experience, are the goals of biometric authentication – and consumers are responding.

## Identity authentication methods for payment transactions have advanced over time



## The rise of biometrics poses challenges for both consumers and merchants

As technology advances, the use of biometrics is likely to soar

Biometrics authentication is expected to reach more than

£ 1.9 trillion\*  
in global payments by 2024

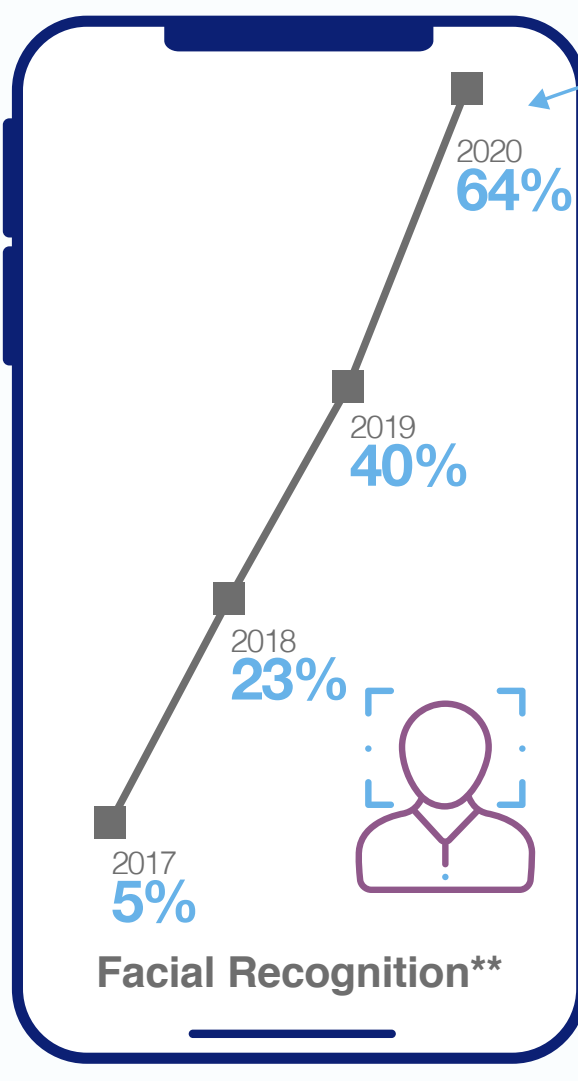


Many merchants see new technology, the rise of Big Data, and the need for advanced security driving change in their business

of online businesses admit they have struggled to find a balance between improving security processes and keeping the customer journey quick and easy

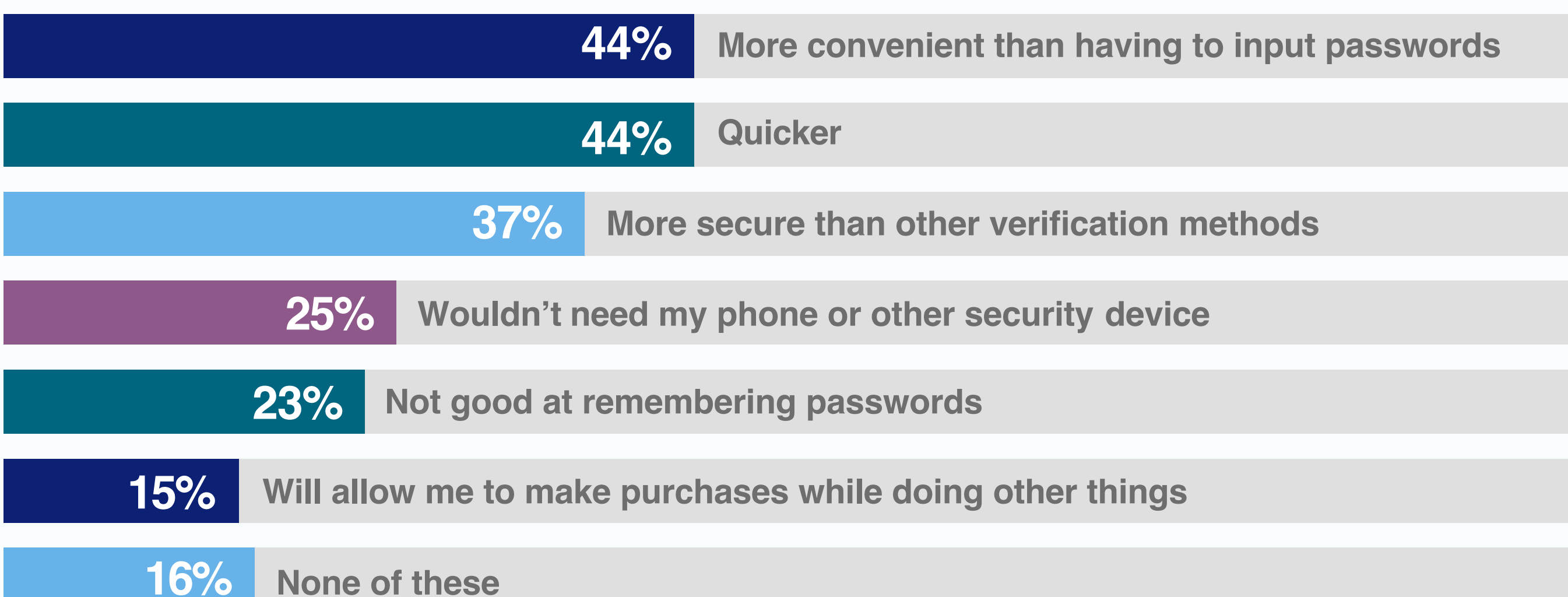
## As technology spreads, consumers see benefits

Smartphones shipped with fingerprint sensors and facial recognition technologies see steady growth



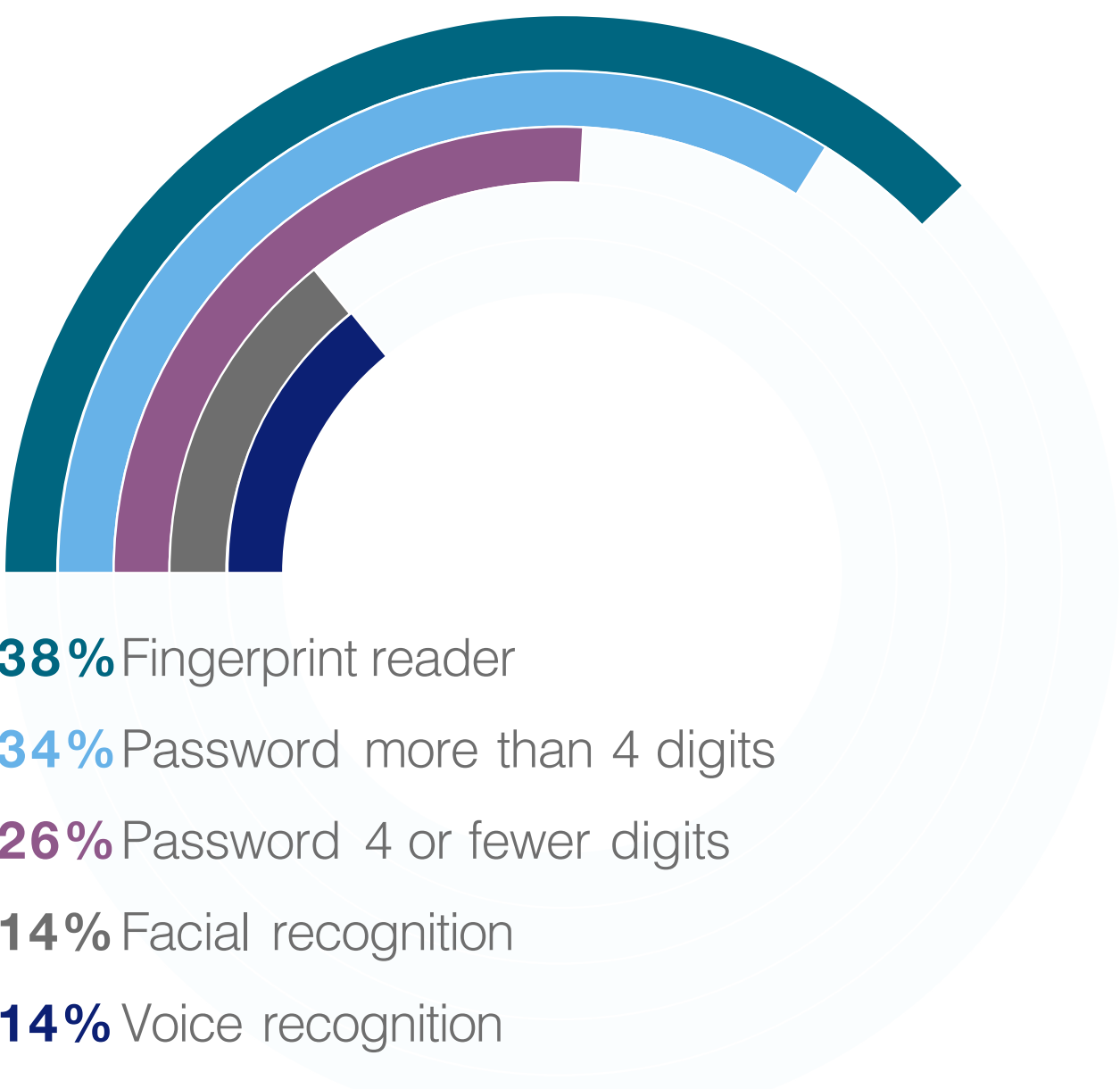
112.8% increase in biometric use on smartphones since 2017

Internet users worldwide are discovering the benefits of using biometrics to confirm digital transactions\*\*



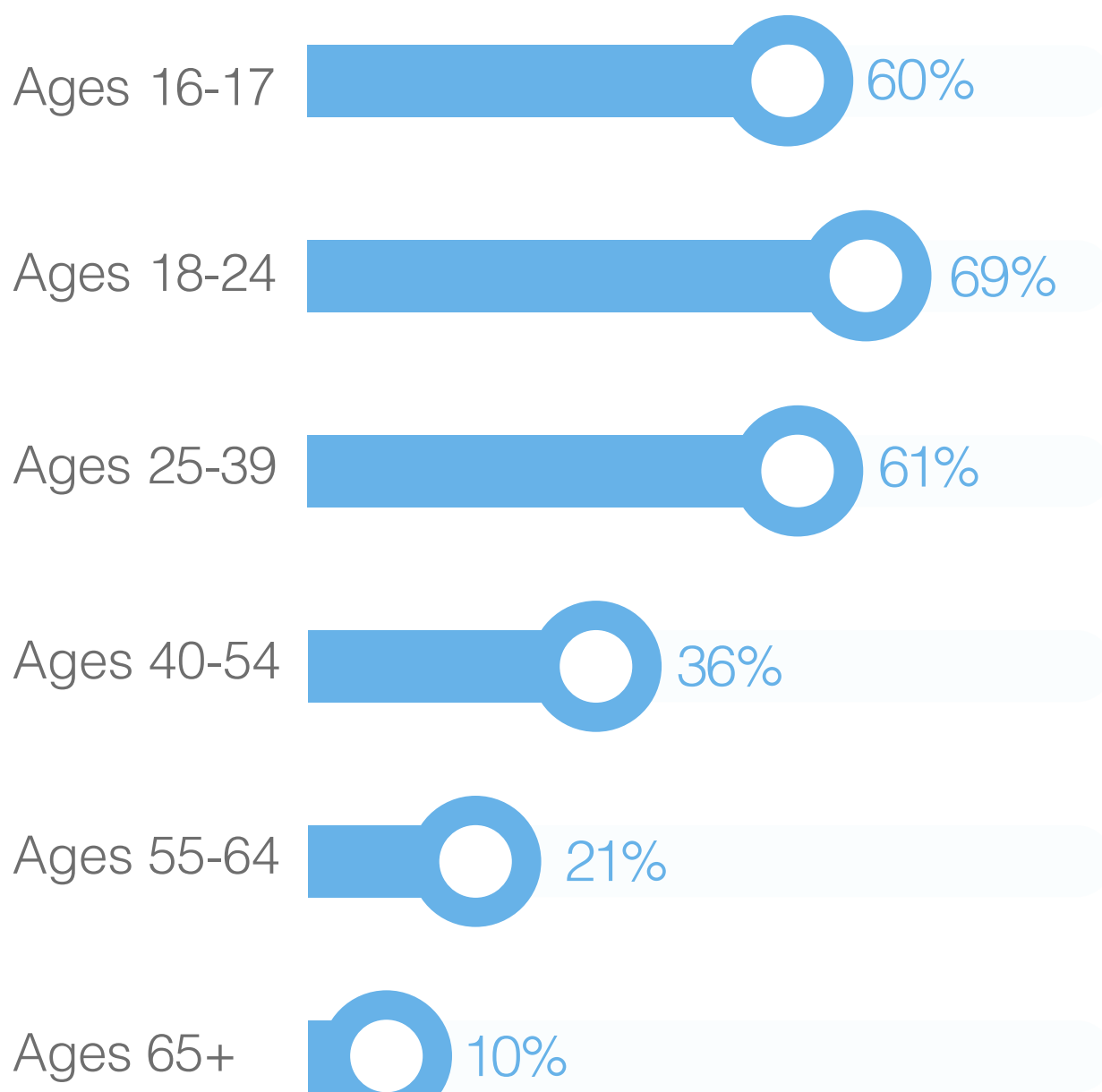
## Comfort levels vary by authorisation type and age\*\*

While consumers are getting used to the changes in mobile payments, they are feeling most comfortable using ...



But adoption can depend on age

Internet users worldwide are discovering the benefits of using biometrics to confirm digital transactions ...

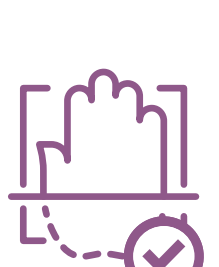


## Biometrics aiming for complete consumer profile

Today, the industry is looking forward to a range of biometric measures that are sure to affect regulations, consumers, and merchants



Signature recognition



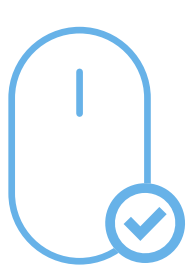
Palms, hands, and fingers



Face, eyes, and ears



Voice recognition



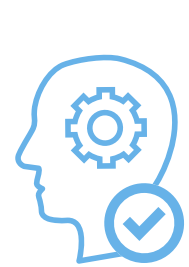
Behavioural

Keystroke dynamics, mouse use, cognitive analysis, gait, and website behavior



Physiological

Left/right hand, hand size, hand tremor



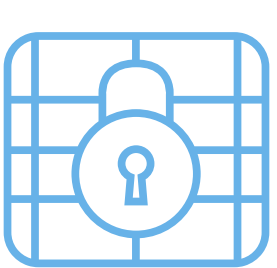
Cognitive

Response to specific stimuli such as heartbeats, brain activity, skin alterations or pulse



Multimodal

Combination of biometric with device ID, geolocation, transaction and navigation behaviours



## Persistent identity: The ultimate weapon against fraud?

By recording a fixed set of identifiers for each individual, the creation of a persistent identity across platforms – with biometrics and attestation of life – could deliver the ultimate fraud protection.

Merchants considering implementing biometric authentication can educate consumers about the transaction and security benefits, while dispelling concerns and myths about the new technology.

\*2.5 trillion USD, 1 USD = 0.76294 GBP, www.oanda.com, October 23, 2020

\*\* Sources: Mercator Advisory Group, Juniper Research, Aite Group, DFS Services LLC, Deloitte China Mobile Consumer Survey, Rachel L. German and K. Suzanne Barber, TrendForce, Counterpoint Research, LinkedIn Paysafe Group

Content accredited to Discover® Global Network.