

Bio-metric Authentication: Enhancing Password Security

Where passwords alone don't provide sufficient protection against cyberattacks, biometric authentication can be the solution to improve security measures!



The power of biometrics

When using unique characteristics, such as fingerprints or facial features, organisations can reduce fraud risks. This leads to a robust and effective security infrastructure (Rimol.M, 2021).

Integration with passwords

This boosts security by adding another layer of authentication, reducing risk of data breaches (Rimol.M, 2021).

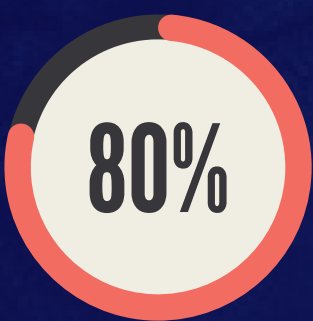


Challenges and considerations

Potential privacy concerns, interoperability problems, and spoofing risks must be looked into to make sure they are prevented effectively (Keyser, A.D. et al. 2021).

WHY ADD BIOMETRICS?

In **2023** biometrics were the **MOST PREFERRED SECURITY AUTHENTICATION METHOD.**

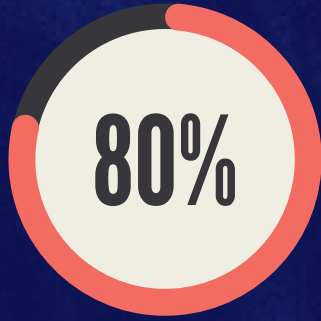


of data breaches involve weak passwords, showing the vulnerability of using a traditional password system only. (O'Shea, B. 2023).

Biometrics help **MIGITATE DATA BREACHES.**

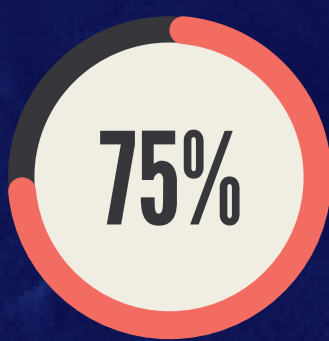
Biometrics enhance **SECURITY** for organisations.

of hacking related issues are because of weak passwords.



Lalchand, S. (2023)

Fraud rates can be reduced by



when using biometrics in addition to a password. (O'Shea, B. 2023)

Biometrics that save the day!



FACE OR FINGERPRINT RECOGNITION enhance security and doesn't need extra effort.



VOICE BIOMETRICS can catch offenders or fraudsters. (O'Shea, B. 2023).

USER EXPERIENCE

40% of consumers prefer when security levels are high but fast at the same time (Lalchand, S. 2023).

85% of users say their perception of a business improves when they pay attention to security (O'Shea, B. 2023).

References:

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2. Keyser, A.D. et al. (2021) Opportunities and challenges of using biometrics for business: Developing a research agenda, Journal of Business Research. Available at: <https://www.sciencedirect.com/science/article/abs/pii/S0148296321005014> (Accessed: 26 March 2024).
3. O'Shea, B. (2023) Which is safer: Biometrics or passwords?, Experian. Available at: <https://www.experian.com/blogs/ask-experian/biometrics-vs-passwords-which-is-safer/> (Accessed: 26 March 2024).
4. Lalchand, S. (2023) Using biometrics to combat synthetic identity fraud - WSJ, Wall Street Journal. Available at: <https://deloitte.wsj.com/riskandcompliance/using-biometrics-to-combat-synthetic-identity-fraud-d2e30d4f> (Accessed: 26 March 2024).