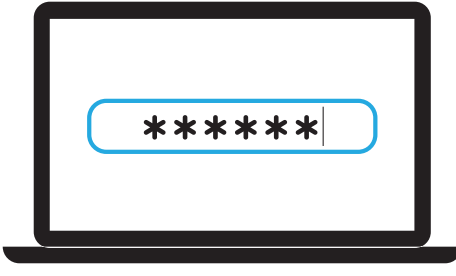


Moving Beyond Passwords

CONSUMER ATTITUDES ON ONLINE AUTHENTICATION



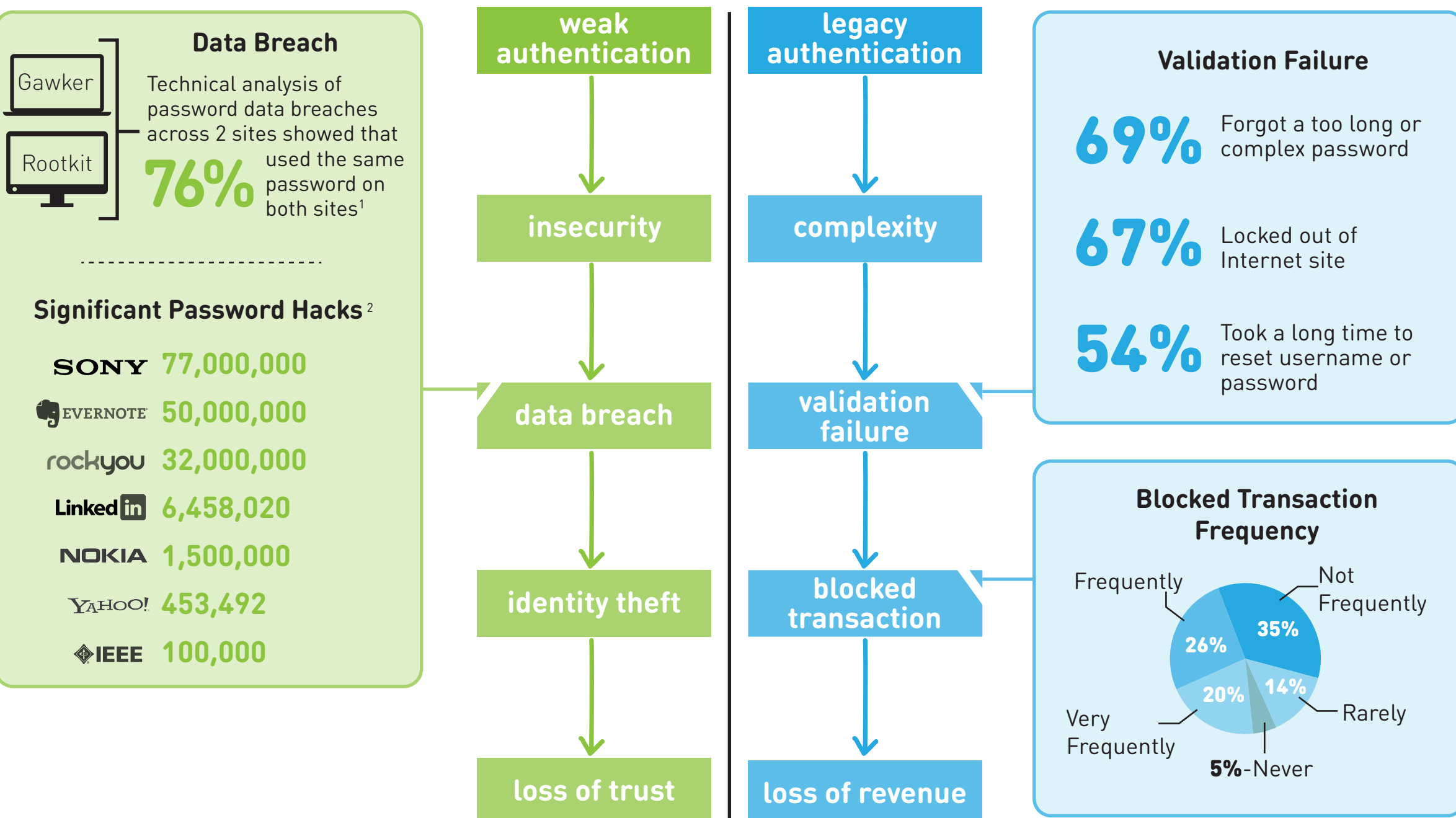
Although U.S. consumers are reaching a comfort level with storing and accessing their information online, traditional security mechanisms such as **usernames, passwords, and fact-based questions** are making it difficult and inconvenient for them to use web services.

POOR ONLINE AUTHENTICATION AND IDENTIFICATION PRACTICES ARE FORCING COMPANIES AND CONSUMERS TO CHOOSE BETWEEN CONVENIENCE AND SECURITY.

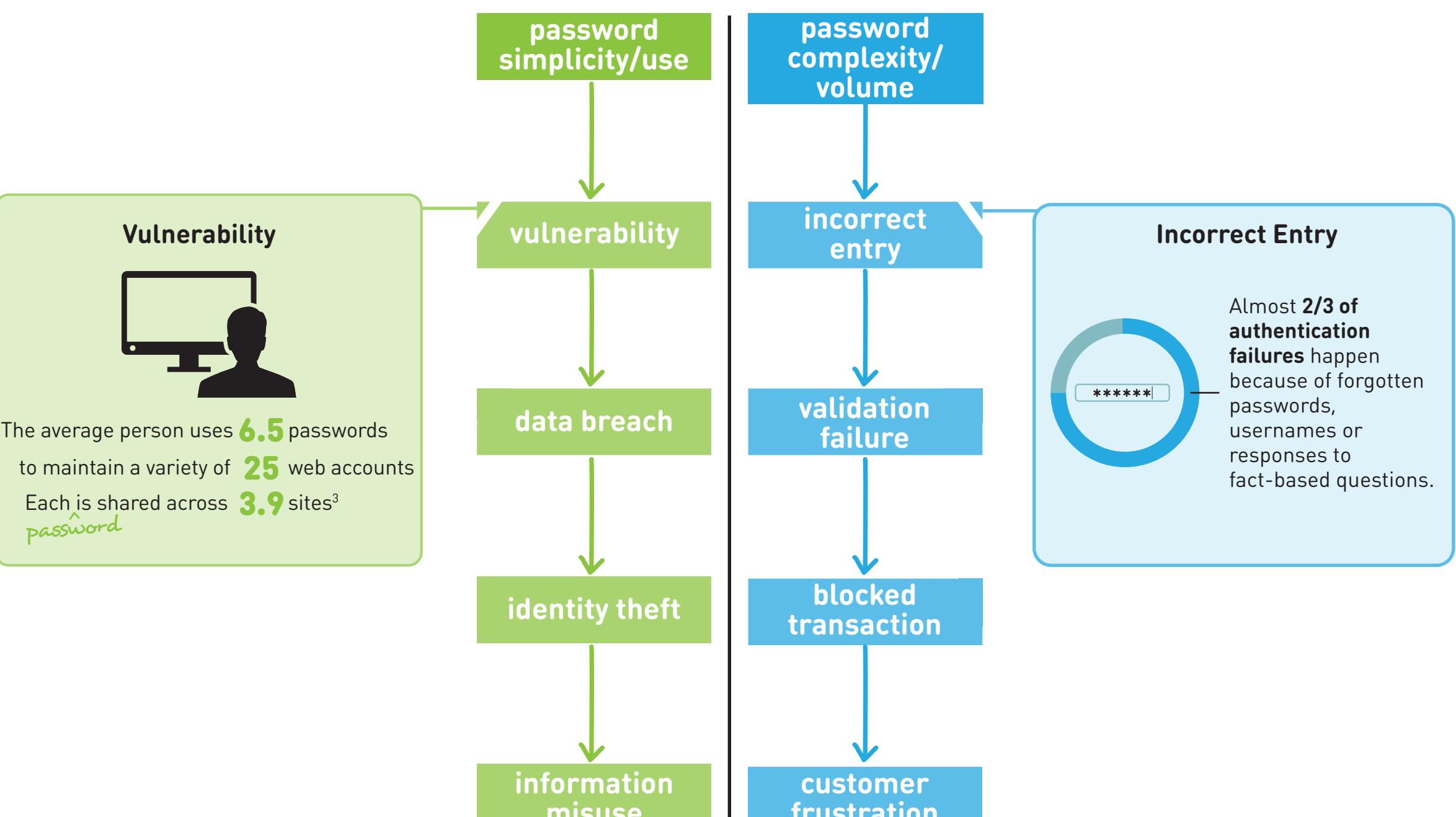
CONVENIENCE

SECURITY

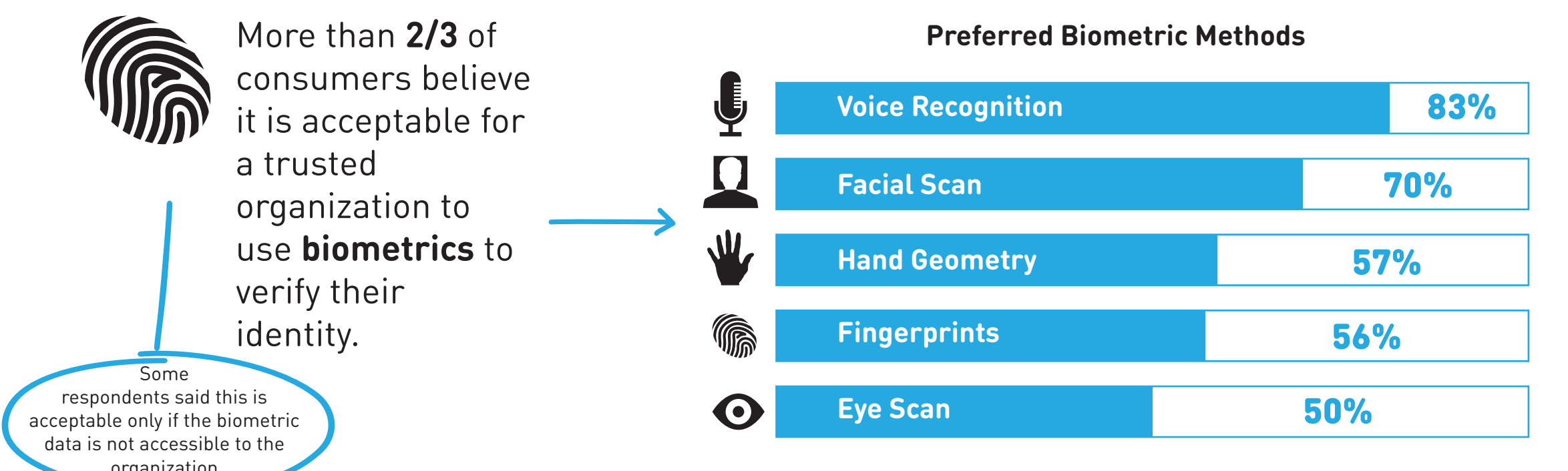
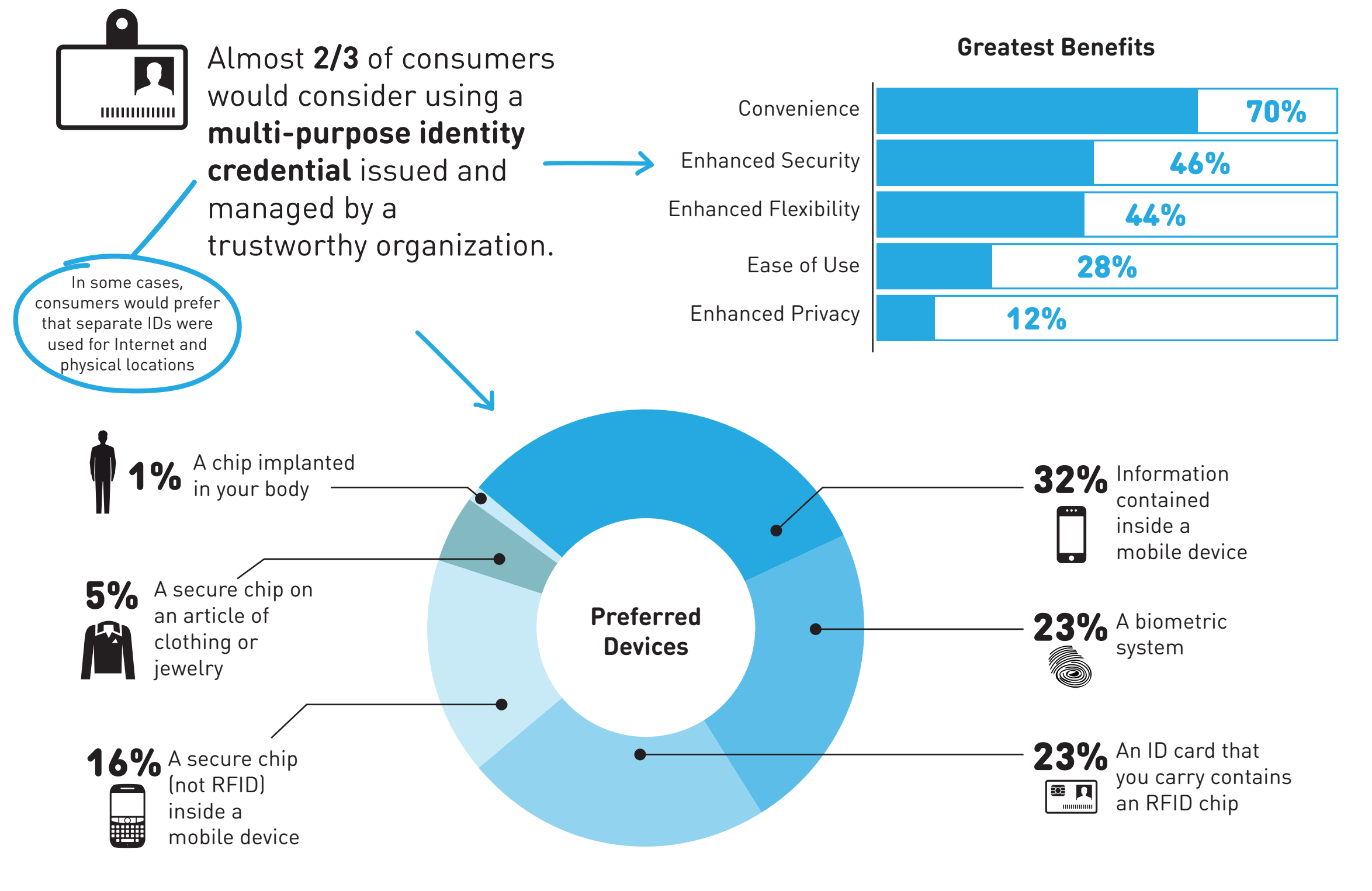
companies



consumers



A MULTI-PURPOSE IDENTITY CREDENTIAL PROVIDES NUMEROUS BENEFITS, INCLUDING CONVENIENCE AND SECURITY.



Most consumers would use a multi-purpose identity credential such as information contained inside a **mobile device** or a **biometric system** that is issued and managed by a trustworthy organization.

In addition to offering convenience, such devices also provide **enhanced security, flexibility, and privacy**, which will ultimately increase consumer trust as well as company revenue.



Sponsored by **Nok Nok Labs**, independently conducted by **Ponemon Institute LLC**

Purpose: To probe consumers' perceptions about how organizations are confirming their identity and to learn what they would consider to be the ideal steps and technologies used to ensure their identity is protected
Respondents: 1,924 consumers between the ages of 18 and 65+ in the United States, United Kingdom and Germany
Note: This infographic focuses on U.S. consumer perceptions and preferences

SOURCES:
¹ Measuring password re-use empirically, Light Blue Touchpaper, Security Research, Computer Laboratory, University of Cambridge
² Nothing is certain but death, taxes and identity theft, DataLossDB, Open Security Foundation
³ A Large-Scale Study of Web Password Habits, Dinei Florencio and Cormac Herley, Microsoft Research