Hitachi Digital Security

A PRIVACY COMPLIANT BIOMETRIC SYSTEM?

VEINID

People are now in **regular contact** with biometric systems. Apple led the way with Touch ID, allowing customers to use a **scan of their fingerprint as a passcode.**

Companies such as MasterCard have started **authenticating online transactions** using **facial and fingerprint scans.**

Several call centres are now using **voice biometrics** to verify **identity and validate access** to call centre services.

Biometrics clearly offer companies a **more efficient way to identify people** than simply asking them for an **id and password.**

However, external bodily features **could be captured** without peoples knowledge **(fingerprints, face, iris, voice, and so on).** Once that data is stored centrally, **concerns have to be raised about its safety,** particularly if biometric databases start being created at a government level.

VEINID PROVIDES A GOOD COMPROMISE.

The biometric data used for **finger vein authentication** is inside the body, so it can't be **captured without consent.**

The finger vein image is **never stored anywhere** and a template is created from the **scanned image and encrypted** before being **sent for validation.**

Contrast this for example with facial recognition where an **individual's data could be used** by any video analytics application **without knowledge or consent.** Big companies like Facebook are very active in using facial biometrics across their platforms.

VeinID means the **individual decides** which applications their **biometric data is used** for and they remain in **full control with how their data is used**.

VeinID is now **being taken up by companies** looking for a **fully privacy-compliant biometric system.**

For further information on how Vein ID can be used to help build a privacy compliant biometric authentication system, please contact us via **Banking.Solutions@hitachi-eu.com**

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