

# BIOMETRICS ON THE RISE. BUT IS THE DATA WELL PROTECTED?

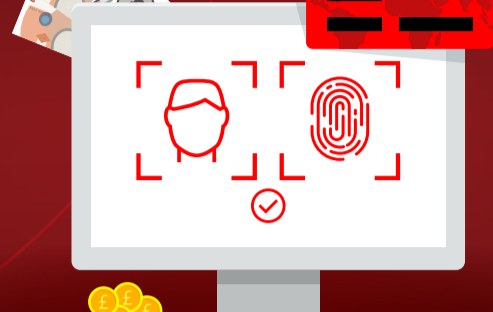


VEINID



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**.

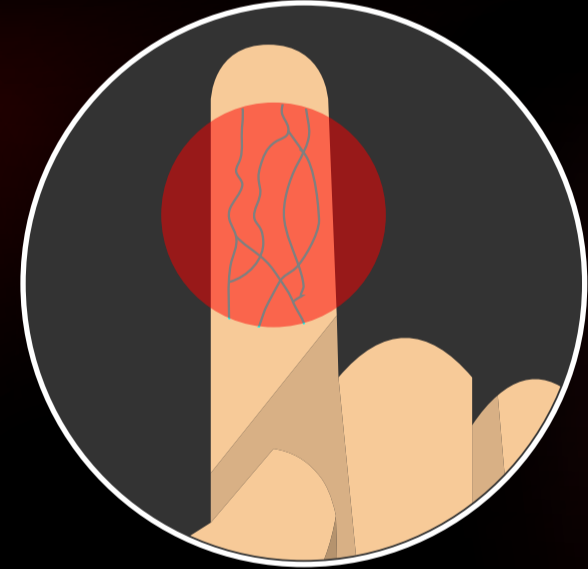


Several call centres are now using **voice biometrics** to verify **identity and validate access** to call centre services.

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**.



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 more information about VeinID or to discuss with Hitachi, please contact: [Pretesh.Shah@hitachi-eu.com](mailto:Pretesh.Shah@hitachi-eu.com)