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Secure Identity

The foundation for customer delight



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Byron Bay breach victim told to pay Adidas, National Basketball Association \$US1.2m by US courts

ABC North Coast / By [Hannah Ross](#)

Posted Tue 25 Jul 2023 at 8:17am, updated Fri 28 Jul 2023 at 1:19pm



Byron Bay woman's data breach nightmare exposes risks of 'credential stuffing'. So how do you avoid it?

ABC North Coast / By [Leah White](#)

Posted Tue 25 Jul 2023 at 11:54pm, updated Fri 28 Jul 2023 at 3:19am



Byron Bay breach vic
told to pay Adidas,
National Basketball

.2m

Ross
m, up

NEWS

SHARE

ay woman's data breach

are exposes risks of

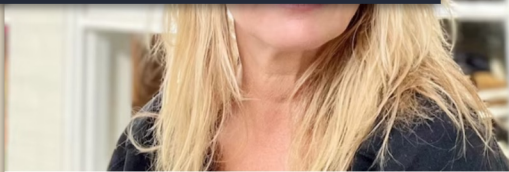
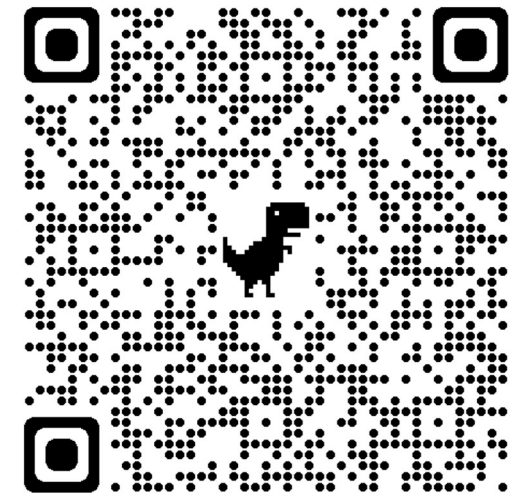
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5 Jul 2023

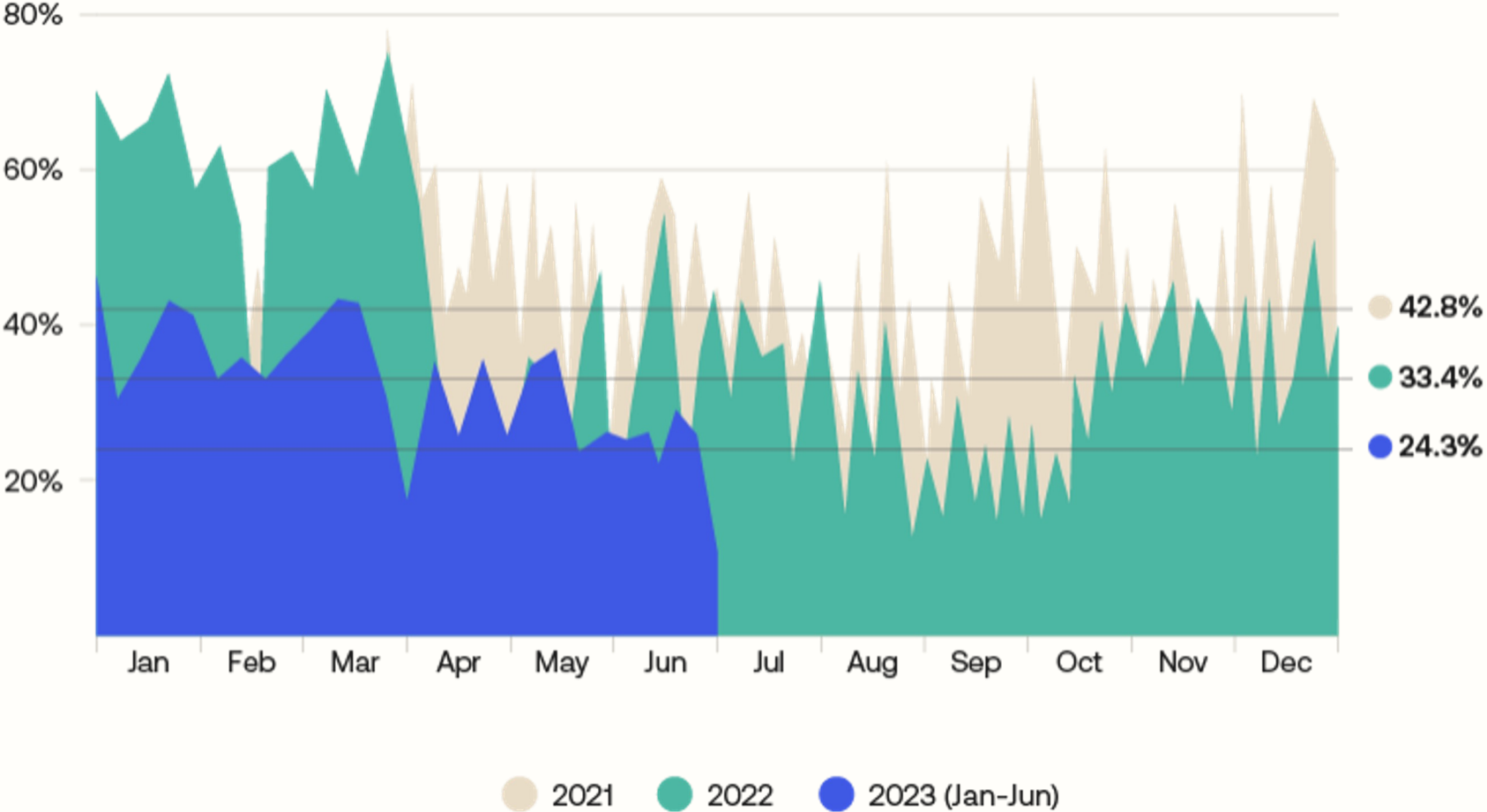
m

See your identity pieced together from stolen data

Have you ever wondered how
much of your personal
information is available online?
Here's your chance to find out.



Credential Stuffing Year-over-Year



Drive customer loyalty and increase revenue with a seamless and secure digital ecosystem.

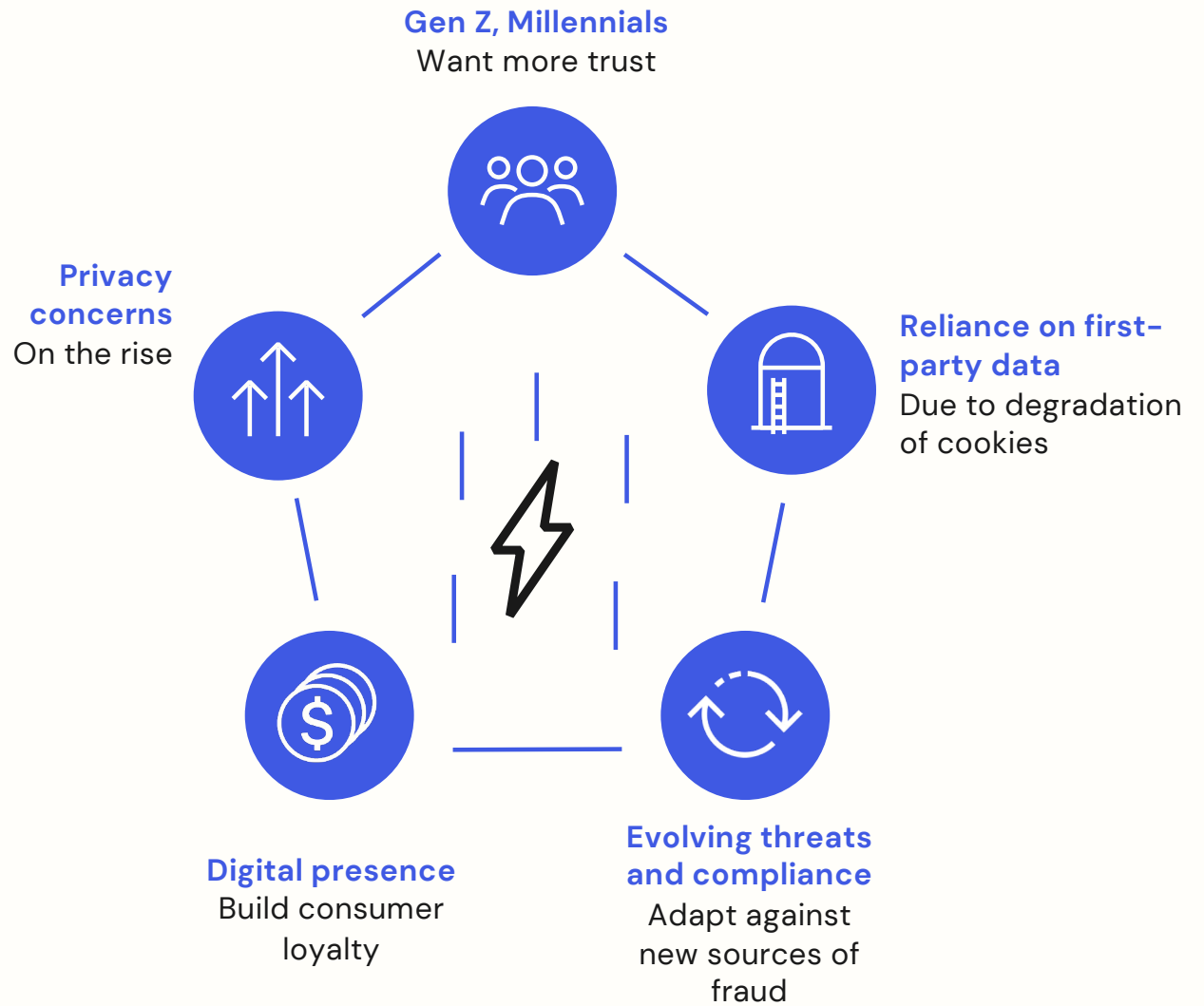




The Retail Landscape

Where are we now?

Retailers are experiencing a new landscape.



Are you fighting a losing battle?

Agility

User experience

Security

Compliance

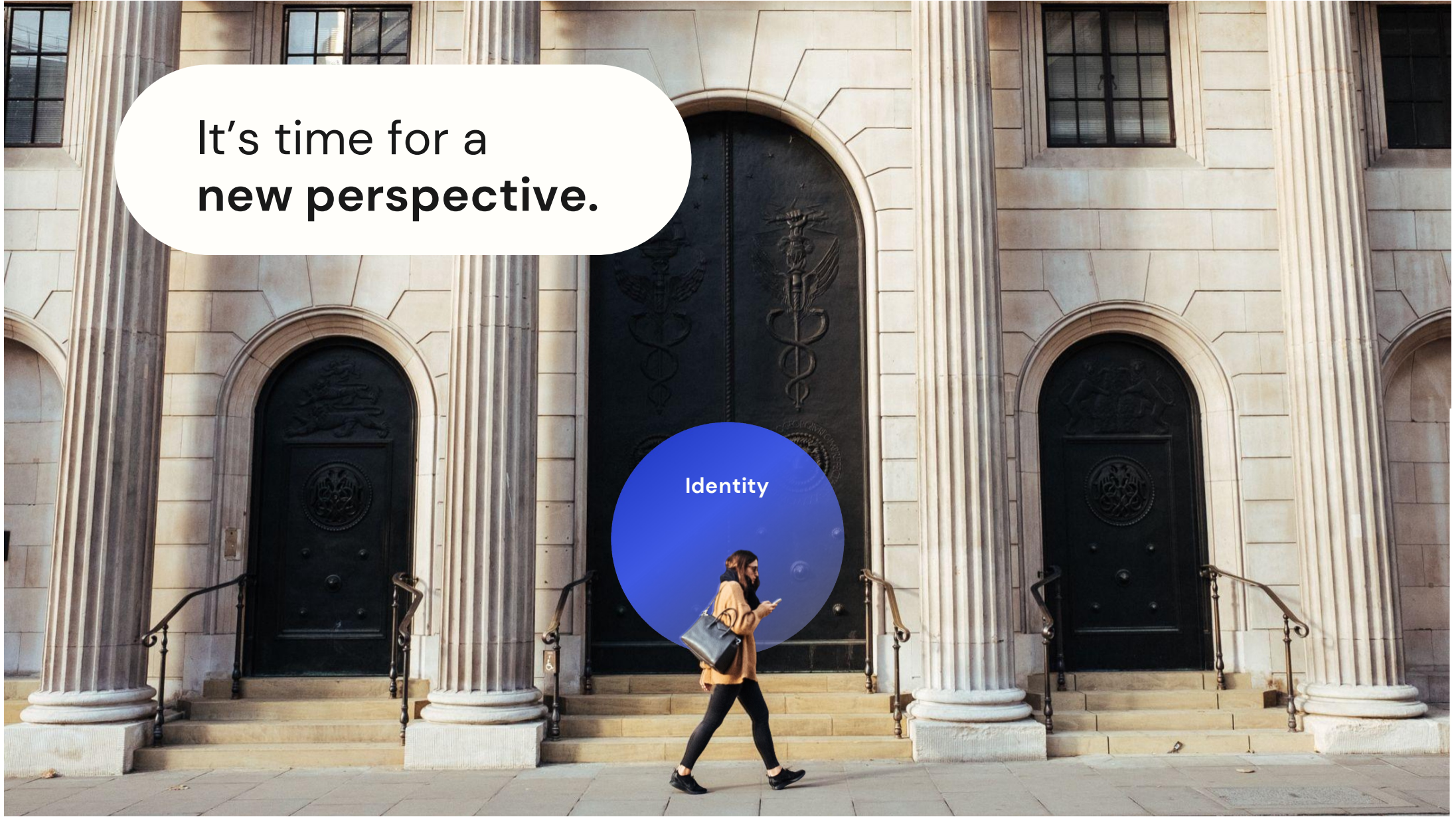


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It's time for a
new perspective.

Identity





Increase revenue
and conversion



Enable regulatory
compliance &
prevent threats



Increase customer
loyalty and lifetime
value

Identity



Empower your
internal teams

Let's explore these challenges.



Expectations for digital experience **are high.**

✓ Secure ✓ Frictionless ✓ Hyper-personalised





Increase loyalty and lifetime value

The **right layer of identity** lays the foundation for delightful customer experiences

83%

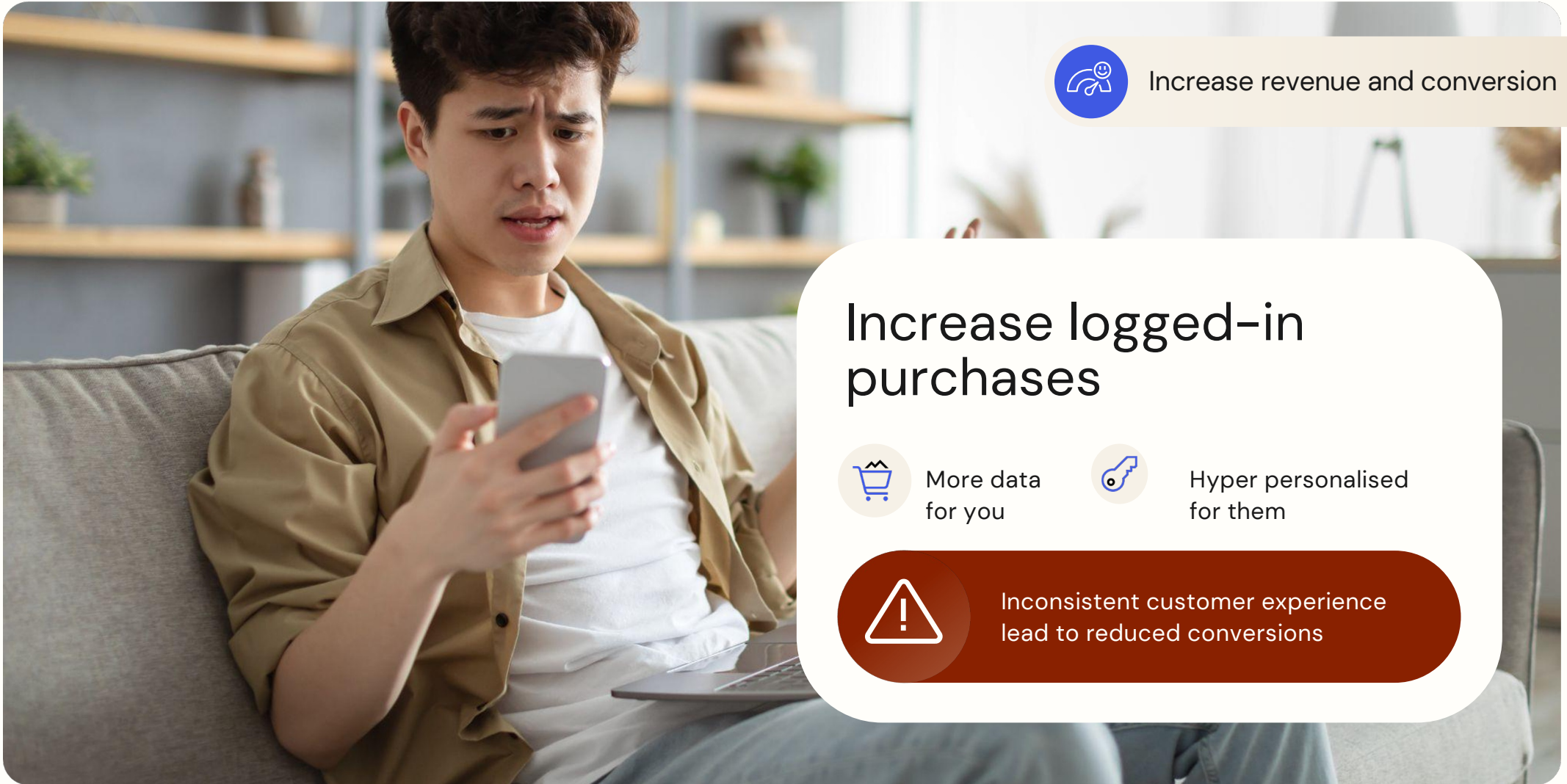
of consumers have abandon a shopping cart with a frustrating login experience.

Source: Okta Survey



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Increase revenue and conversion

Increase logged-in purchases



More data for you



Hyper personalised for them



Inconsistent customer experience lead to reduced conversions





Evolve security and compliance

Security and compliance requirements are **evolving**.

Regulations, Standards, Several Jurisdictions

CCPA

GDPR

PECR

PCI-DSS

PSD2



Cyberattacks are targeting users.



Evolve security and compliance



Legacy tech is more vulnerable to cyberattacks



Phishing



Credential stuffing



Ransomware



Account takeover



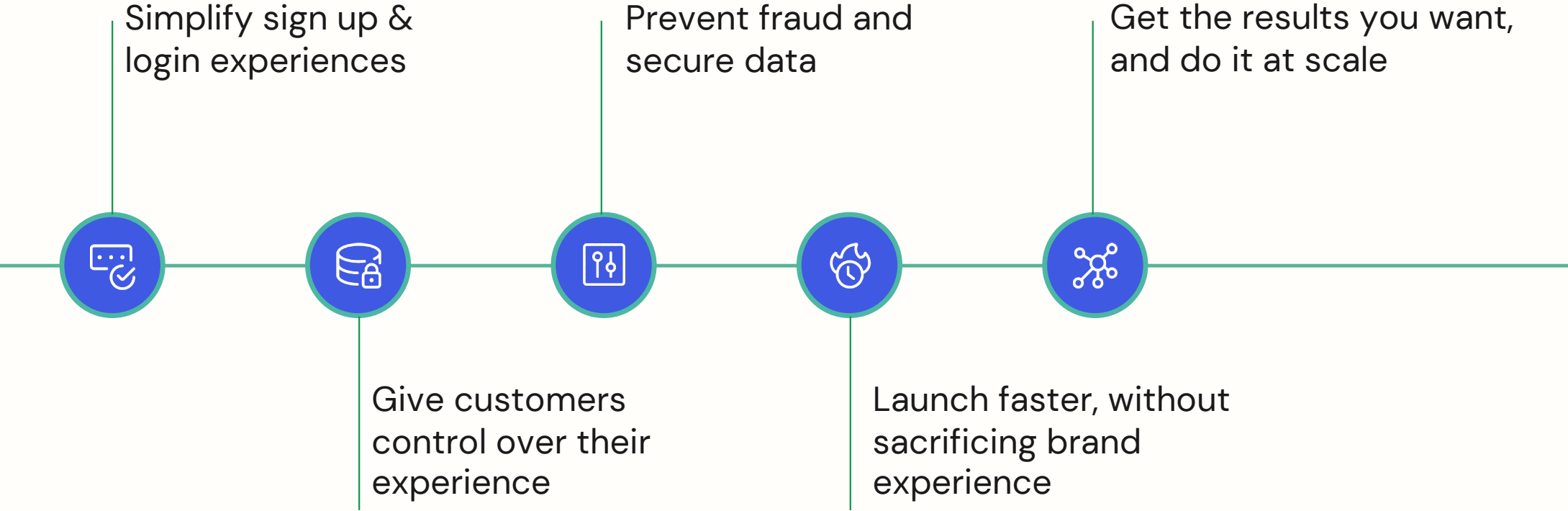


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Leveraging Secure Identity

Identity is the foundation for customer delight

Path for digital transformation with Secure Identity



PERSONAL INFORMATION

Email * johnsmith@gmail.com

Confirm Email johnsmith@gmail.com

Create Password * Enter password

Confirm Password Enter password

10-20 characters including uppercase, lowercase letters & numbers.

10-20 characters including uppercase, lowercase letters & numbers.

First name * e.g. John

Last name * e.g. Smith

Mobile Number * 0423xxxxxx

I agree to the [Terms & Conditions](#) and [Privacy Policy](#) for club account.

Count me in to receive exclusive club specials, bonus cre promotions.

Join For Free

First Name * our first name

Email * johnsmith@gmail.com

Confirm Email johnsmith@gmail.com

Create Password * Enter password

Confirm Password Enter password

10-20 characters including uppercase, lowercase letters & numbers.

10-20 character lowercase letters

First name * e.g. John

Last name * e.g. Smith

Mobile Number * 0423xxxxxx

I agree to the [Terms & Conditions](#) and have r [Privacy Policy](#) and [Collection Notice](#).

Confirm Email johnsmith@gmail.com

Create an account

Email * Email

First name * First Name

Last name * Last Name

Mobile number * Mobile Number

Updates on your order can be sent by SMS

Password * Password [Show](#)

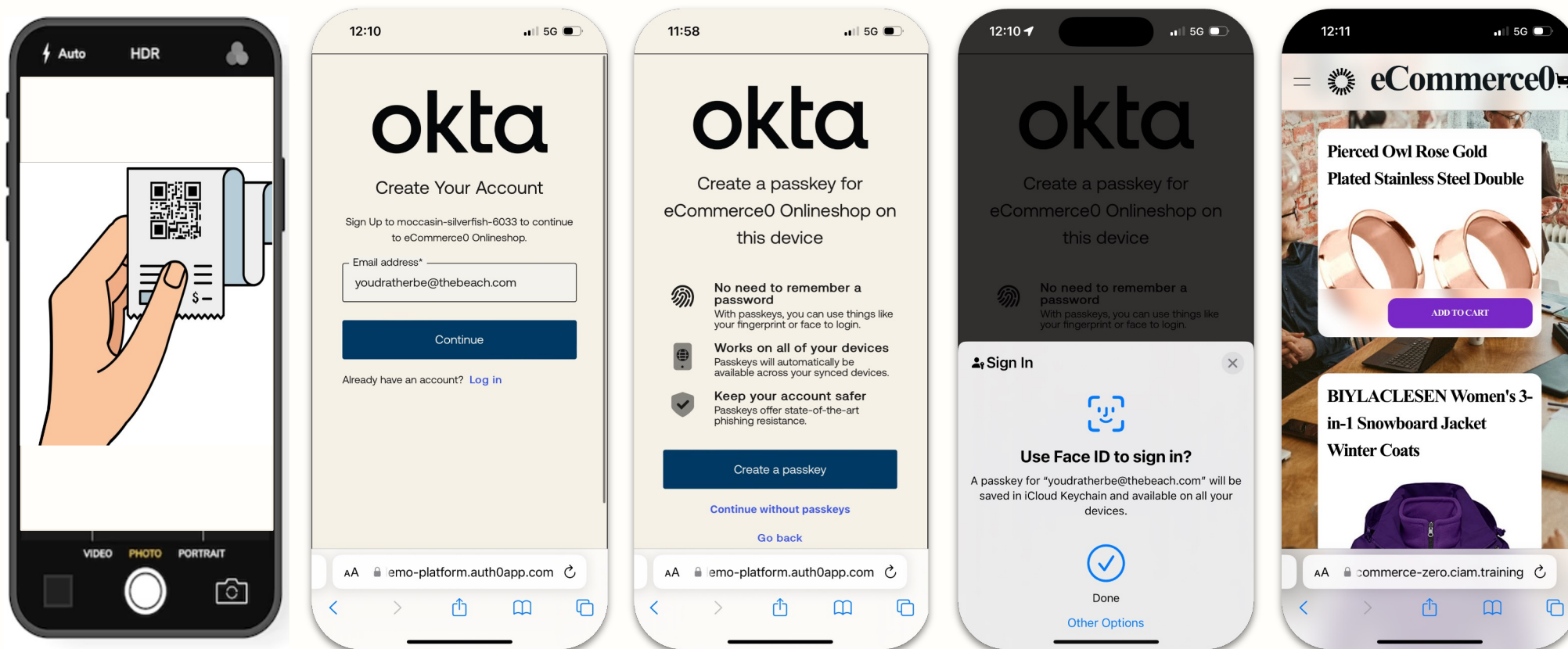
CREATE AN ACCOUNT

- Information
- Calendar
- Dropdown
- Policy
- Dropdown
- Dropdown



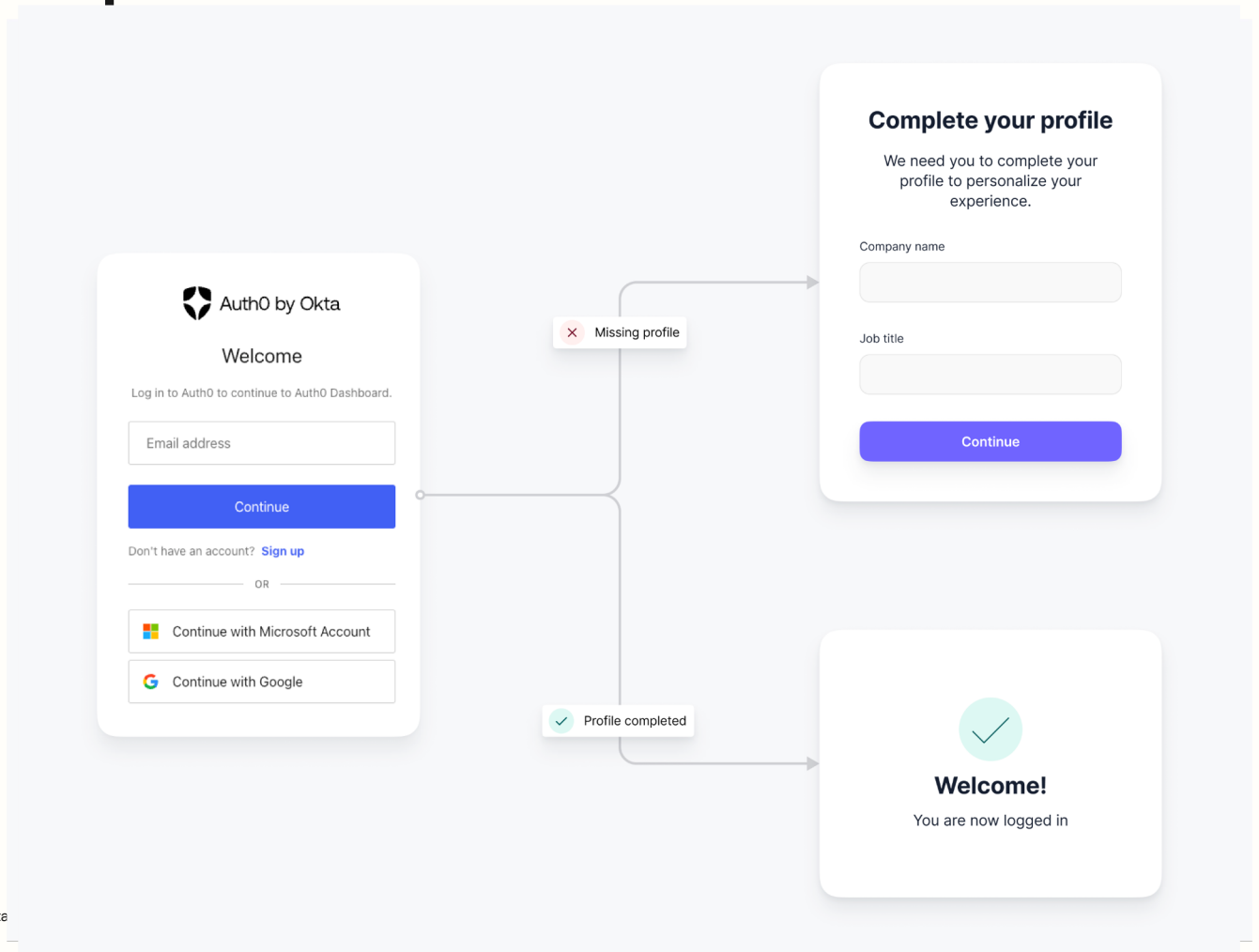
Simple, secure sign-in & sign up.

Uncover the personalised info you crave, without overwhelming users at *Hello*.



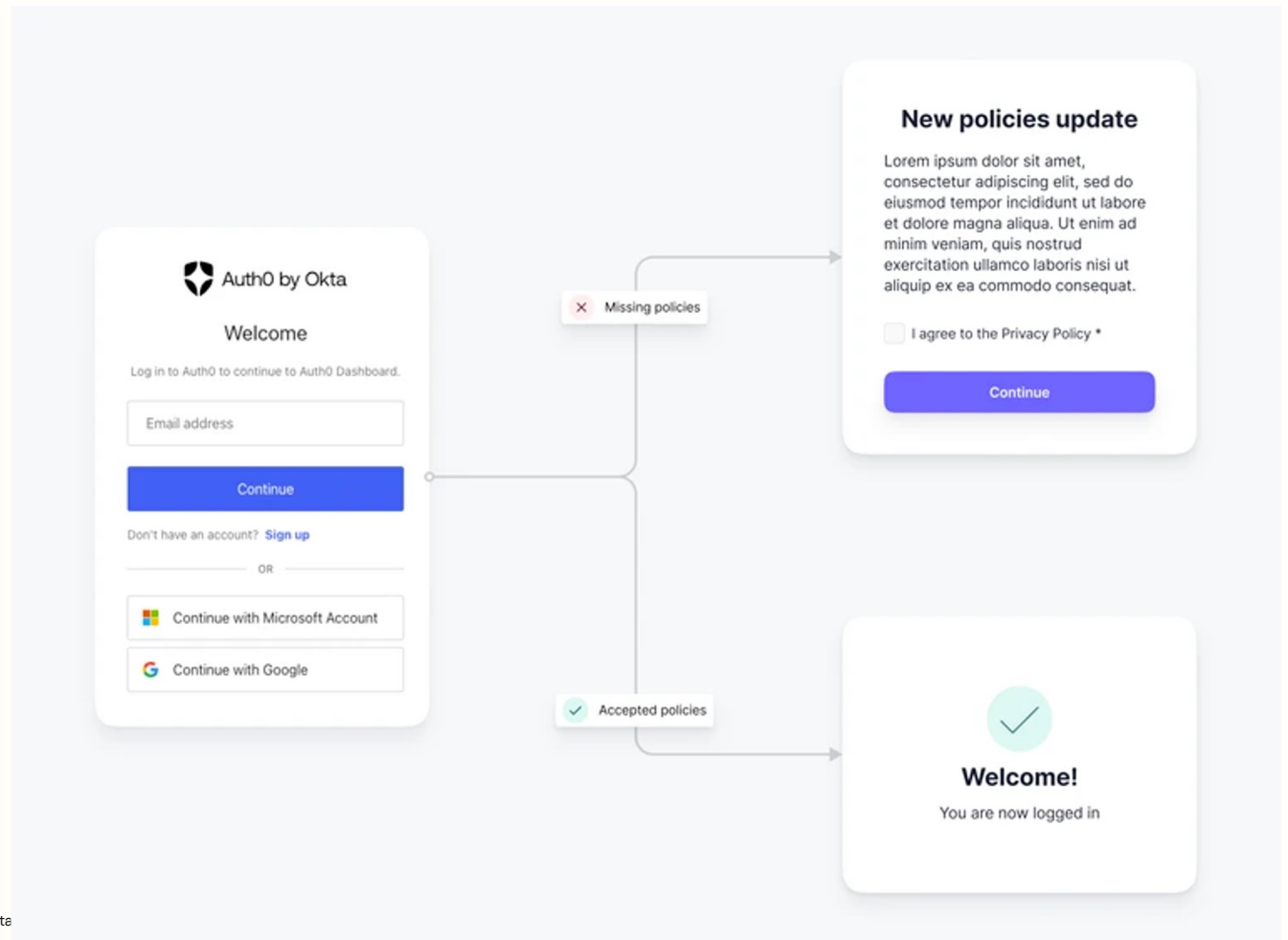
Build tailored experiences

Progressively profile



Build tailored experiences

Simplify compliance flows



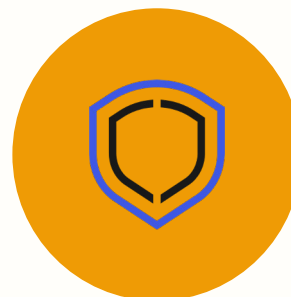
Level up your identity experience



Secure
passwordless entry



Leverage Context-
device, IP, location,
etc.



Leverage Bot
Detection



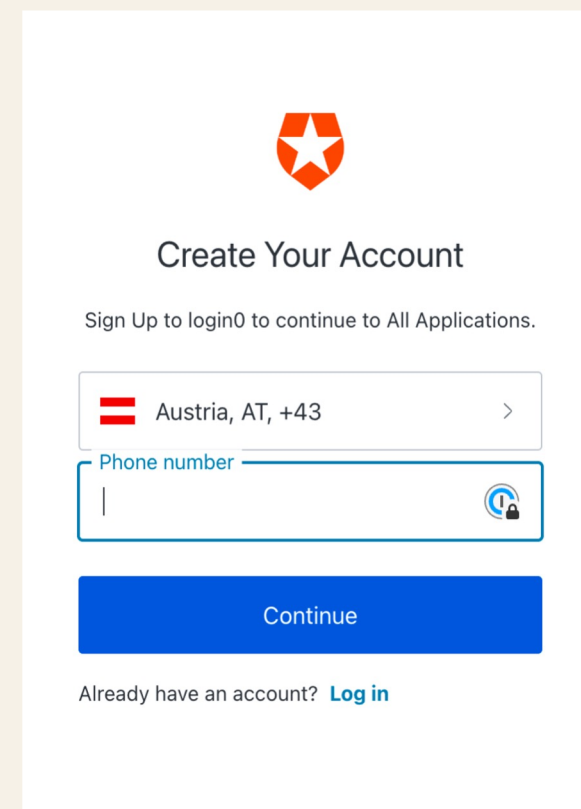
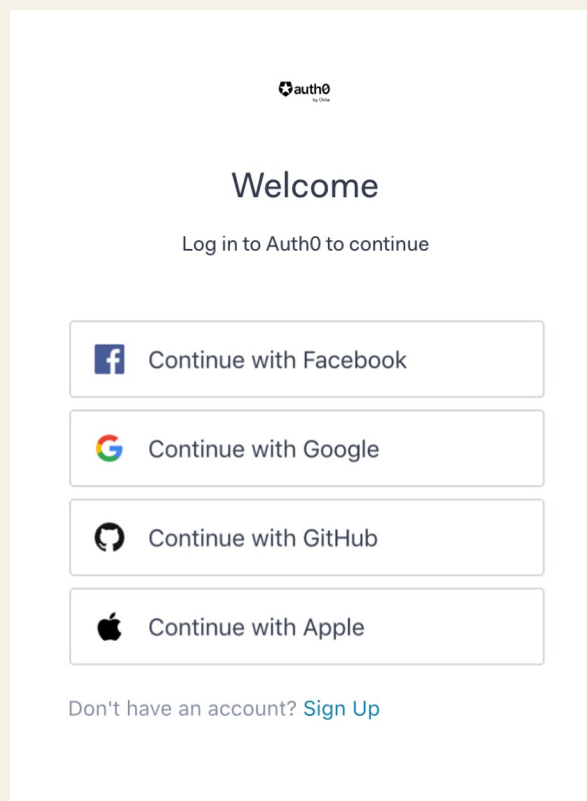
Breached & common
password detection



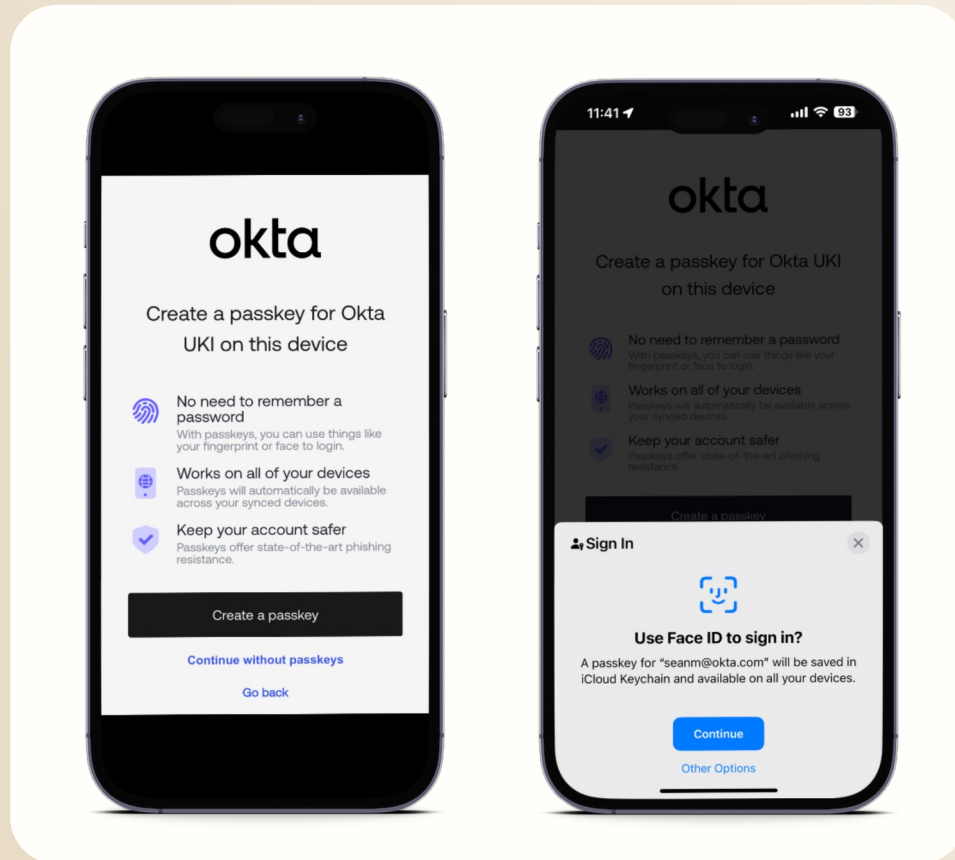
Passwordless options



- OTP via SMS
- Email Magic Link
- Social Login
- Push Notifications
- Passkeys



Passkeys



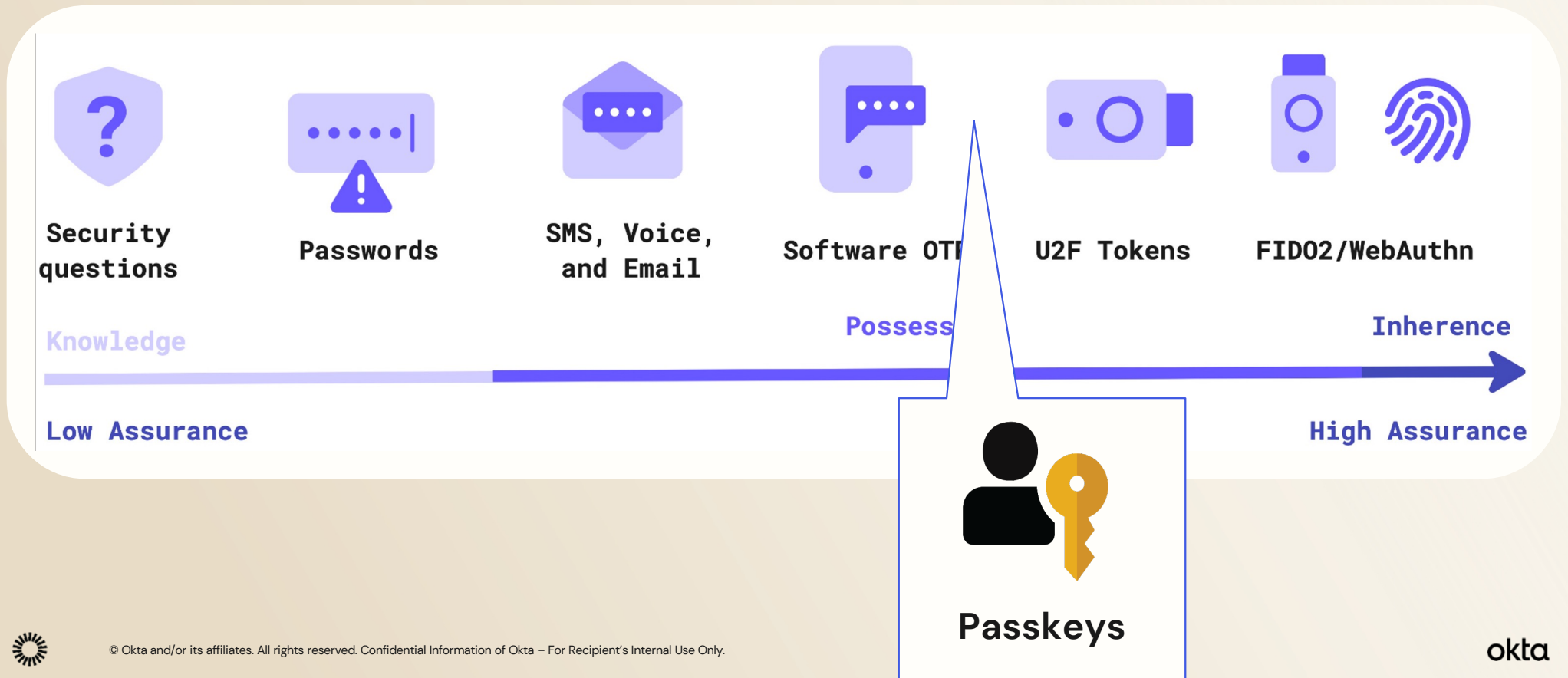
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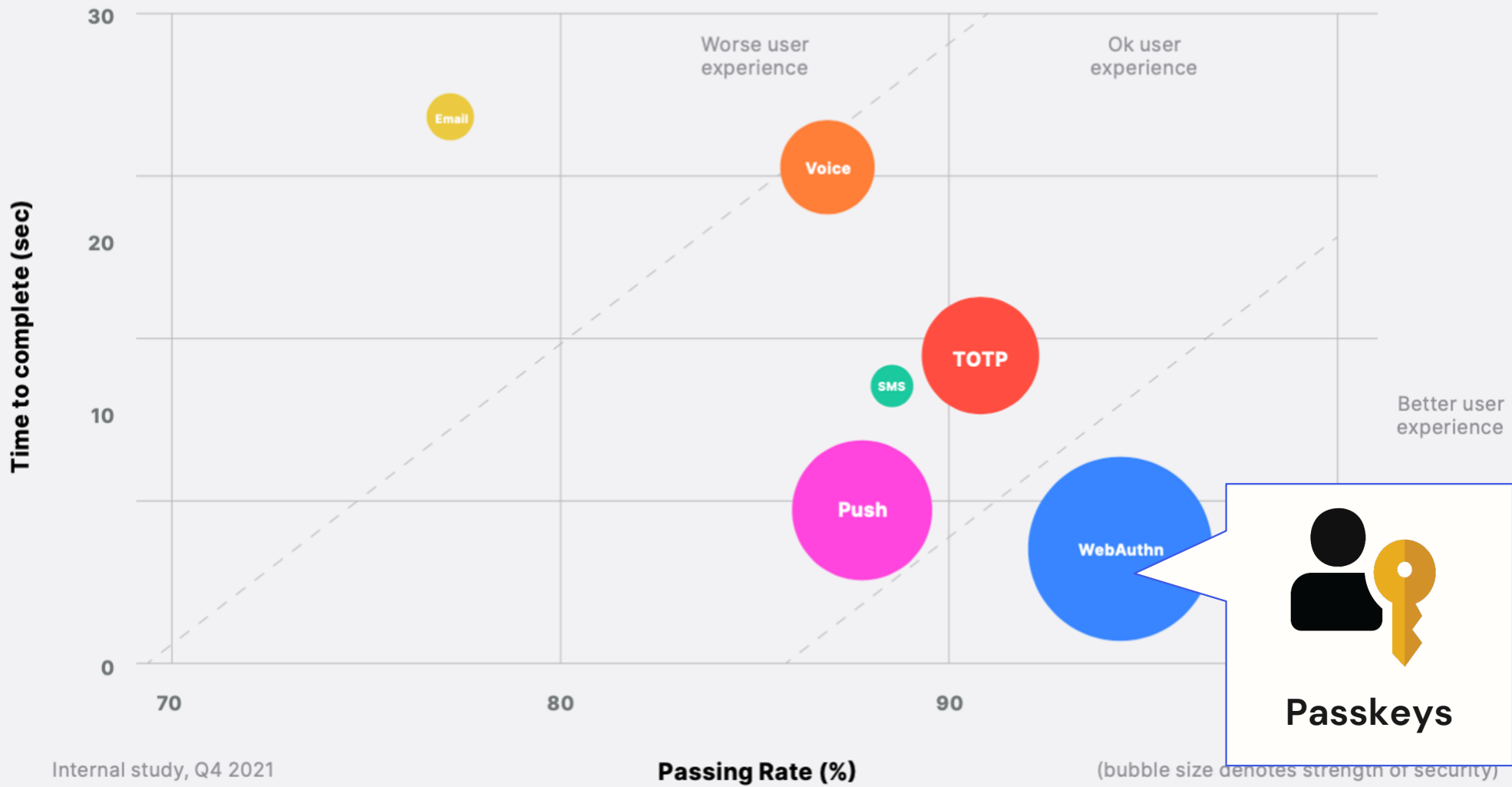
noun

Passkeys are an intuitive discoverable credential



Authenticators





Passkeys

Government ahead of the curve?

 The Guardian

[MyGov to use face or fingerprint recognition instead of passwords in bid to fight scams](#)

Announcement of change to Australians' accounts from 2024 comes amid concern over 'scam-in-a-box kits' being sold on dark web.

8 Nov 2023



 Biometric Update

[Australia to introduce biometric passkeys for myGov login](#)

Australians will be able to use face and fingerprint biometrics to sign in to government services, according to a new report.

9 Nov 2023



“Passkeys will be introduced to myGov ... allowing Australians the ability to use biometric options such as facial recognition to access the site”

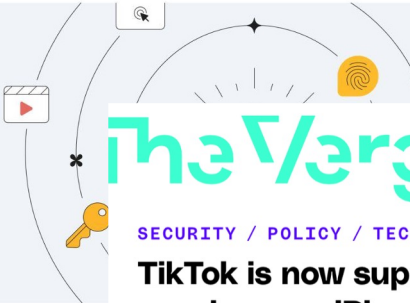
- Bill Shorten, Minister for Government Services





SAFETY & SECURITY

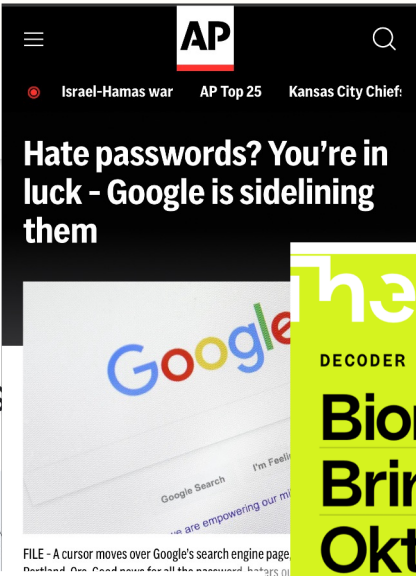
Passwordless by default: Make the switch to passkeys



SECURITY / POLICY / TECH

TikTok is now supporting passkeys on iPhone

TikTok is the latest app to gain passkey authentication support that lets users log in to their accounts using biometrics like Face ID and Touch ID, but it's only coming to iOS devices for now.



FILE - A cursor moves over Google's search engine page.

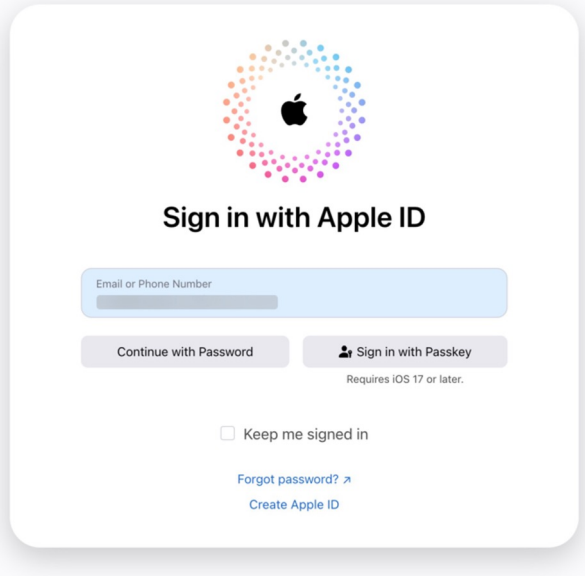
the Verge

DECODER

Biometrics Bring it to Okta's J Green Aaron wants passwords to go away

How do you define what it means to be *you* in the all-digital 21st century – and how should systems protect that?

By Nilay Patel, editor-in-chief of the Verge, host of the Decoder podcast, and co-host of The Vergecast.
Aug 30, 2023 at 1:47 AM GMT+10 |



engadget

What the hell are passkeys and why are they suddenly everywhere?

Tech giants call it a "passwordless future," but the switch might be slow.

3:26 Camera

CNBC

TECH DRIVERS

Why passkeys from Apple, Google, Microsoft may soon replace your passwords

PUBLISHED SAT, FEB 11 2023-10:31 AM EST
UPDATED MON, FEB 13 2023-AT 9:14 EST

Barbara Collins @BARBARACOLL_ WATCH LIVE

KEY POINTS

- As the security of passwords continues to be threatened by hackers and phishing attempts, the

MARKETS CNBC TV WATCHLIST MENU

Reader Available

Introducing Web Authentication in Microsoft Edge

By Angelo Liao
Ibrahim Damraj



Intelligently control WHEN people authenticate



Leveraging Context

Prompt only when it makes sense.

- Location Context
- Device Context
- IP Address Context
- Session Context

>80% fewer

MFA prompts with Adaptive MFA



Transactional MFA

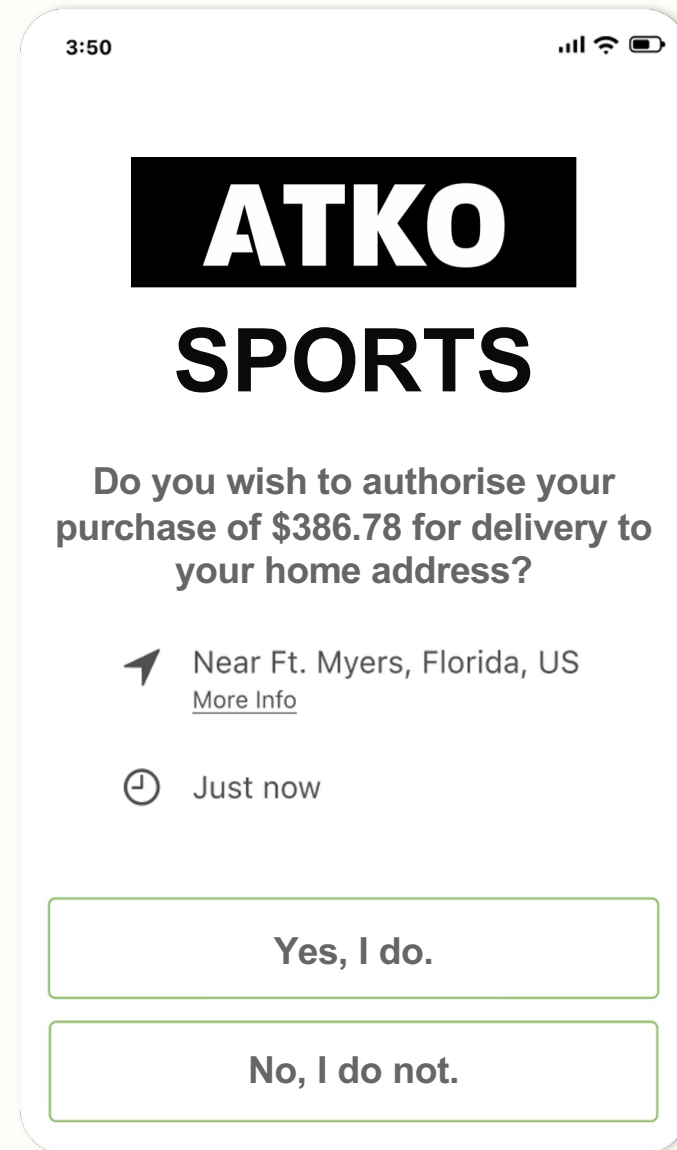
Today's consumers
WANT to authenticate....
when it makes sense.

Increase the security posture of applications and help customers achieve compliance goals.

Can decide exactly when to trigger enforcement for **high-risk actions** such as updates to subscriptions or charges.



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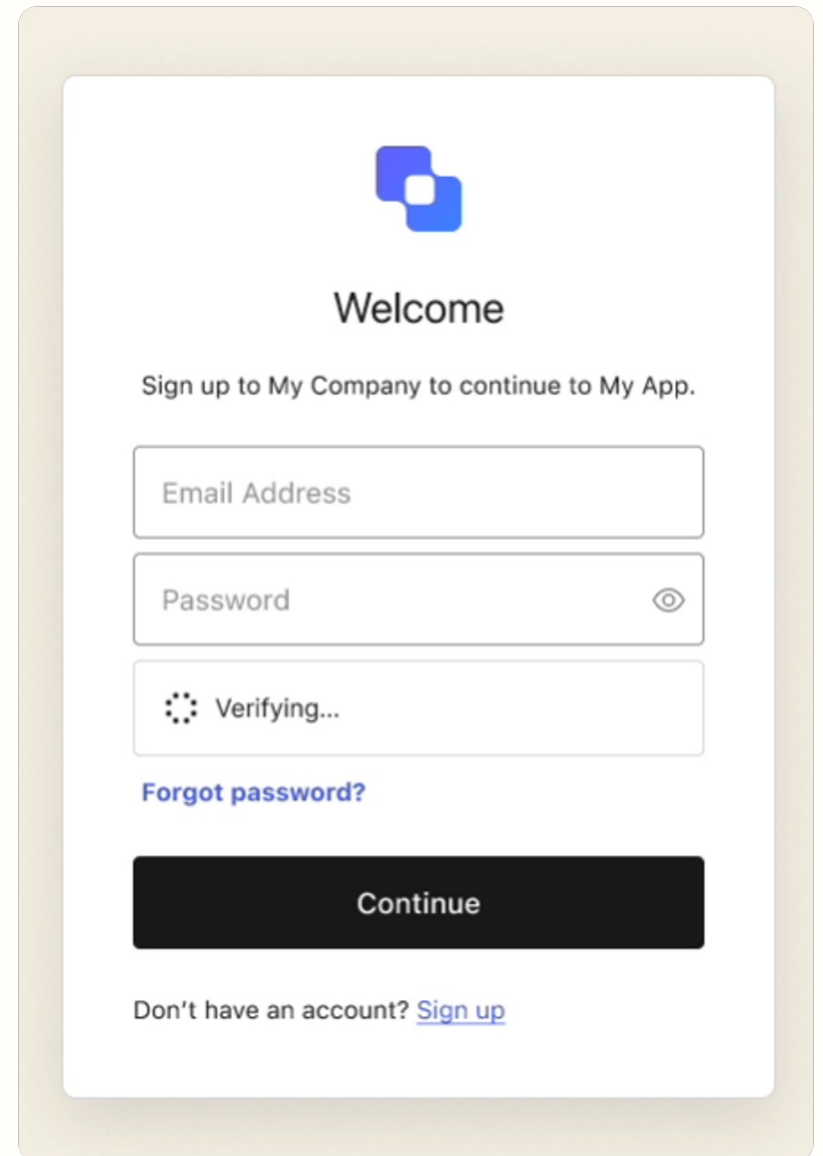
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Bot Detection

Protect against signup abuse and account takeovers with **bot detection**.

90% less

Bot traffic in the 3 months after enabling*



The image shows a user registration interface. At the top is a blue logo consisting of two overlapping squares. Below the logo is the heading "Welcome". The main text reads "Sign up to My Company to continue to My App." There are three input fields: "Email Address", "Password" (with an eye icon for visibility), and a "Verifying..." field with a circular refresh icon. Below the "Verifying..." field is a blue link "Forgot password?". At the bottom is a black "Continue" button and a link "Don't have an account? [Sign up](#)".



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* <https://www.okta.com/au/resources/whitepaper-the-state-of-secure-identity-report/>

Breached Password Detection

Don't let people log in with known breached credentials.

< 36 hours

Credentials leaked to available in block list.



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The screenshot shows a login page for 'Lab-TAM-AF'. At the top is a blue logo consisting of two overlapping squares. Below the logo is the word 'Welcome'. The main heading is 'Log in to Lab-TAM-AF to continue to All Applications.' A prominent red warning box contains the text: 'We have detected a potential security issue with this account. To protect your account, we have prevented this login. Please reset your password to proceed'. Below the warning are two input fields: 'Username or email address' with the value 'jim.smith@gmail.com' and 'Password' with an eye icon for visibility. A blue link 'Forgot password?' is positioned below the password field. A large orange 'Continue' button is at the bottom of the form. At the very bottom, there is a link: 'Don't have an account? Sign up'.

okta for good

Proudly partnering and supporting



Business Partnering with Education

Website: <https://abcn.com.au/>

Vision to empower all young Australians to reach their potential in the future world of work, regardless of socio-economic background.

The Australian Business and Community Network (ABCN) is a purpose-led, not-for-profit organisation that brings businesses and schools together to address educational disparity.