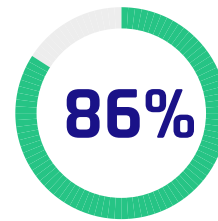


When Trust is Hacked: Customer Identity Security in Finance in 2024

A survey of IT and security leaders at financial organizations found that, in the last 12 months:



have been targeted by identity-related cyberattacks

77%

were breached through authentication processes



\$4.57M

authentication-related breach costs



At the same time, financial services customers say:



80%

would likely **switch financial institutions** following a data breach

77%

would **actively favor** a bank offering passkeys

22%

use the **same password** for their financial institution as another account

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