RSA | yubico

Painful Passwords:
Users and IT Weigh In

A recent study from Ponemon Institute and Yubico shows that both IT professionals and individual users are engaging in risky security practices despite increasing privacy and security concerns. Yet 55% of both individual users and IT professionals agree that they would prefer a method of protecting their personal or business accounts in a way that doesn't involve the use of passwords.

Reaching a Safer Future

56% of individuals will only adopt new technologies that are easy to use and significantly improve account security.

1

55% of IT profesionals and individuals prefer a method of protecting accounts that doesn't involve passwords.

56% of IT professionals believe that eliminating passwords would **improve the security of their organization.**

65% of IT professionals believe the **use of biometrics** would increase the security of their organization.

52% of IT professionals believe a **hardware security key** would offer better security.

54% of IT professionals believe that eliminating passwords would **improve user convenience.**

53% of individual users believe the use of biometrics would **offer better security** for their accounts.

60% of individuals would be **willing to pay $50-$60** to have the highest form of security across all of their online accounts.

2 Protecting the Workforce

51% of IT professionals said their organization experienced a **phishing attack,** another **12%** experienced **credential theft,** and **8%** experienced a **man-in-the-middle** attack.

31% of IT professionals say that their organization uses a **password manager,** which are effective tools to securely create, manage and store passwords.

42% of IT professionals report that their organization relies on **sticky notes** to manage passwords.

59% of IT professionals report that their organization **relies on human memory** to manage passwords.

64% of individuals and **60% of IT** professionals **reuse passwords** across workplace accounts.

2FA, Managing Passwords & Preventing Account Takeovers

46% of IT professionals **require the use of 2FA to gain access** to corporate accounts.

37% of organizations that implement 2FA to secure business accounts **rely on mobile authentication apps** and **28% rely on SMS codes.**

64% of individuals and **60% of IT** professionals **do not use 2FA** as a form of account protection for personal accounts.

3 Securing Mobile Users

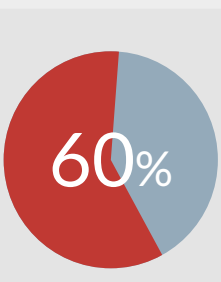
55% of organizations **allow the use of personal mobile devices.**

56% of individuals that use a personal device to access work related items **don't use 2FA.**

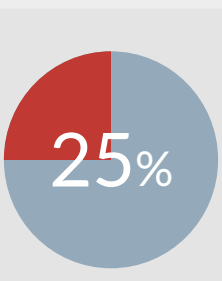
62% of organizations don't believe that they take the necessary steps to **protect information on mobile devices.**

4 Protecting Customer Accounts

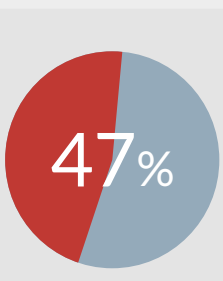
Customer information and personally identifiable information (PII) are at the top of the list for IT professionals to protect, yet **59%** report that customer accounts have been subject to an account takeover.



of these respondents say they believe usernames and passwords offer **sufficient security.**



of IT professionals **have no plans** to provide 2FA to customers.



of these respondents say they believe it would be **inconvenient** for customers.

When it comes to accessing information online, individual users rated security (56%), affordability (57%) and ease of use (35%) as very important.

For full details on the Ponemon Institute survey, read "The 2020 State of Password and Authentication Security Behaviors Report"
Visit yubico.com/authentication-report-2020

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RSA offers business-driven security solutions that provide organizations with a unified approach to managing digital risk that hinges on integrated visibility, automated insights and coordinated actions. RSA solutions are designed to effectively detect and respond to advanced attacks; manage user access control; and reduce business risk, fraud and cybercrime. RSA protects millions of users around the world and helps more than 90 percent of the Fortune 500 companies thrive and continuously adapt to transformational change.

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Yubico was founded in 2007 with the mission to make secure login easy and available for everyone. In close collaboration with leading internet companies and thought leaders, Yubico co-created the FIDO U2F and FIDO2/WebAuthn open authentication standards, which have been adopted in major online platforms and browsers, enabling two-factor, multi-factor, and passwordless login and a safer internet for billions of people.