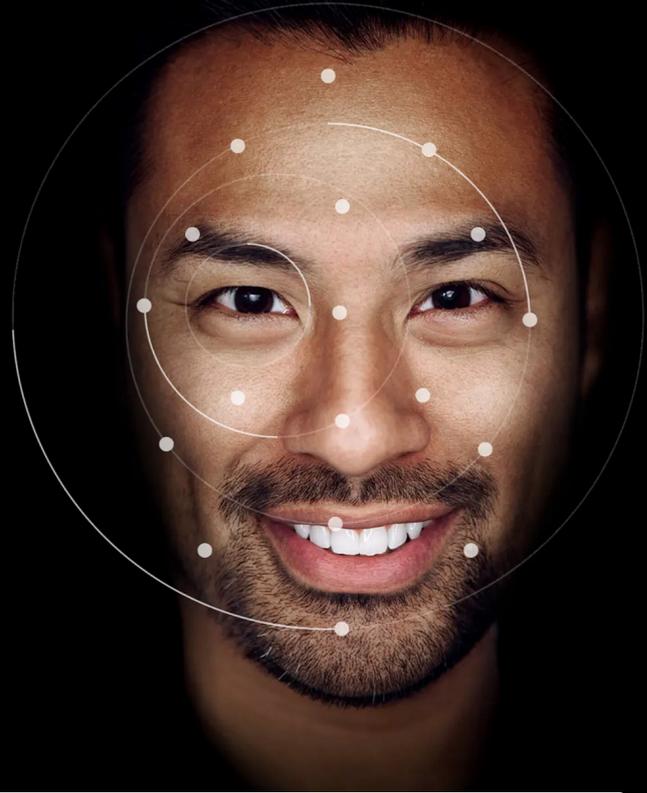


# Keyless for Fintechs

## Improving payments security with passwordless biometrics

The fintech revolution improved the user experience beyond anyone's wildest dreams—but one area where many fintechs still fall short is balancing customer experience with strong security and privacy. ATO and 2FA threats targeting fintechs are on the rise, and IAM solutions cannot address every need. To improve security without compromising on UX, fintechs must embrace solutions designed to deal with the evolving threat landscape.



### Fintech fraud has now surpassed both credit and debit card fraud

[Online payment fraud accounted for 47% of fraud losses in 2021 →](#)

[Payment fraud attacks against fintech companies soared by 70% in 2021 →](#)

## How Keyless can support fintechs to deliver better business outcomes

Keyless offers intuitive passwordless authentication that can help fintechs deliver exceptional customer journeys while meeting security requirements set under PSD2 SCA.



### Decrease in failed and abandoned payments

Keyless offers intuitive SCA-compliant payment authentication that ensures customers continue on the payment journey without disruption.



### Enhanced protection against payment fraud

Keyless eliminates hacks and account takeover fraud caused by SIM swapping and compromised credentials, making it safer for your customers to store their funds on your platform.



### Reduced burden on support teams

Keyless eliminates fraudulent account takeovers and enables self-service account recovery to free up your resources.



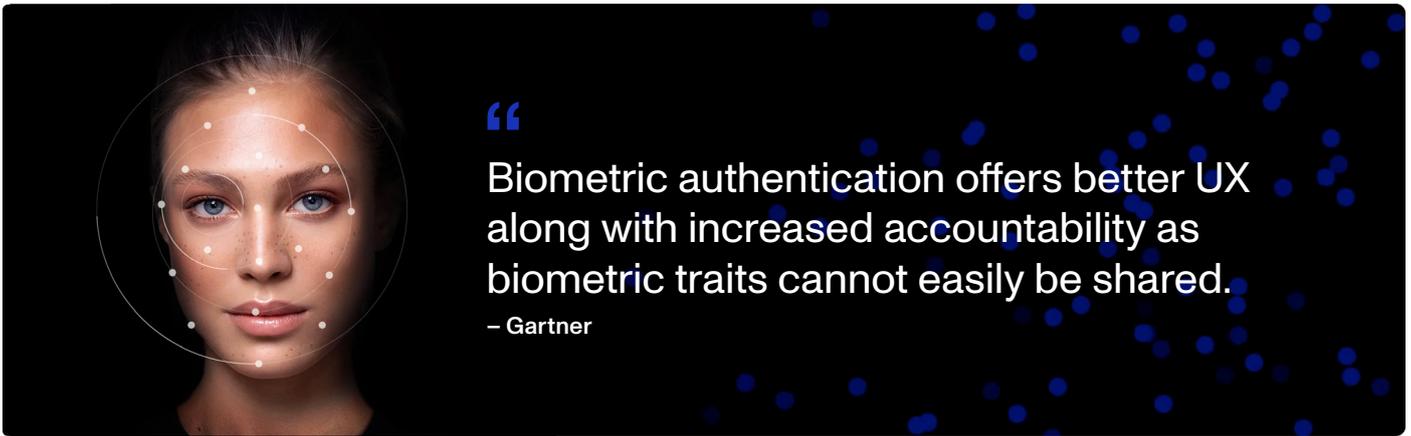
### Intuitive MFA security without PINs and OTPs

Keyless doesn't require secondary 2FA apps, one time codes, or magic links—eliminating security gaps associated with legacy authentication.



### Consistently seamless experiences

All users have the same frictionless authentication experience—enabling you to differentiate yourselves and stand out from your competitors.



## Keyless delivers continuous authentication throughout the user journey

- Passwordless login**  
Keyless enables users to login without passwords, PINs, or one-time codes—simplifying security without compromising on UX.
- Payment authentication**  
Keyless provides seamless MFA that is PSD2 SCA-compliant, enabling users to quickly authorize transactions.
- Seamless step authentication for high-risk transactions**  
Keyless offers frictionless biometric-enabled payment authorization for flagged transactions.
- Self-service account recovery and device management**  
Users can easily recover their accounts if they lose access to their device.



### Seamless MFA

Keyless combines its certified facial recognition technology with advanced device recognition software.



### Distributed Security

Keyless is built upon zero-knowledge principles, protecting biometric data from privacy threats.



### Unmatched Assurance

Keyless verifies the real user, meaning fintechs can be sure that a user is who they claim to be.

## About Sift & Keyless

Sift is the leader in Digital Trust & Safety, empowering companies of every size to unlock new revenue without risk. Sift recently acquired Keyless, the pioneer in digital trust through patented privacy-preserving biometric technology. Together both companies now deliver frictionless authentication and payments experiences that eliminate account takeover (ATO) fraud and increase the security posture, while making it easy to comply with ever-changing regulatory requirements such as the GDPR or PSD2.