UK CONSUMERS EXCITED BY THE CONVENIENCE OF THE NEW BIOMETRIC PAYMENT CARD

A new type of payment card with an integrated fingerprint reader is coming soon to a bank near you. It will let users authorise payments with a tap of their finger instead of entering a PIN code. It works like this:

1. Tap your card
2. Hold your finger
3. That’s it!

According to a recent survey from Gemalto, 82% of UK cardholders have evaluated the interest, the benefits and the potential concerns of this new payment card.

Here’s what consumers in the UK think about it…*

- 82% of UK cardholders think it would be a preferred payment card
- 86% think it would save time in shopping
- 91% understand the link between security and convenience

Why?

Because this new card addresses consumers’ top priorities when choosing a new card:

- **Security:** No more risk of someone stealing my PIN code when I pay
- **Convenience:** It looks quick and easy, no need to enter a PIN code. And I can pay contactless as much as I want
- **Reliability:** 86% expect it to work most of the time

Who is concerned?

**ENTHUSIASTIC:**

The youth: 20’s and 30’s, urban, active contactless payment users... And the blooming 40’s & 50’s multi payment card owners

**TO BE CONVINCED:**

The slow followers... Anxious when it comes to new technology, needing to be reassured

**NOT OPEN TO CHANGE:**

People addicted to their current card, not ready to change

Naturally, consumers also expressed some concerns related to the Biometric technology:

- **Security:** 41% worry that the fingerprint reader won’t work all of the time
- **Reliability:** 37% worry that their fingerprint could be compromised

However, these concerns should fly away as consumers learn more about the technology:

- Biometric cards must be certified by international payment networks, ensuring greater performance than current experiences (e.g. with smartphone).
- The fingerprint information is only stored on the card. It is never sent to the bank or collected by a third party. Inside the chip of the card, the fingerprint data is encrypted; nobody can access them.
- 54% would get one today if it were available from their bank
- 82% said it would become their preferred payment card

To find out more about the biometric EMV card, visit www.gemalto.com/financial/cards/emv-biometric-card