

# 'IT Security for e-Health' Workshop: 4<sup>th</sup> Sept 2009

## "Privacy made simple with pictures"

### The Challenge

#### The Logon Problem

At home, work and on the internet the demand for complicated logons has grown.

Personal and private data storage has traditionally been protected by alpha-numeric logons.

These tend to be easily remembered and so are also easy to guess.

Criminal activities, like identity theft, are on the increase year on year, as is the need for privacy.

Vast amounts of money are lost and great distress is caused through PIN and password insecurity.

The password dilemma faced millions of times a day all over the globe is: "How do I choose a password which is both memorable and secure?"

### 'PixelPIN'

#### What is a PicturePIN ?

Logons are part of modern living and we use easy to remember passwords. Identity theft criminals know this. Vast amounts of money and sensitive private data is lost through password insecurity.

PixelPin is a graphical access control tool which uses a picture of your choice as a logon mechanism. By clicking up to 7 pass points on your picture you securely access your personal information.

PixelPin is 4 billion billion times more secure than alpha-numeric passwords.

Our brains remember pictures better than letters and numbers.

Frustration and insecurity with passwords becomes a thing of the past with easy to use and highly secure PixelPin.

### The Solution

#### The logon solution

The solution is PixelPin, a graphical access control tool using a picture of your choice as a logon.

Simply select up to 7 pass points on your picture and click on them to access your personal information eg Bank, Private Data, Email or Social site.

Pictures and pass points can be changed as often as you like and stored only on your computer

A 6 digit alpha-numeric password has 1 chance in 56 billion of selecting the right combination of numbers and letters

Whereas a 6 click PixelPin has 1 chance in 240 million, billion, billion, billion of selecting the right combination of pixels on the screen



### The Benefits

- PixelPin benefits
- So PixelPin is approx 4 billion billion times harder to hack than an alpha-numeric password
- A PicturePIN does not rely on repeated key board strokes that can be monitored by a hacker
- Research shows the brain retains and remembers pictures better than words and numbers
- Using a personal picture will trigger remembrance of the PicturePIN
- Compared to passwords it is more difficult to share a PicturePIN as it needs to be demonstrated
- Boredom, frustration and insecurity with passwords becomes fun, easy to use and secure with PixelPin

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