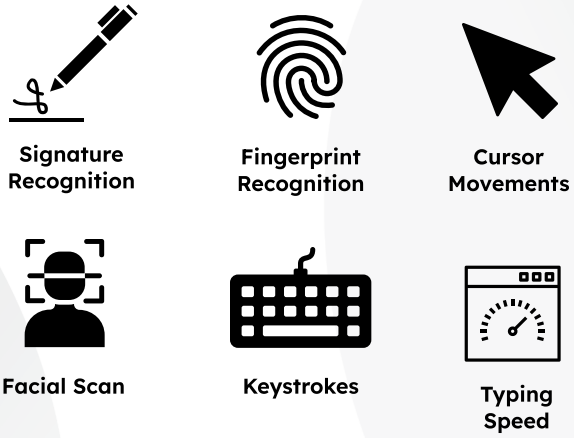
neuroID

The Differences Between Biometrics and Behavioral Analytics

While often put in the same category, behavioral biometrics and NeuroID's behavioral analytics are **inherently different.**

Biometrics verify a user's identity by connecting traits—like fingerprints, voiceprints, typing speed, keystroke patterns, or facial scans—to a specific person. Because biometrics capture and collect the traits of a person, then connect those traits to an individual identity, they carry heavy privacy risks. As a result, the collection and storage of biometric data is highly regulated.

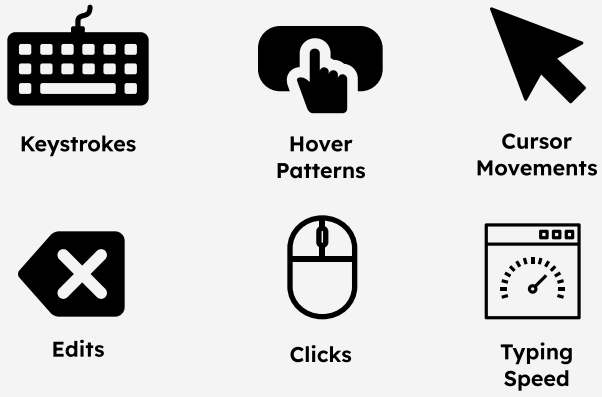
BIOMETRICS IDENTIFY A PERSON BY THEIR:



NeuroID's behavioral analytics, on the other hand, do not collect personal data that can be tied back to one identity. **Instead, behavioral analytics analyze user behavior patterns, such as keystroke dynamics, mouse movements, and browsing patterns, to detect if a user is risky or genuine.**

Because personal identifying data isn't collected or stored, behavioral analytics are less intrusive and are impacted by fewer regulations than biometrics.

BEHAVIORAL ANALYTICS IDENTIFY RISK BY:



To learn more about what separates behavioral analytics from biometrics, read our white paper *Biometrics and Behavioral Analytics Explained: From Myths to Mandates*