

NFC vagy amit akartok...

"Kiskezicsókolom, érinthetem?!"



Polereczki Andrea
CISO, OTP Mobil Kft.

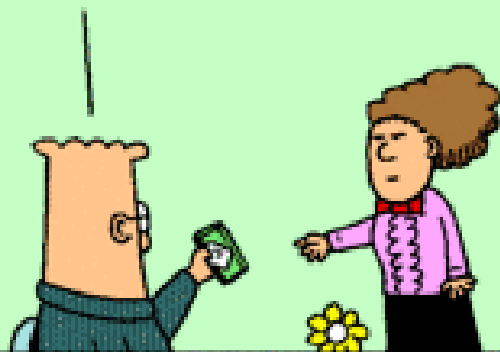


I WOULD NEVER BUY
SOMETHING OVER THE
INTERNET. ID HATE
TO HAVE MY CREDIT CARD
NUMBER FLOATING
AROUND OUT
THERE.



S. Adams E-mail: SCOTTADAMS@AOL.COM

THERE ARE A LOT
OF UNSCRUPULOUS
PEOPLE ON THE
NET.



LATER

...BOTTOM LINE,
IT JUST ISN'T
COMMON SENSE.



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I don't worry
about identity
theft because
thieves have
better spending
habits than me.

someecards



HALOTT LABDA VONAL

CÉLTERÜLET
OLDALVONALA

CÉLTERÜLET



Nem több,
mint 22m

CÉLVONAL



22m

22 - MÉTERES VONAL

10 - MÉTERES VONAL

10m

FELÉZOVONAL

10m

10 - MÉTERES VONAL

22 - MÉTERES VONAL

22m

CÉLVONAL

CÉLTERÜLET

HALOTT LABDA VONAL

Nem több,
mint 22m

Nem több, mint 100m

A JÁTÉKTÉR

A piros pont a kapufát a piros vonal a keretszéleket jelöli





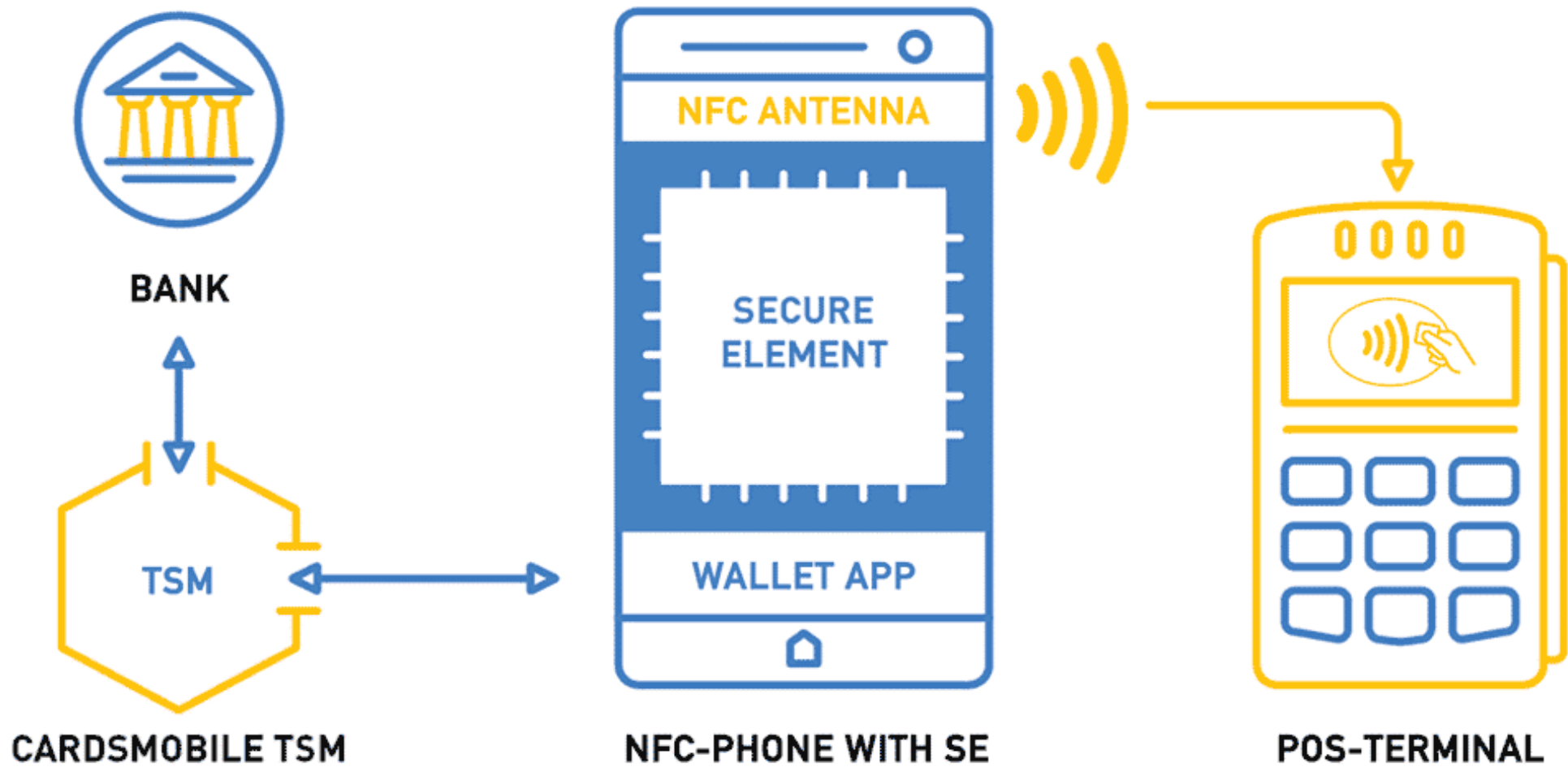
<https://www.imore.com/regarding-passbook>

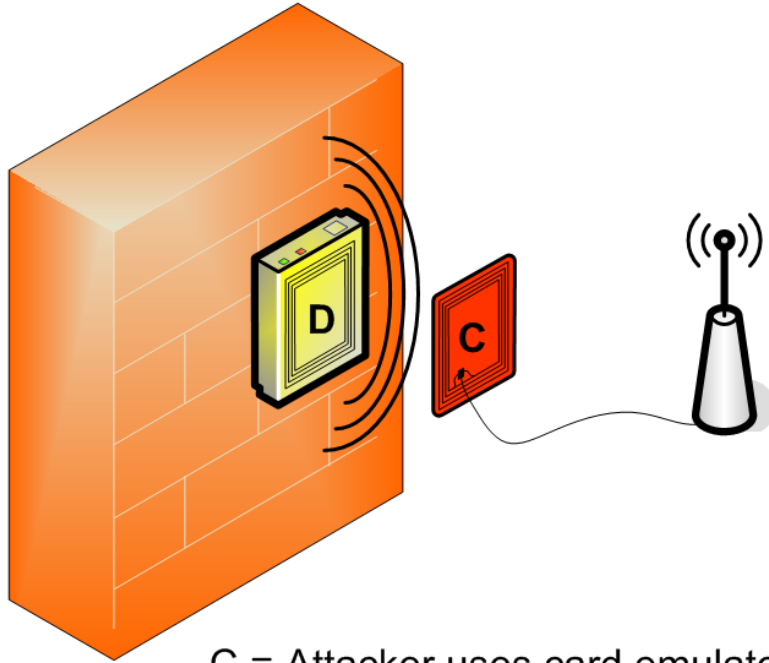


Forrás: <https://marketing.go2jump.com/topic/actualidad>

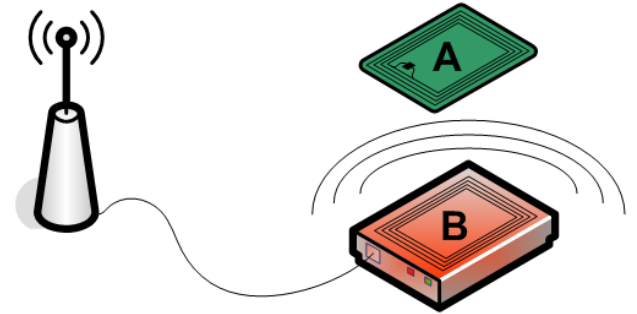


Forrás: <https://www.collective-evolution.com/2013/07/13/busted-mythbusters-not-allowed-to-talk-about-rfid-chips/>





C = Attacker uses card emulator
D = Access control reader



A = Original access control card
B = Malicious NFC reader



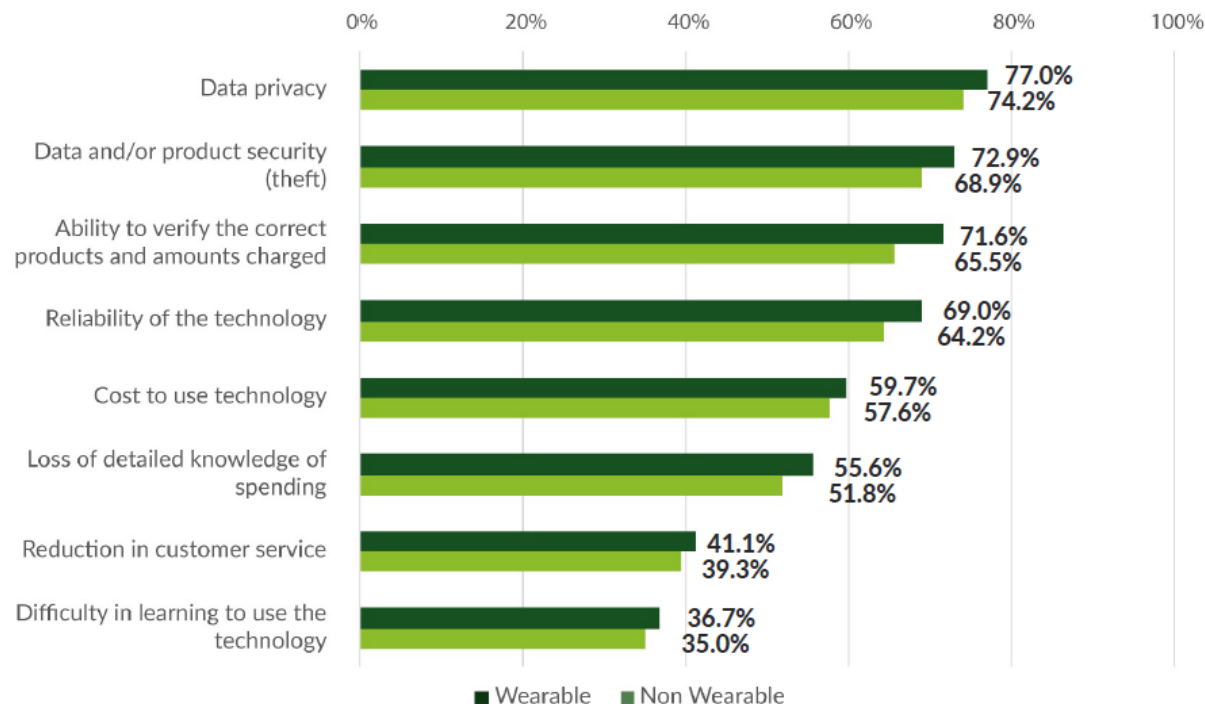
WEARABLE DEVICE OWNERS ARE MOST CONCERNED ABOUT DATA PRIVACY AND PRODUCT SECURITY

MORE THAN ANY OTHER CONSUMER, THOSE WHO OWN WEARABLES WORRY ABOUT DATA PRIVACY AND PRODUCT SECURITY

- More than any other group, those who own wearables worry about data privacy and product security in the context of using connected devices to make purchases.
- The same concerns are important to those who do not have wearable devices, but they have a slightly lower level of concern.



What Would Hold Consumers Back From Using Connected Devices To Buy Things



CONSUMERS FIND “AUTO PAY” APPEALING

BUT THEY ALSO WANT TO KNOW THAT THEIR DATA IS PRIVATE AND WHAT THEY ARE BEING CHARGED IS ACCURATE

Consumers are interested in using connected devices to enable a seamless payment experience.

44%

of consumers would like to auto pay for things they buy — without having to physically initiate checkout or stop at a counter in a store to do so.

8X

The *Super Connected* are eight times more likely to want their appliances to auto refill/auto pay

66%+

of consumers view connected devices as a way to pay for things while going about their day-to-day activities: eating breakfast, commuting, cleaning up after dinner, cooking and taking care of the kids.

Consumers want control over how their data is used and secured.

76%

of consumers want to know that their data is private when using connected devices to pay for things

70%

of consumers worry that they won't be charged the proper amount when using connected devices to pay for things

64%

of consumers aren't worried about learning how to use new connected devices to help them shop and pay

Köszönöm a figyelmet!

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CISO

