

CASE STUDY



Payface Uses ID R&D Passive Liveness For Frictionless “Pay By Face” Point of Sale Solution

The Rise of Face Biometrics for Payments

The use of facial recognition for in-store payments is gaining traction in several countries, accelerated by COVID-driven demand for touchless transactions, ever-increasing expectations for convenience, and the need for stronger security.

Unlike credit or debit cards, face biometric payments don't require users remember PIN codes or have their card present during checkout. Likewise, the approach removes the risk of fraud such as credit card skimming.

Compared to other biometric modalities, paying by face recognition has advantages. It can be completely touchless and does not require expensive equipment like fingerprint readers. It also offers the highest level of biometric security – even higher when deployed with anti-spoofing technology.

The Payface Opportunity

The mission of Payface's founders was to make it easy for retailers in Latin America to provide Point of Sale (POS) payment options that would result in a safer, faster, and more convenient shopping experience.

The ability to pay by face, simply by taking a selfie, offers both security and ease.

A RECENT
STUDY FROM
MASTERCARD
FOUND
THAT

51%
OF PEOPLE

NOW
USE SOME
FORM OF
CONTACTLESS
PAYMENT





For customers, the solution eliminates the need for cash, cards, and phones. All retailers need is a mobile phone or other Android-based device to be fixed at the POS. The solution removes barriers to shopper adoption such as requirements for late model phones and stable wifi connections, enabling a larger audience to take advantage of paying by face.

However, accurately matching a customer's selfie during enrollment and authentication wasn't enough. Payface needed to ensure that criminals can't use a printed photo, screen capture, or mask to trick the system. They needed liveness detection for facial recognition -- but not just any liveness detection.

The Payface team recognized that speed and ease was paramount to the success of their solution. A liveness check that introduces friction, extra time, and potential error into their process would be rejected by shoppers.

Payface needed a liveness detection product that would:

1. Make initial enrollment as easy as possible by not introducing any extra steps. A liveness check that introduced friction or confusion would reduce successful sign ups.
2. Ensure that paying by face is as quick and intuitive as possible for shoppers – even when using unattended self-service kiosks.
3. Prevent spoofing attacks on the system while minimizing false rejects that would slow lines and damage the retailer-customer relationship.

The Solution: ID R&D's Passive Facial Liveness

ID R&D's IDLive™ Face offers Payface a fully passive facial liveness product that requires no action by the user. It works entirely in the background using the same selfie taken for face biometric matching. Once liveness is checked, the image is deleted from the system.

Liveness is detected during enrollment to prevent fraud during identity verification, as well as for ongoing



payment authentication. The product ensures the integrity of the biometric matching without adding steps or time to the process. And because it's imperceptible to the user, it's also imperceptible to fraudsters who don't have clues as to when or how liveness is checked.

In addition to the customer experience benefits of a truly passive solution, IDLive Face provides advantages unique to its single image approach. Unlike active solutions and other passive solutions that capture multiple photos, video, or even use tactics like flashing lights to determine liveness, ID R&D uses the same selfie image captured for facial recognition.

Advantages of ID R&D's single frame passive liveness include:

- **Speed.** Determines liveness in just a few seconds.
- **Size.** Generates no incremental traffic to the server, making it ideal for customers operating in countries where bandwidth is scarce or expensive.
- **Security.** Closes security gaps presented when using separate images for matching and liveness.
- **Compatibility.** Works with a range of iOS and Android mobile devices, and with standalone kiosks based on the Android platform.
- **Integration.** Eases integration because the product is deployed as a separate independent function, requiring no changes to the user interface or communication interfaces.



Why Merchants Use Payface



Meet demand for contactless payment options; enable secure payment without cash, credit cards, PINs, or customer mobile devices



Reduce long lines at checkout



Enhance the shopper experience and store loyalty



Improve staff efficiency and store profitability with easy self-service checkout alternatives



Eliminate the need for expensive special-purpose POS hardware



Avoid chargeback and fraud costs

To learn more about Payface, visit payface.com.br

For more information on IDLive Face passive facial liveness, visit idrnd.ai

The Payface Experience

Customer registration on the Payface app includes enrollment to use face biometrics – a process that involves the user uploading a photo of their government-issued ID and taking a selfie image. A biometric template is created from the selfie once identity is confirmed. The template is encrypted and securely stored for future authentication.

The customer is now ready to pay by face wherever Payface is deployed. They don't even need to have their mobile device with them! When customers want to pay by face at checkout, the device scans the face and recognizes the user.

Payface's secure infrastructure ensures end-to-end data encryption. The company operates in accordance with Law No. 13,709 / 2018 (General Law for the Protection of Personal Data - LGPD), which regulates the processing of personal data in Brazil, as well as Europe's General Data Protection Regulation (GDPR). Payface has PCI-DSS certification and does not share any biometric data with merchants.

Results

Payface offers a secure Point of Sale facial recognition payment system that is easy to use. The solution enables retailers of all sizes to benefit from the technology because it doesn't require expensive hardware. Additionally, it can be used by a larger audience as it isn't dependent on customers having the latest mobile phones.

Payface's ability to combine a highly secure, contactless retail payment solution with a simple and convenient user experience is driving demand for its solutions across Latin America. The company recently partnered with Brazil's largest electronic payment company to roll selfie payments out to drugstores and supermarkets.

Initial deployments show that customers who complete their first transaction using Payface continue using the solution twice per week on average.