

## ► Executive summary

**The days of using physical-only identity documents are numbered.** Biometrics, blockchain, encryption, AI, and more are enabling digital and hybrid identity solutions — from biometric-enabled employee IDs to contactless ePassports and travel credentials.

This evolving identity space drives convenience and higher assurance for users, **but questions are arising for business and security leaders:** Is there a best way to validate identity? What's the public's appetite for digital identity? When IDs were only physical, individuals could simply show their identity document and then put it away — but as identity grows increasingly digital, how can individuals maintain control over their personal information?

To answer these questions and more, the Entrust Cybersecurity Institute surveyed 1,450 consumers from 12 countries. **Our report investigates three trending identity topics:**

- 01** Passwordless authentication
- 02** Hybrid identities
- 03** Ownership over personally identifiable information

In addition to the survey's findings, this report incorporates **analysis and recommendations** from Entrust industry experts to help your organization navigate the future of identity. Read on for a better understanding of three trends shaping the digital identity landscape.

