

# 2024

## Trends in Securing Digital Identities



**IDENTITY DEFINED**  
SECURITY ALLIANCE

With Social Engineering and Sophisticated Phishing on the Rise, The Identity Defined Security Alliance Provides Insights to Help Reduce Risk.

An astonishing 84% of identity stakeholders said incidents directly impacted their business, up from 68% in 2023.



Negative impact on reputation  
(up from 25% in 2023)



Significant distraction from core business  
(up from 33% in 2023)



Costs to recover from breach  
(up from 39% in 2023)



Had three or more identity-related incidents



Had just one or two identity-related incidents



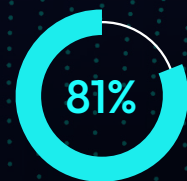
Had none



of businesses are somewhat or very concerned that new privacy regulations will impact identity security.



of respondents report AI/ML will be beneficial in addressing identity-related challenges, with 71% stating the number one use case is identifying outlier behaviors



of identity stakeholders see passwordless authentication as a solid technology for addressing identity issues.

### Security Outcomes Remain a Work in Progress

**93%**

of identity stakeholders said that security outcomes could have lessened the business impact of incidents.

**43%**

of respondents said implementing MFA for all users could have prevented or minimized the effect of incidents, followed by timely reviews of access to sensitive data (38%) and privileged access (38%).

**99%**

of businesses reported they are planning to further invest in security outcomes in the next 12 months.

Read the full research report for additional insights in to the key findings

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