

CONSUMER IDENTITY THEFT PROTECTION IN ONLINE BANKING TRANSACTION THROUGH BIOMETRIC TECHNOLOGY APPLICATION

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ABSTRACT

The development of information technology in online banking model provides efficiency and effectively for account holder to do online transaction. In this situation, technology and financial services law plays important role in providing consumer identity protection. Nowadays, the most of online banks offer transaction safety when consumer access to login page of websites to warn users about the existence of such scams. However, the cases of online banking scams have been increasing from time to time. Perpetrator can access to the consumer's account and do online transaction illegally. Identity theft is one of the fastest growing types of consumer fraud. In this regards, using biometric, such as fingerprint technology is very important to protect the consumer identity during online transaction in over the world. Thus, biometric technology can be used for real evidence in law enforcement at cyberspace. By multidisciplinary approach, this paper examined consumer identity theft protection in online banking transaction through biometric technology application. The result show that the biometrics technology can be applied for e-verification as real evidence in detecting authorized user. In legal aspect, there are three approaches for protecting consumer identity through approaching to banking security regulation on biometric validation, approach to government regulation on consumer identity protection and approach to consumer behavior on keeping identity.

Keyword: Consumer Identity Protection, Biometric Technology, online banking, online scams, identity government.