MARK TO MARKET

Moving to passwordless sign-in

What this means for you

Late on the 26th of May**,** your current password will no longer work and you will be prompted to sign in by entering your email; you will then be sent a One-Time Passcode (OTP) via your email address. After entering your OTP, you will be invited to set up a passkey. If you choose to set up a passkey, you will be able to use that to login to MarktoMarket. You can create a passkey at a later date via the account menu.

If you use an email address that you can no longer access to sign in to MarktoMarket, please contact your account manager or email Customer Success at customersuccess@marktomarket.io. They will arrange for your account to be migrated.

Overview

We are updating how our clients sign in to our platform. We are moving away from passwords towards passwordless authentication. Our preferred sign-in method will be passkeys, with email one-time passcodes (OTP) available as a fallback.

For clients who want more control over identity and access management, we will also be offering single sign-on (SSO). This allows you and your team to sign in using your organisation's existing identity provider, such as Google Workspace, or Microsoft 365 via Entra ID (formerly Azure AD).

There will be no charge for clients wishing to switch to SSO.

Why are we making this change

Over the last six months we have been carrying out a broader programme of work to harden our systems. As part of this work, we committed to modernising our login system. This is one of the most visible improvements arising from this work.

Passwords create unnecessary friction for users and unnecessary risk for our clients. They can be forgotten, reused across services or exposed inappropriately through phishing and compromised credentials.

Recent guidance from GCHQ’s National Cyber Security Centre (NCSC) recommends the use of passkeys where available because passwords lack the relative resilience to modern

cyber threats. The NCSC's guidance on passkeys can be accessed here: https://www.ncsc.gov.uk/passkeys

Passwordless authentication materially improves both the security and user experience:

- **Less friction**: users no longer need to create, remember or reset passwords.
- **Stronger protection**: passkeys in particular are more resistant to phishing and credential theft than traditional passwords.
- **Seamless access**: reduced password related issues means fewer resets, lockouts and access problems.
- **Alignment with modern security practices:** passwordless and federated identity reduces risk.

For organisations that want centralised control, SSO provides an additional option. It allows authentication to be managed throughout your existing identity platform, this particularly simplifies offboarding and access control.

What will change

Passkeys

Passkeys are our preferred sign-in method. Users can sign in using a passkey stored securely on their device, or in their device ecosystem. Passkeys offer the strongest and most seamless experience, typically using Face ID, Touch ID, Windows Hello or a device PIN.

In practice, this means users will no longer need to create or manage a password to access the platform.

NCSC outlines the benefits of passkeys as including:

- Easy to use.
- Harder to compromise.
- Reduced password fatigue.

Email one-time passcode (OTP)

Users can also sign in by receiving a short-lived code by email. This provides a simple fallback where a passkey is not yet set up or available. Email-based verification is only as strong as the security of the mailbox itself; we recommend that users protect their email account with passkeys or 2-step verification.

Single Sign-On (SSO)/Federated login

For most clients, passwordless sign-in via passkeys and email OTP will provide the right balance of security and simplicity.

However, we recognise that some organisations require more centralised control. For those clients, we will also offer SSO so authentication can be managed through their existing identity provider.

SSO is designed for clients who want to:

- Manage access centrally through their identity platform.
- Apply their own authentication policies and conditional access rules.
- Provide employees with a consistent sign-in experience across business systems.

Next Steps

This change will happen late on the 26th of May. There is no action required, as your organisation will automatically move to passwordless authentication.

If your organisation is interested in deploying SSO, please get in touch with our CTO at martin@marktomartket.io