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- **What is Digital Trust?**
- **Why Does Digital Trust Matter?**
- **Digital Trust: Consumer Perspective**
 - **Quality**
 - **Availability**
 - **Security and Privacy**
 - **Ethics and Integrity**
 - **Transparency and Honesty**
 - **Stability and Resilience**
- **Digital Trust: Provider Perspective**
- **Digital Trust in Practice**

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Digital Trust – Modern day imperative

- Trust between parties is critical to success in our global economy.
- Today, enterprises are prioritizing digital transformation and more and more interactions happen online.
- Financial Institutions have historically built infrastructures that underpin trust but - as evidenced by rising data breaches, privacy concerns, and financial crime – it is evident that trust online is broken.
- An enterprise can improve its relationship with consumers and customers, enhance its reputation and improve brand loyalty by building digital trust .
- Digital trust is a significant factor driving consumers' decisions. *A digitally trustworthy enterprise is expected to be reliable, act in ways that protect consumers, and use and protect data in a way that aligns with consumer expectations.*

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Digital Trust

Digital trust *encompasses people, organizations, processes and technology, and the underlying information.*

Digital trust *relates to security, privacy, risk, assurance, quality and governance practices.* Each of these tenets contributes to, and can uphold, digital trust.

For consumers to find an enterprise digitally trustworthy, *they expect that the enterprise has adequate security and privacy controls in place.*

In the context of digital trust, integrity refers to the “**adherence to a code of especially moral...values,**”

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Digital Trust

Digital trust is individuals' expectation that digital technologies and services – and the organizations providing them – will protect all stakeholders' interests and uphold societal expectations and values.

~ WEF



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Consumer Expectations



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Goals



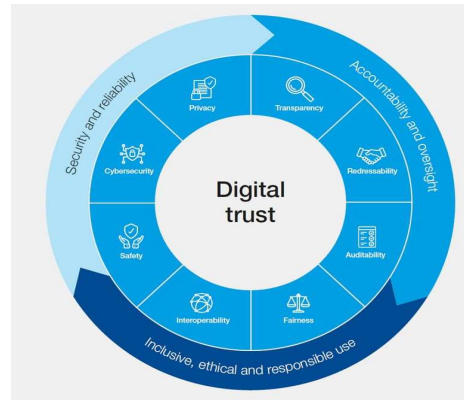
The digital trust framework defines shared goals or values that inform the concept of digital trust, including:

- Security and reliability
- Accountability and oversight
- Inclusive, ethical and responsible use

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Digital Trust Framework

The digital trust framework defines shared goals or values that inform the concept of digital trust, as well as dimensions against which the trustworthiness of digital technologies can be operationalized and evaluated.



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Security and reliability

- Fulfilling the goal of Security and reliability means that organization's technology and data are well-protected against internal and external attacks, manipulations and interruptions while operating as designed according to a clearly defined set of parameters.

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Accountability and Oversight

- Fulfilling the goal of accountability and oversight means that responsibilities for trustworthiness are well-defined and clearly assigned to specific stakeholders, teams or functions along with provisions for addressing where those responsibilities fail to be satisfied.
- Further, it means to ensure that rules, standards, processes and practices are followed and performed as required.

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Inclusive, ethical and responsible use

- Fulfilling the goal of inclusive, ethical and responsible use means that an organization designs, builds and operates its technology and data as a steward for all people, society at large, the natural environment and other stakeholders, with the overall intent to ensure broad access and use resulting in ethically responsible outcomes. This goal also means the organization works to prevent and mitigate exclusionary practices or other harms.

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Digital Trust Dimensions

Dimensions : are the aspect of digital trust over which organizational decision-makers, have control and, if applied to a given technology with a human-centric approach, will promote digital trustworthiness.

- Cybersecurity
- Safety
- Transparency
- Interoperability
- Auditability
- Redressability
- Fairness
- Privacy

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Thank You

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