Building Digital Trust

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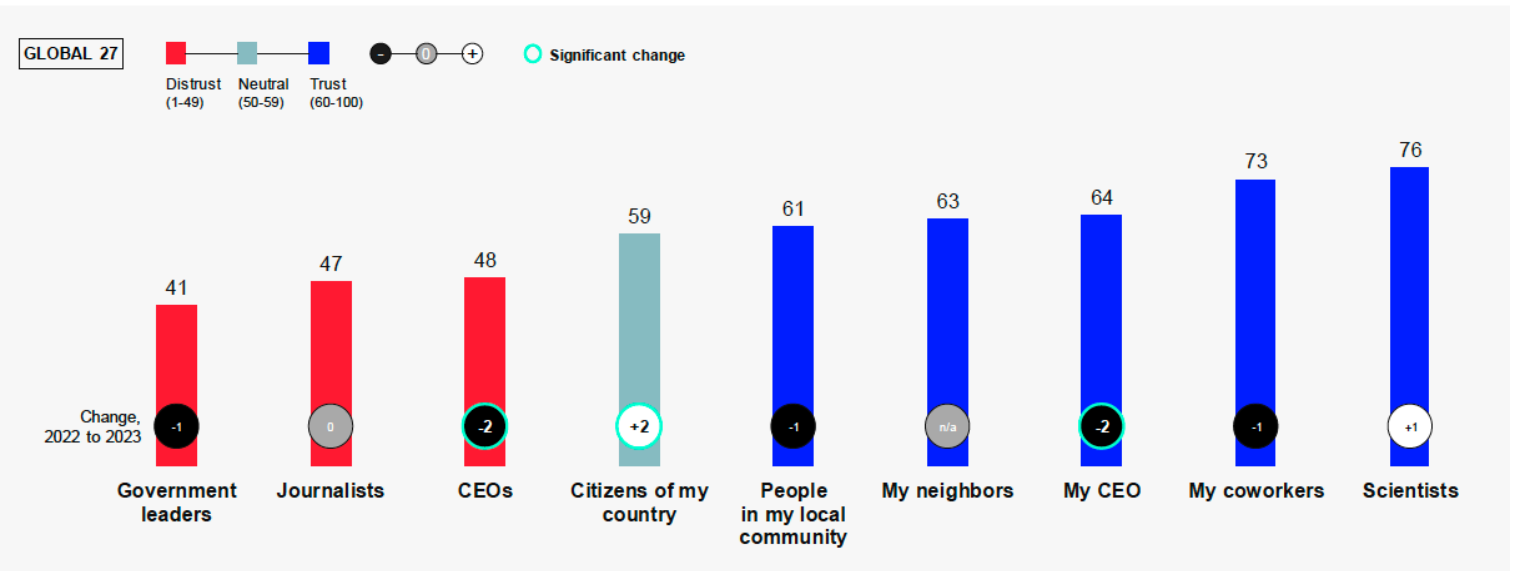April 2024

Why to talk about trust?

- Digital technologies, such as social networks, smartphones, block chains or big data, have become an indispensable part of our lives

- There is a widening trust gap between individual citizens and consumers, their governments and the businesses that create and deploy digital technologies

- How can you trust someone you'll never see?

- How can you trust an algorithm that is making thousands of decisions a second of which you aren't even aware?

- How can you trust a company that tracks your movement every day?

- Trust surveys have registered an alarming decrease in trust in science and technology as well as a host of other social institutions and links

WEF (2022) Earning Digital Trust: Decision-Making for Trustworthy Technologies, Insight Report, November 2022

Does it matter to me? (2023 Edelman Trust Barometer)

Institutional Leaders Distrusted

Percent trust

Survey on Global Risks

2 years

Rank	Risk
1st	Misinformation and disinformation
2nd	Extreme weather events
3rd	Societal polarization
4th	Cyber insecurity
5th	Interstate armed conflict
6th	Lack of economic opportunity
7th	Inflation
8th	Involuntary migration
9th	Economic downturn
10th	Pollution

10 years

Rank	Risk
1st	Extreme weather events
2nd	Critical change to Earth systems
3rd	Biodiversity loss and ecosystem collapse
4th	Natural resource shortages
5th	Misinformation and disinformation
6th	Adverse outcomes of AI technologies
7th	Involuntary migration
8th	Cyber insecurity
9th	Societal polarization
10th	Pollution

Risk categories: Economic | Environmental | Geopolitical | Societal | Technological

Source: World Economic Forum Global Risks Perception Survey 2023-2024.

The concept of digital trust

- Trust is founded on a belief in the likelihood that other agents would behave in a predictable manner

- In the era of the digital economy, contact between customers and sellers takes place increasingly via the Internet. Therefore, the concept of digital trust is increasingly used

- 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's framework for digital trust
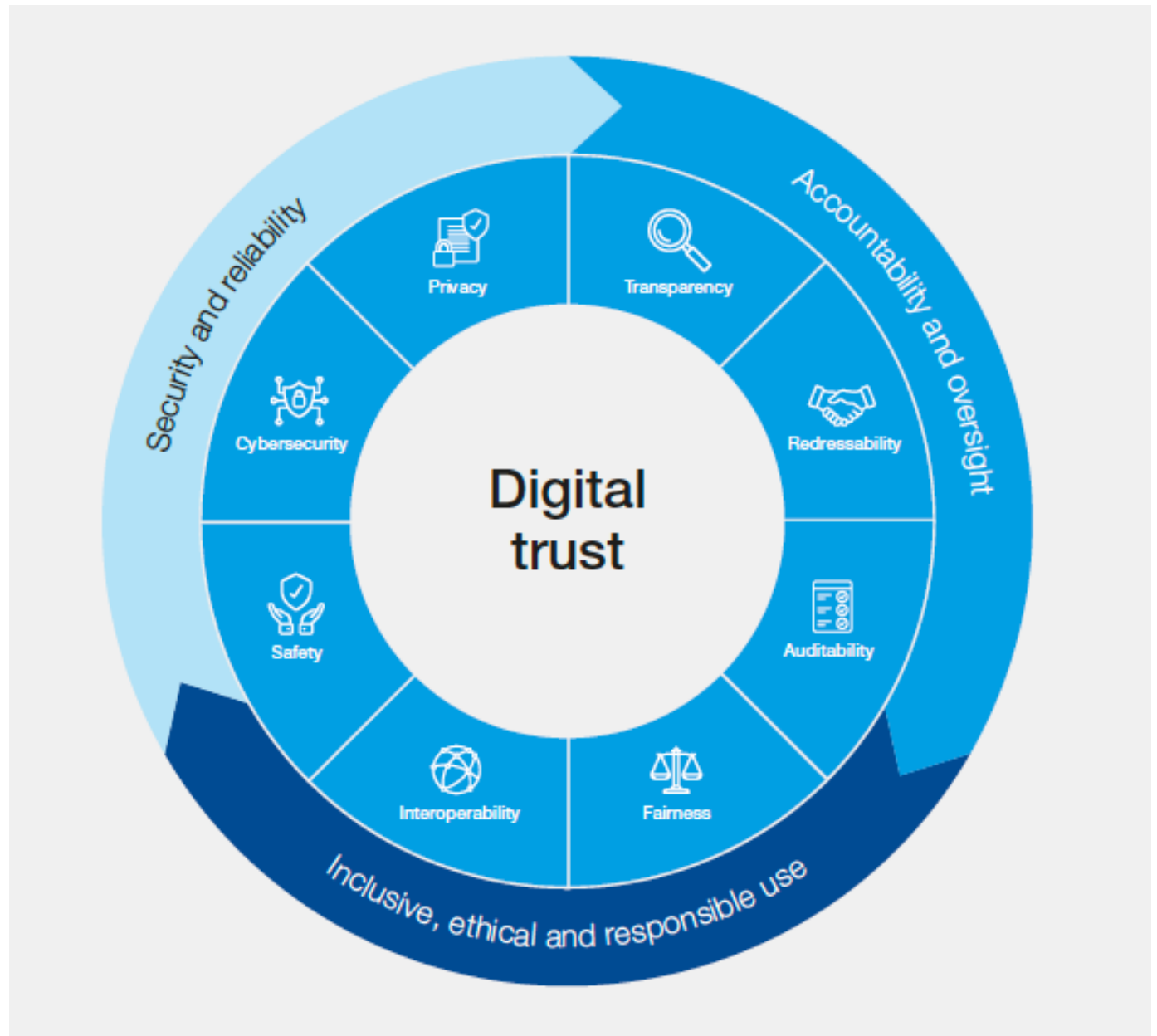
Determinants of digital trust
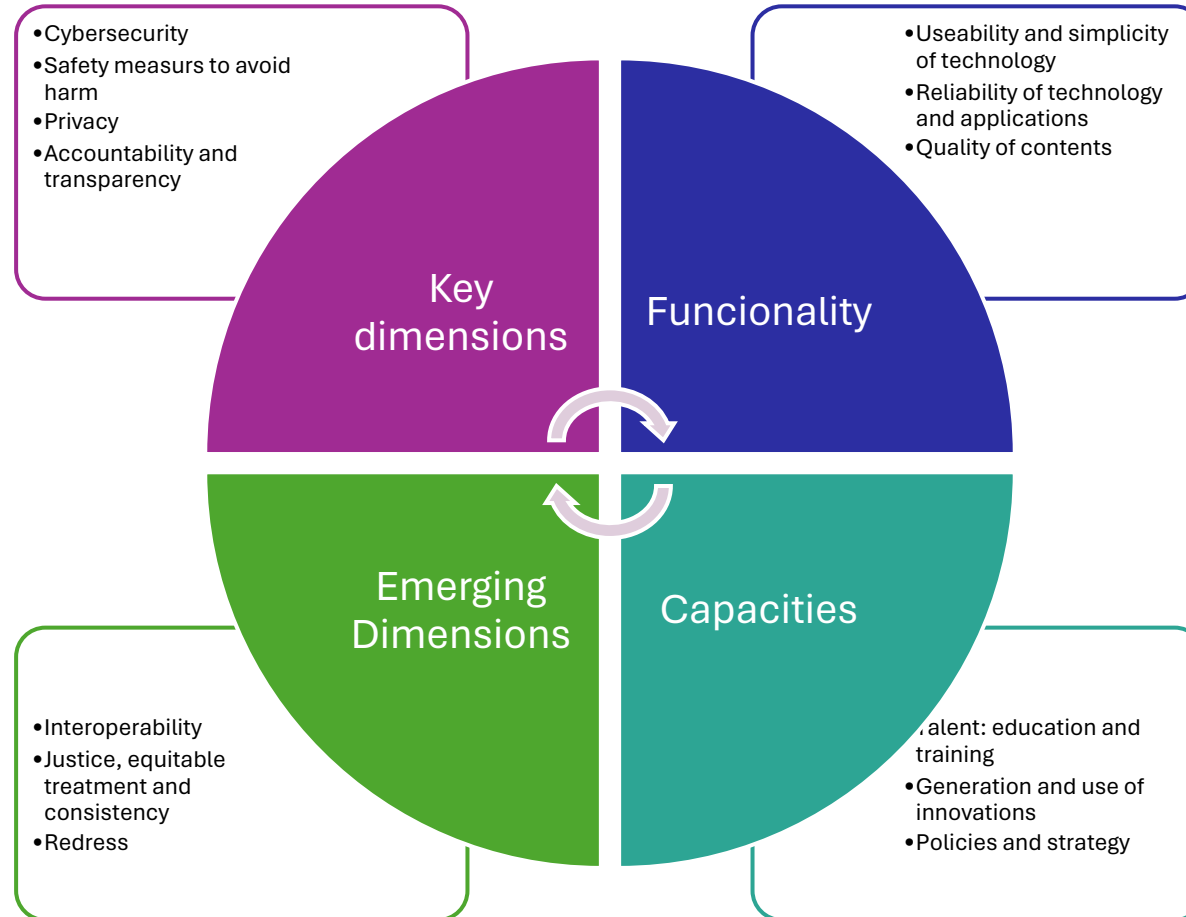
Transparency

Responsiveness and justice

Respect and equitable treatment

Empathy, collaboration and effective communication

Regulatory framework

Use of technologies to improve safety

Instrumental factors for building trust

- Cybersecurity
- Safety measurs to avoid harm
- Privacy
- Accountability and transparency

- Useability and simplicity of technology
- Reliability of technology and applications
- Quality of contents

Key dimensions

Funcionality

Emerging Dimensions

Capacities

- Interoperability
- Justice, equitable treatment and consistency
- Redress

- Talent: education and training
- Generation and use of innovations
- Policies and strategy

Regulatory Framework

ISO 27000 Family ISO28000	NIST Cybersecurity CIS Controls COBIT 5	GSMA Knowledge Base NESAS SCAS

Technologies and innovation
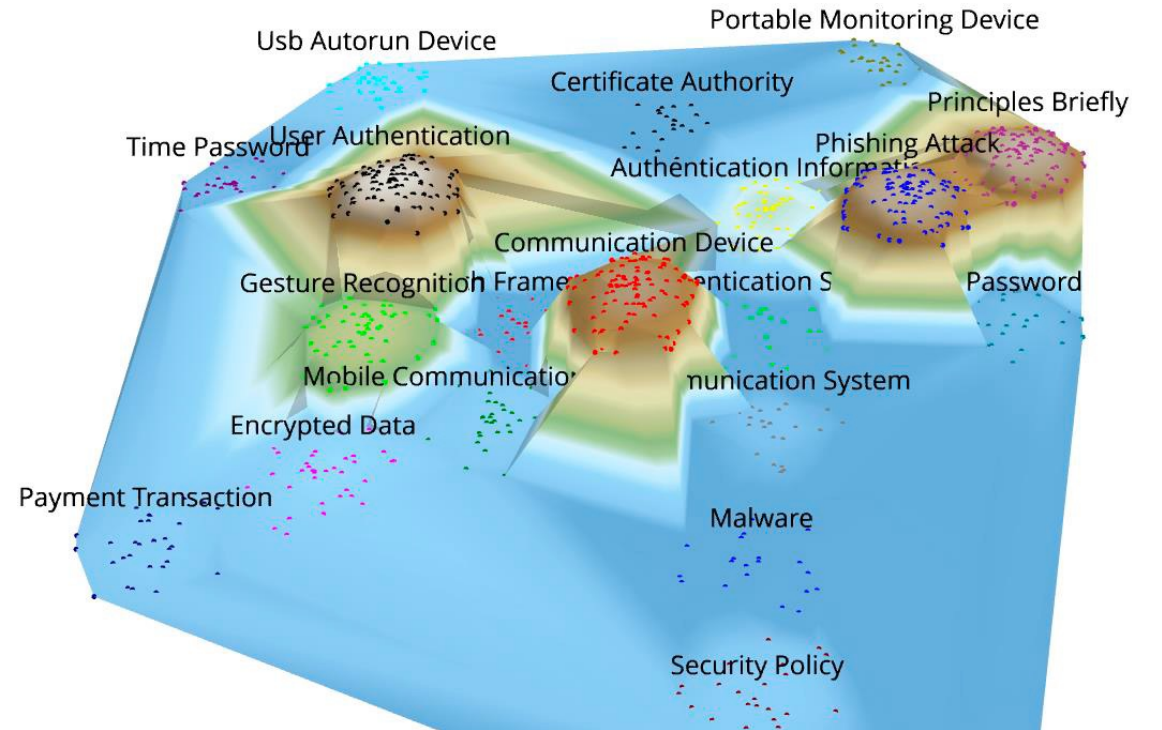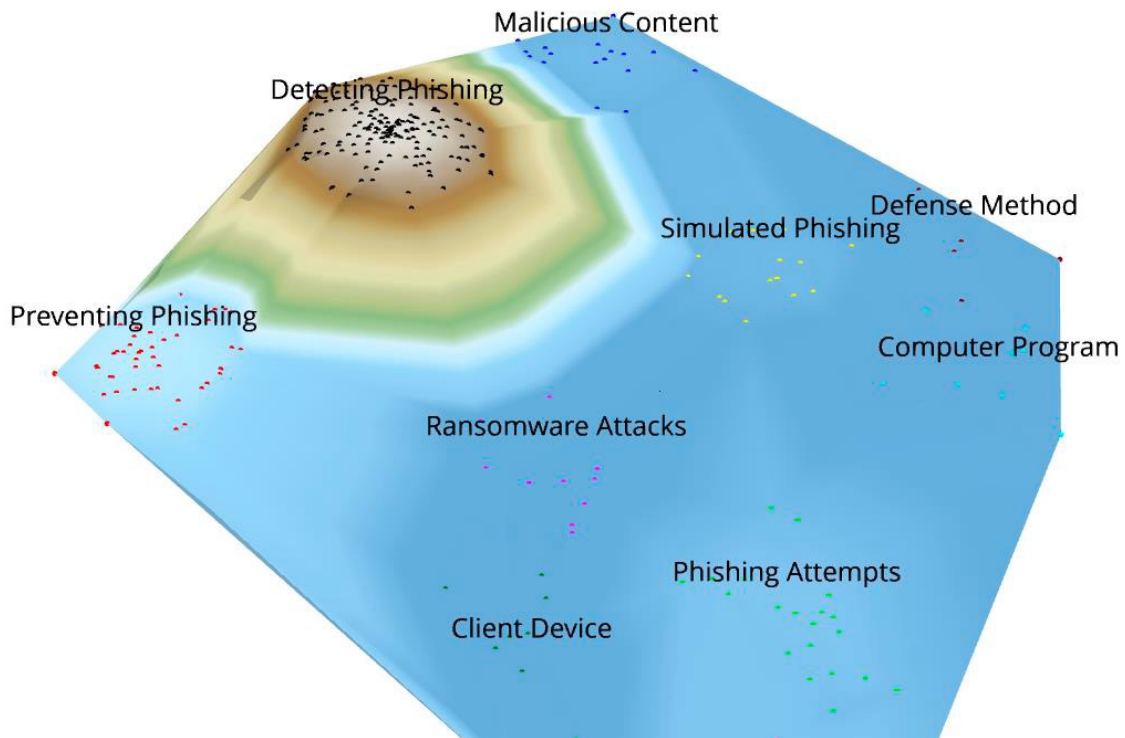
In summary

- Digital trust is the key to open a prosperous and inclusive digital future

- Building digital trust requires a collective effort

- It is a matter of strategy

- Transparency, data protection, shared responsibility, cybersecurity, combating fake information, and securing privacy

- Accountability and oversight

Thank you!

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