

The True State of Digital Trust

SECURITY PROFESSIONALS, BUSINESS EXECUTIVES AND CONSUMERS SEE IT DIFFERENTLY

How much do consumers worldwide trust organizations to protect personal data? Do security professionals and business executives think they do enough to protect our data? The research results may change your view.



How the Digital Trust Index Numbers Stack Up*

THERE'S A GAP BETWEEN CONSUMERS' TRUST AND ORGANIZATIONS' PERCEPTION OF THEIR TRUST



CONSUMER

61



SECURITY PRO

75



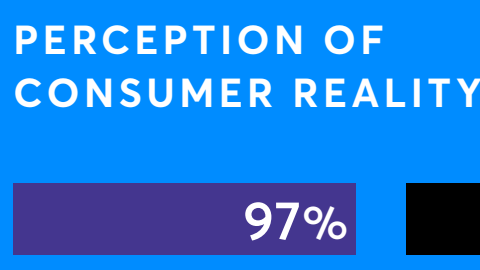
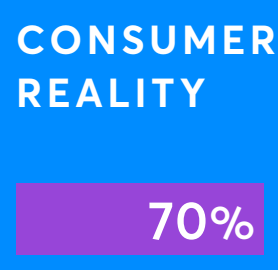
BUSINESS EXEC

74

The Digital Trust Index for consumers for 2018 is 61 points out of 100, a score that shows flagging faith from the consumers surveyed in the ability or desire of organizations to fully protect user data.

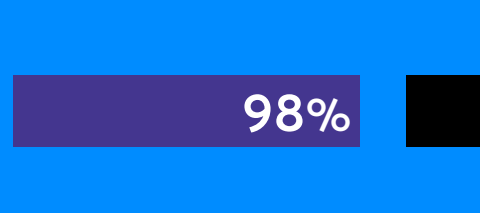
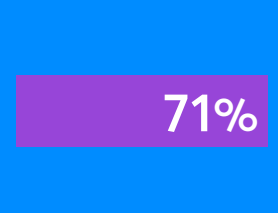
The Trust Index: Reality Vs. Perception

Trust That Organizations Take Necessary Precautions to Protect Their Personal Data



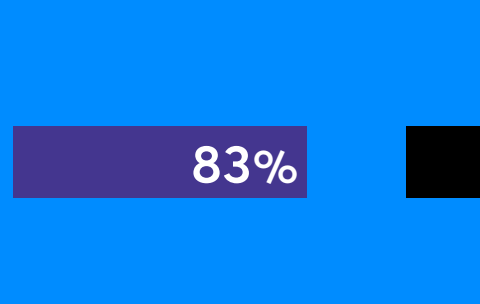
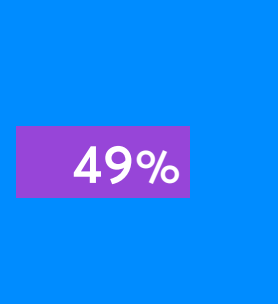
95%

Trust That Personal Data Protection Is Important to Organizations



94%

Are Willing to Provide Organizations With Their Personal Data in Exchange for Free Services/Discounts



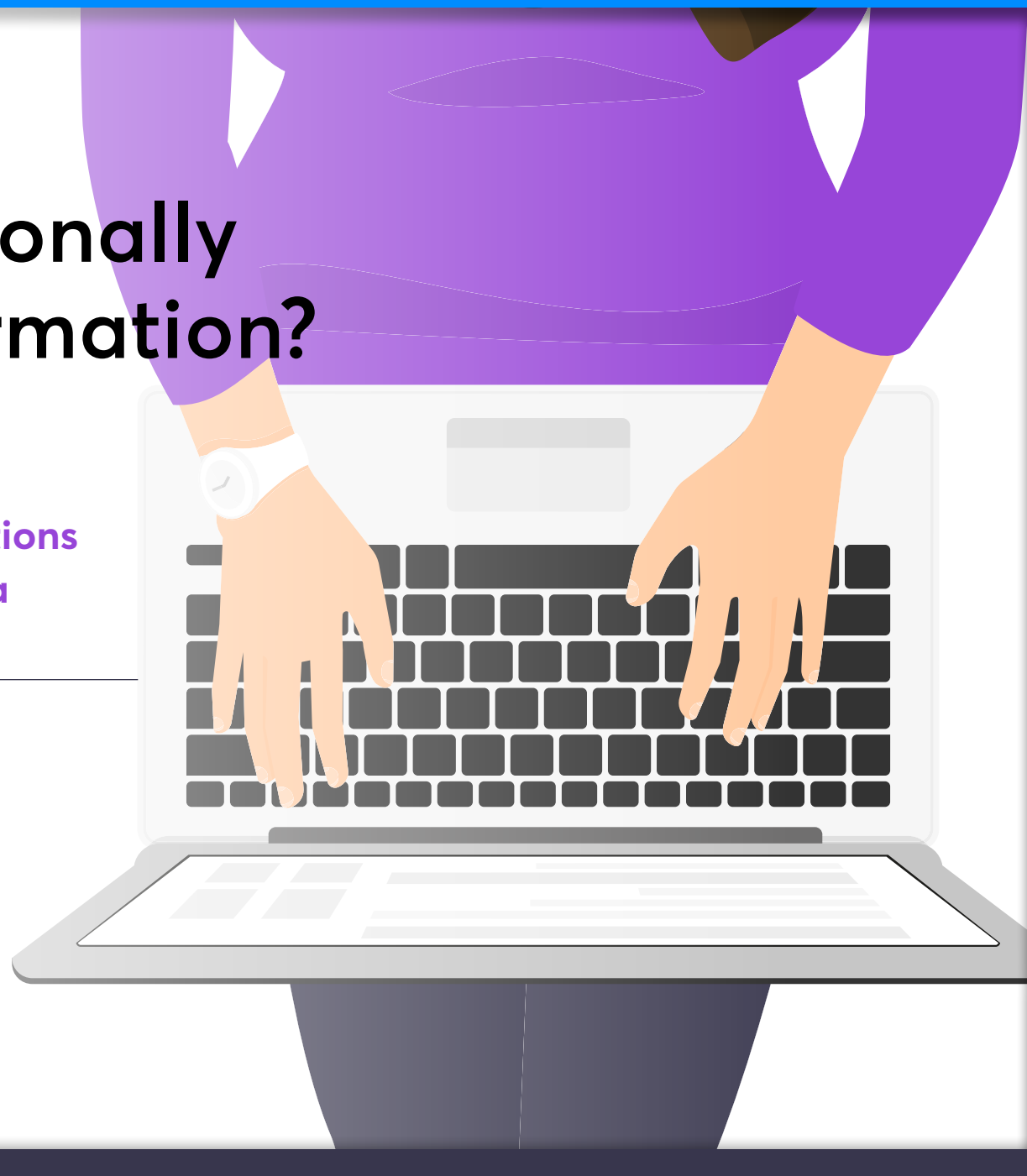
78%

Are Businesses Selling Your Personally Identifiable Information?

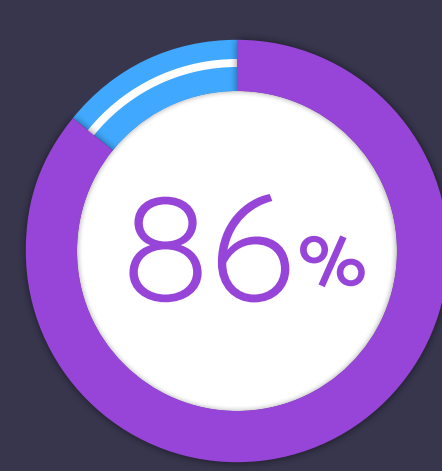
CONSUMER PERCEPTION



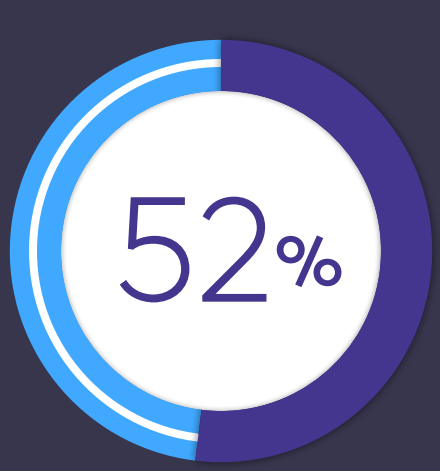
ORGANIZATIONS ADMIT THEY SELL CUSTOMER DATA



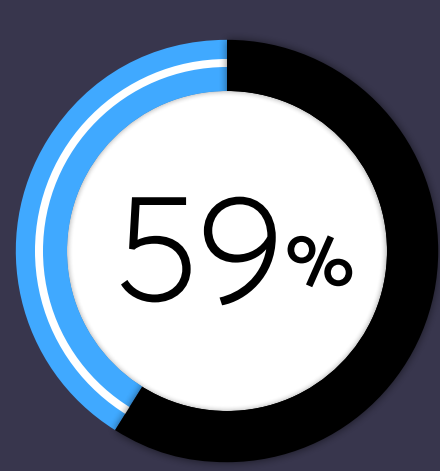
Consumers Choose Security Over Convenience



CONSUMERS prefer security over convenience



SECURITY PROS say security should take precedence



BUSINESS EXECs say security should take precedence

Consumer, Beware

48% Organizations that experienced a publicly disclosed consumer data breach



72% said it occurred within the last year

48% Consumers who stopped using the services of at least one organization due to a data breach

Technology Investment to Protect Consumer Data

93% Security Pros

89% Business Execs

agree it's extremely important

Consumer trust around digital data protection is flagging. While organizations believe they're doing a good job of protecting consumer data, the statistics don't bear it out. The good news is that a consensus is forming among organizations that investing in technology to protect consumer data is critical.



It's time to make digital trust a top priority.

Get your copy of the CA Technologies Global State of Digital Trust Survey and Index 2018 now.