

## A Lack of Consumer Trust **Across Industries**



#2022TrustIndex

#### Digital trust varies across industries

The most trusted industries

The least trusted industries

Financial Sector	42%	Media and Entertainment	12%
Healthcare	37%	Governments	14%
Consumer Technology	32%	Social Media	18%

to the security of the of digital services they offer and your personal information?"

Respondents were asked, "To what degree do you trust each of these industries when it comes

## Distinct Differences in the Level of Trust Based on Location, Culture or Regulation



#### across the world The most trusting nations

Digital trust varies

Brazil

<b>■</b> Mexico	92%
<b>U</b> AE	91%

France

The least trusting nations

<b>■</b> Mexico	92%	<b>UK</b>	20%
<b>L</b> UAE	91%	Australia	20%
		Germany	23%
Respondents were asked, "To what	extent do you trus	t the online digital services, like shopp	ing,

20%

social media, travel, etc. when it comes to the security of your personal data?"

95%

# breaches is being felt by global consumers

The impact of data



become victims of a data breach

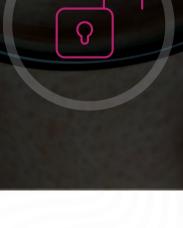
of consumers globally have already



impact on their lives

of companies took up to 6 months or a year (5%) to inform the consumer about

of data breach victims saw a negative



than words

a data breach

111111111

Actions speak louder

of consumers believe that companies should be forced into mandatory data protection controls like encryption and two-factor authentication following a data breach





42% requested they delete their information

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