

STATE OF DIGITAL TRUST 2023

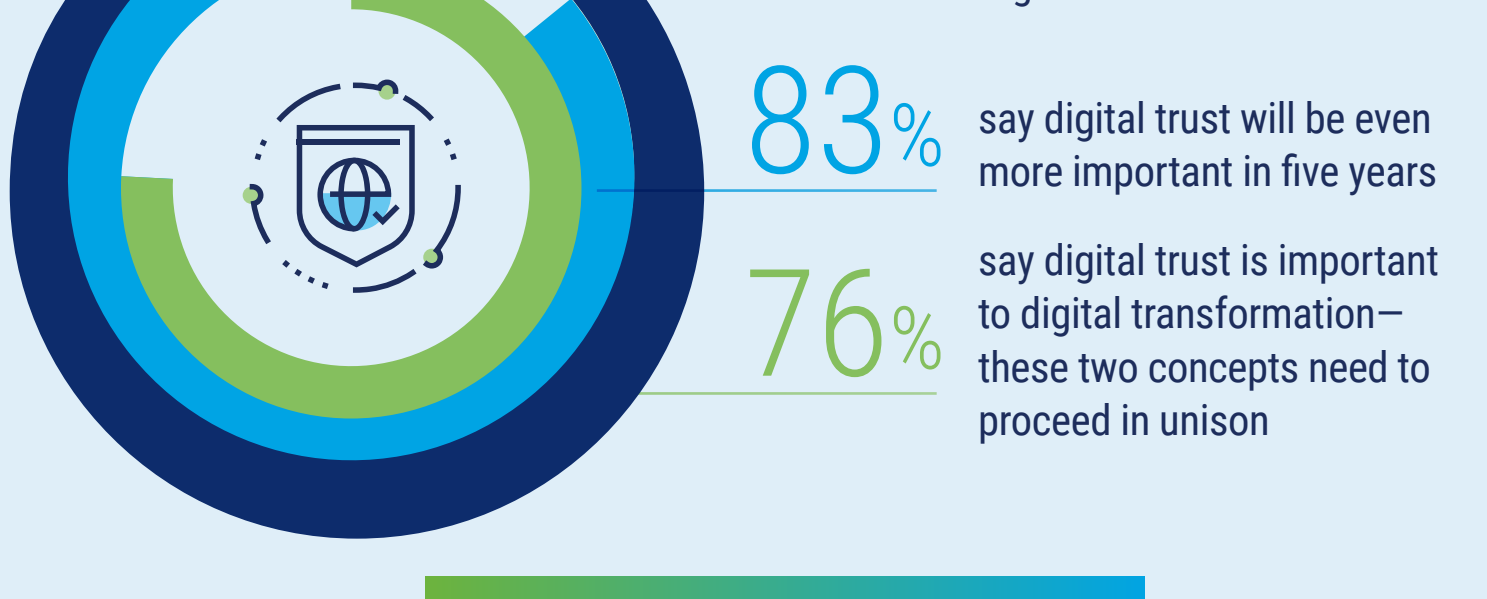
Digital trust can make or break an organization. It is a primary factor in the ability to innovate, expand and be resilient in today's turbulent, highly connected global economy. It also can be the difference between retaining customer loyalty after a major incident or suffering serious losses.

Digital trust is built when there is a cohesive approach to the many disciplines integral to digital transformation. Organizations need to earn their constituents' digital trust with every interaction and transaction.

ISACA surveyed more than 1,300 professionals in Europe who hold assurance, governance, risk, security or privacy roles to learn how enterprises are approaching digital trust. Additional insights are available in the ISACA State of Digital Trust 2023 report at www.isaca.org/state-of-digital-trust.



Digital Trust Is Essential to Digital Transformation



IMPORTANCE OF LEADERSHIP



9%

of all respondents have a dedicated staff role for digital trust



30%

of respondents whose organizations measure digital trust maturity have a dedicated staff role

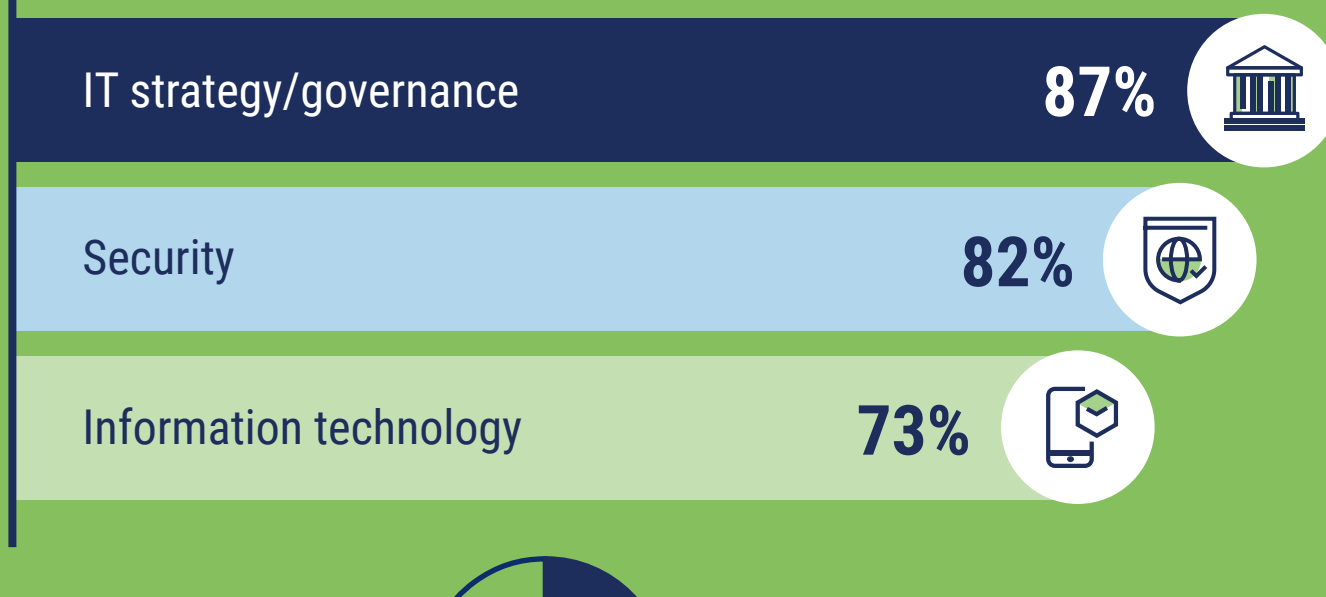


36%

of respondents whose board of directors prioritizes digital trust have a dedicated staff role

Job Roles That Strengthen Digital Trust

IN ORGANIZATIONS



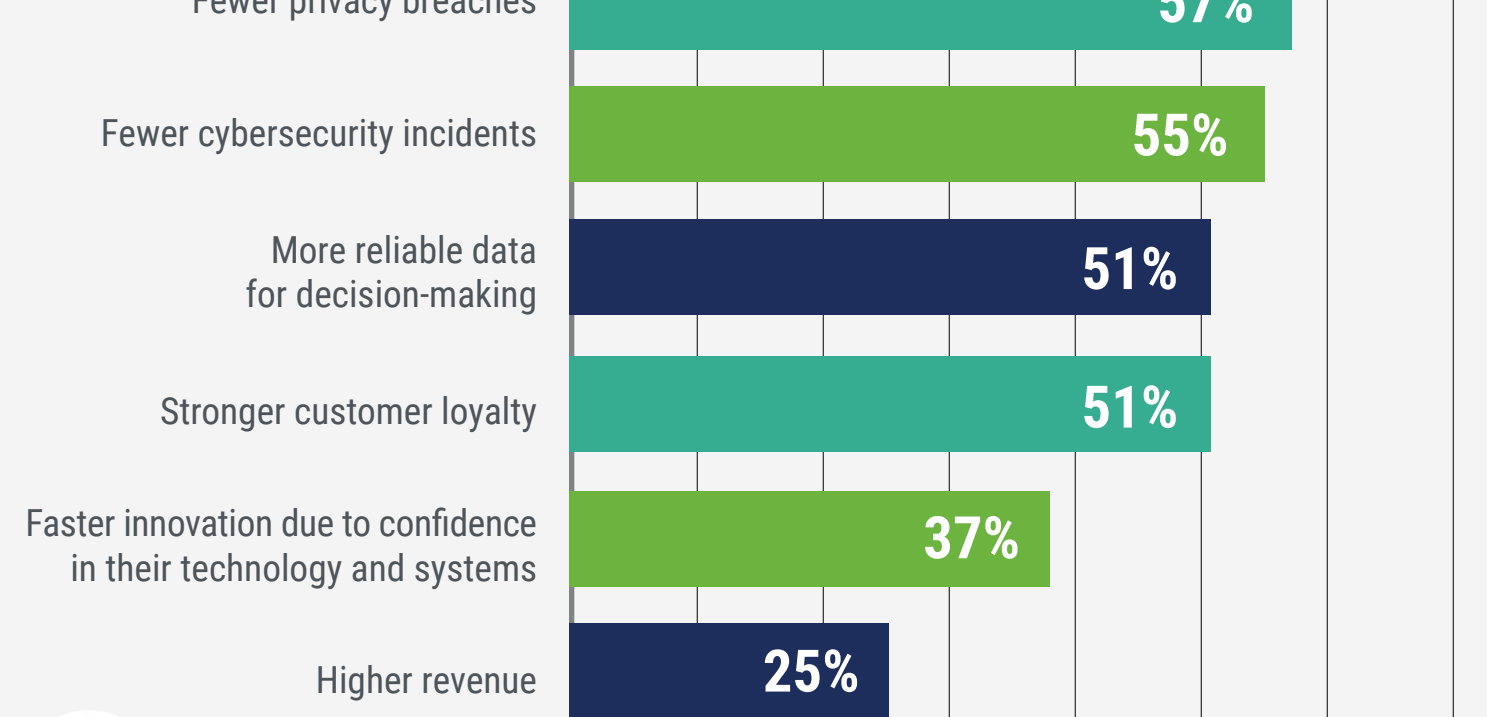
Yet less than half **44%** agree there is sufficient collaboration among these professionals.

Impactful Strategy on a Modest Budget

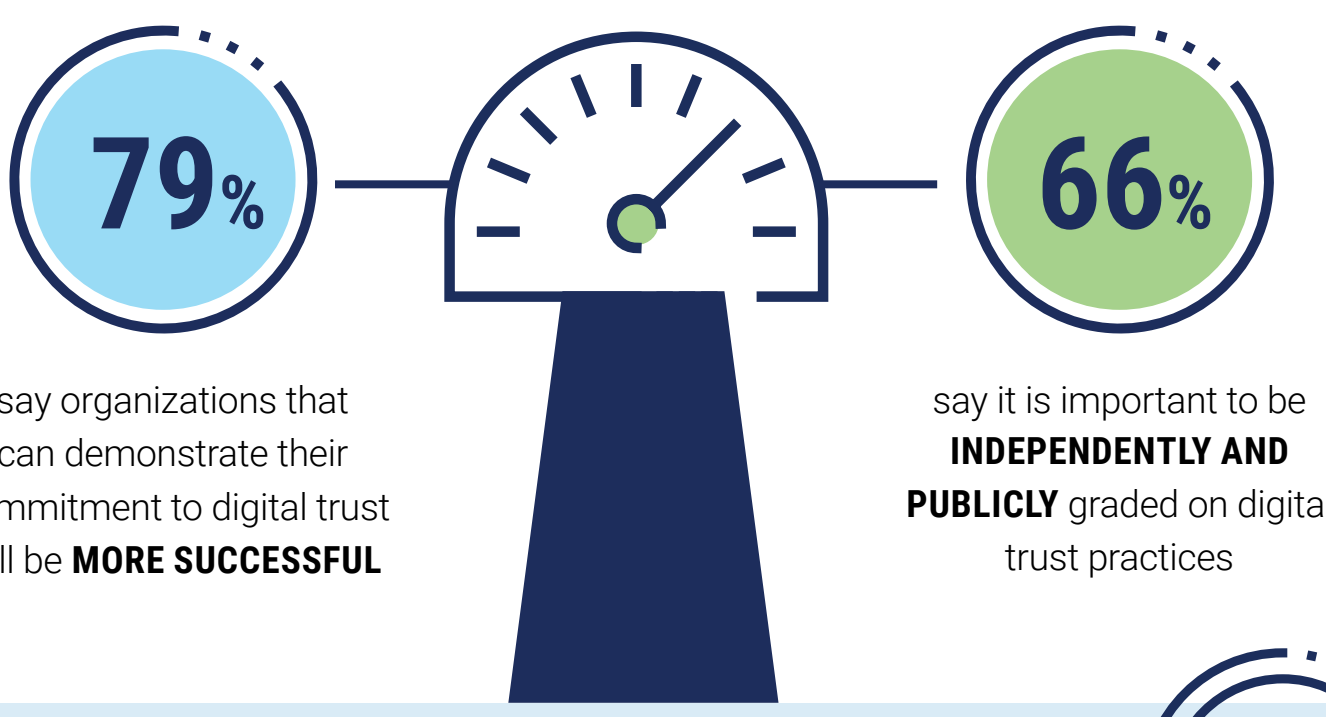
ONLY 26%

are planning to increase budgets for digital trust activities—reinforcing that digital trust is an umbrella that enables existing siloed areas to work together in the most effective way.

How Organizations Benefit From Digital Trust



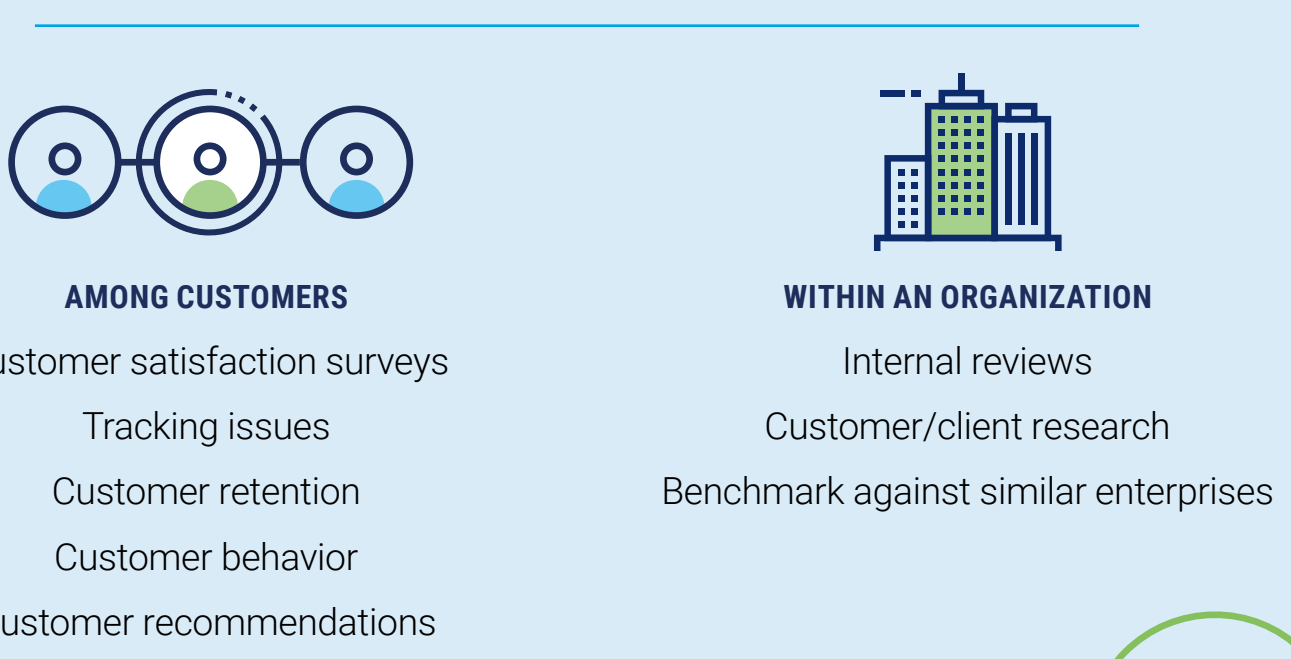
Digital Trust Scoring



Measurement Improves Confidence

50% are confident in the digital trustworthiness of their organization. This jumps to **74%** among those that measure digital trust maturity.

POPULAR WAYS TO MEASURE DIGITAL TRUST



Obstacles to Attaining Digital Trust

Knowing what is hindering digital trust can help organizations achieve success.



A change in "Lack of skills and training" over the previous year's survey indicates an increased understanding of its value:

In 2022, 27 percent said that their organization offered digital trust training to staff, and 29 percent said they completely understand how their role impacts digital trust, even though 64 percent said digital trust is relevant to their job.

In 2023, 27 percent say their organization offers digital trust training to staff, and 33 percent say they completely understand how their role contributes to digital trust. Now 69 percent say digital trust is relevant to their job.

KEY COMPONENTS OF DIGITAL TRUST



A Roadmap Forward

45% say it is important to have a framework for digital trust practices, but only **13%** currently use one.

