



Don't Seek Trust, Seek to be Trustworthy

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Multi-sided trust for multi-sided platforms



Definitions in a Trust Context

Cyber Security

Digital Privacy

Trust in Digital Engagement

Cyber Security

Honestly....no such thing

From the citizen/customer perspective

Breach consequence accrues to the individual

Cyber Security is an Arms race

Every company will be breached eventually

Time is the hackers best tool

Digital Privacy

Without privacy we cannot be free

The individual will have varying prioritization and perspective on privacy, some really don't care

Context

Principle

Law

Value

Culture

Implementation

We can all agree when its breached

“When the information I provide (explicitly or implicitly) is used for a purpose other than that for which I understood it to be provided”

The Overriding Privacy Principle

Treat all personal data and meta-data as
belonging to the customer

You are only a temporary custodian

TRUST

Social

An attitude of confident expectation that one's vulnerabilities will not be exploited

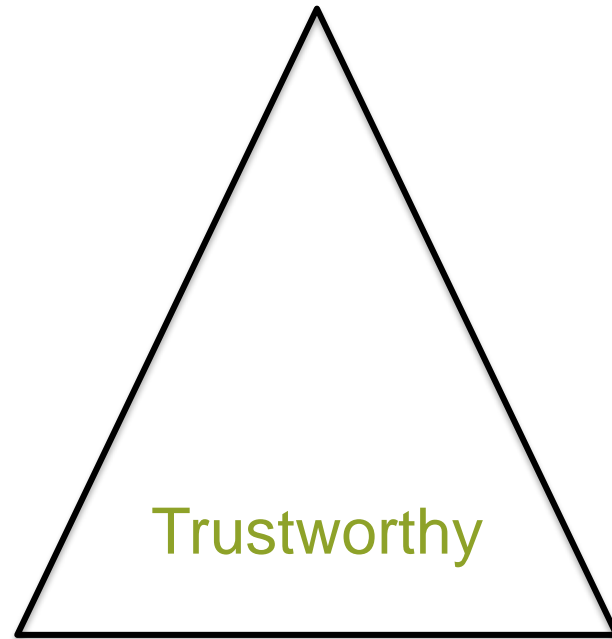
Business

Confidence that the value exchange is fair and equitable and that loss of trust drives an equivalent/proportional consequence on both parties

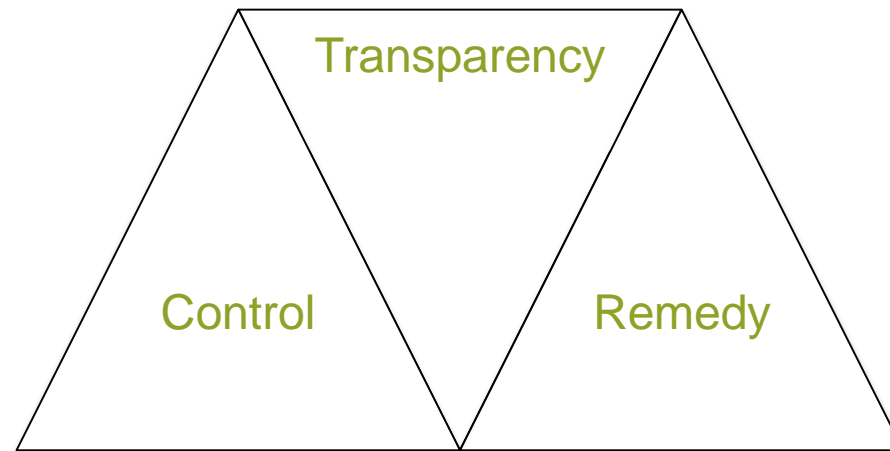
A model for building trust with customers
for when the Internet becomes an Adult

TRUST AS A COMPANY AND PRODUCT VALUE

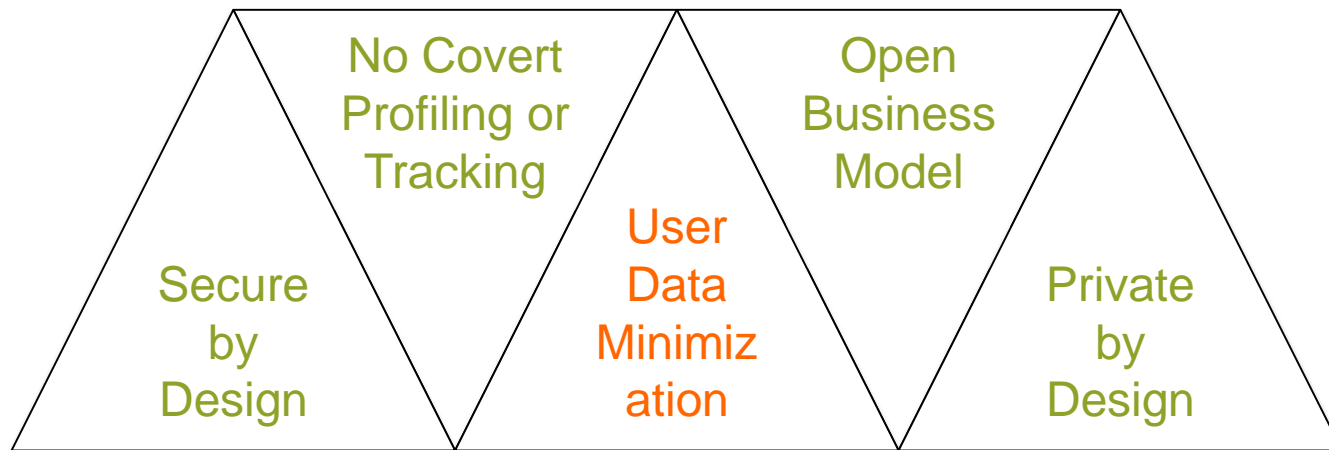
Seek to be Trustworthy



Key Focus: Re-Balancing Empowerment in Digital Engagement

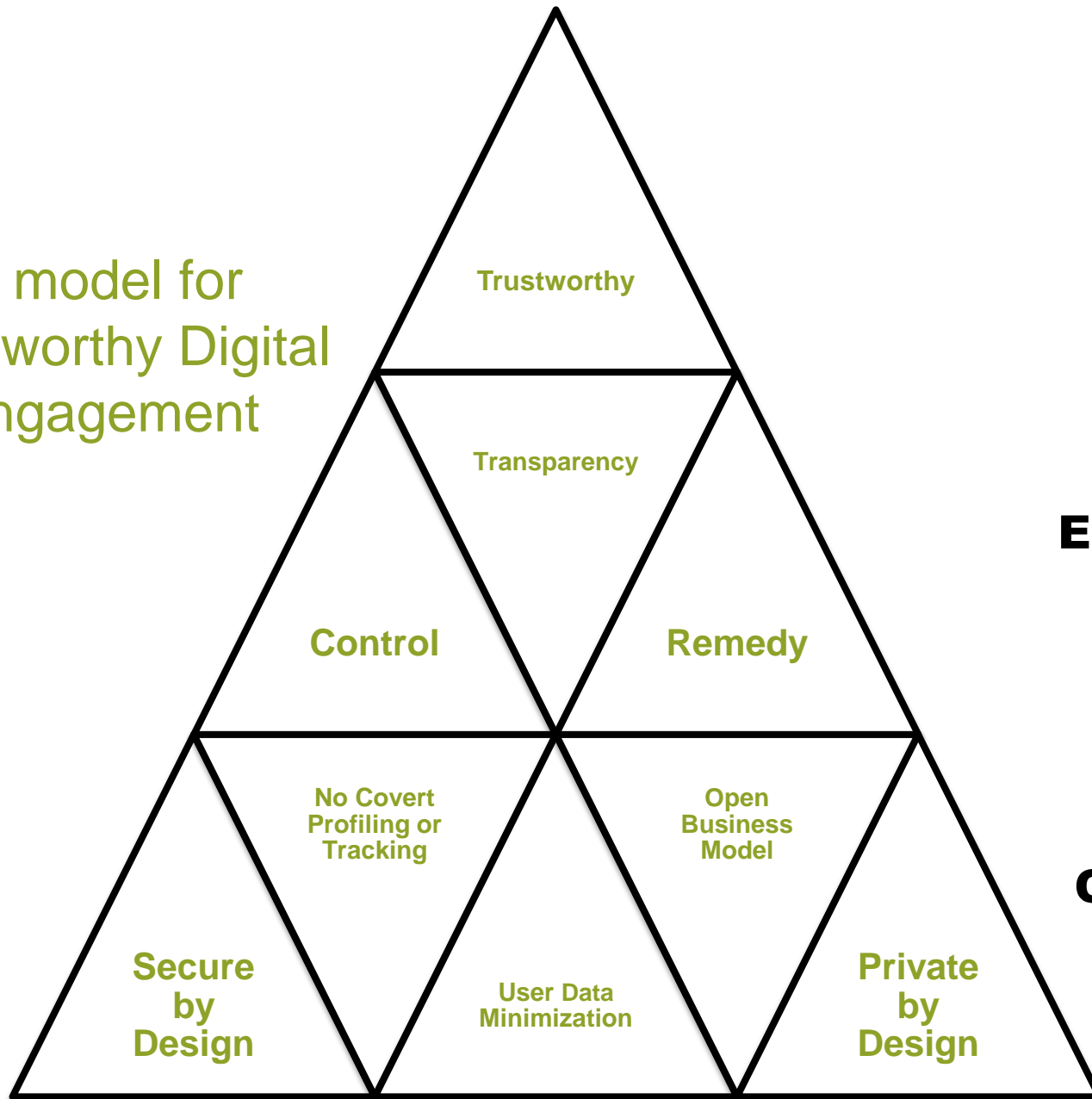


Inculcate Internal Development Principles



Innovate Data Minimization!

A model for Trustworthy Digital Engagement



Company Aspiration

Empowering the User

Operational Principles

