

Digital Trust in the IoT Era

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Video Transcript

As we use more and more connected devices, and more and more of our day is filled with digital experiences, both personally and professionally, digital trust becomes key because there's so much data being created by those experiences. To improve those experiences, but also monetize those experiences, having consumer trust in your, in personal data is absolutely critical.

We surveyed users in 24 countries around the world and their intent to buy new devices that are going to be throwing off these data sets is incredible, both in connected devices in the home, and devices connected to the person, including wearable devices like smart watches.

At the same time, a majority of users around the world are not confident in the security of their personal data being held by third parties. Industries that are more trusted than others include the communications industry, the banking industry, and indeed the consumer electronics industry. And our view is that there are four pillars to digital trust. The first is accountability, the second is privacy, the third is security, and the fourth is making sure you have the right trade-off on benefit and value to the end users.

So it's our belief that digital trust is the key building block to enable many new digital experiences and drive up that digital trust so consumers enjoy those digital experiences more and more.