

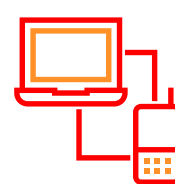
# TRUST IN THE DIGITAL AGE

## THERE'S LITTLE ROOM FOR SECRETS IN THE DIGITAL ECONOMY

Connected and wearable devices now provide access to consumer data that is exponentially more personal — and ultimately more valuable — than ever.

**79%** 

of companies collect customer data directly from individuals' online activities.

**33%** 

capture personal data from connected devices.

## TURNABOUT IS FAIR PLAY

But the reverse is also true. Consumers now have unprecedented visibility into the inner workings of companies too. And companies that fail to provide full transparency will see consumers' trust erode.



**75%** of consumers say that companies setting false expectations is "extremely frustrating".



**63%** would start to look for alternative providers.



**53%** would stop doing business with that company immediately.

## CONSUMERS ARE SETTING THE CONDITIONS

How companies manage, secure and share data is fast becoming the determining factor in profitable customer relationships.



**57%** of consumers will share information if they know it won't be sold or shared.

**56%** will share information if they can be guaranteed that data protection safeguards are in place.

## TRUST IS CURRENCY

Companies that get the trust equation right will be the ones best positioned to capture the most valuable customer data, as well as digital's full business potential.



**37%** of consumers indicate that the manner in which a company secures personal data is a top determinant of loyalty.



**8 out of 10 consumers** won't do business with companies they don't trust.

Learn more about how to place trust at the center of your digital strategy with our full report:

[www.accenture.com/digitaltrust](http://www.accenture.com/digitaltrust)