**DIGITAL TRUST**

Digital Trust reflects a customer’s belief that an organisation is collecting, storing and using their information in a responsible way and that the organisation is protecting that information.

The greater a customer’s digital trust, the more data they will be willing to share. The more we know about a customer, the more relevant and valuable that company can become to the consumer.

On the other hand, those consumers that don’t have digital trust are likely to be more uncomfortable with sharing their information. Indeed, **45% of consumers switched providers last year because they lost trust.**

**GDPR**

The **General Data Protection Regulations** or GDPR is coming into effect in May 2018, and will bring the opportunity for organisations to re-think the way that they handle personal data. So what should companies do?

We would suggest three areas:

1) **Focus on the Customer Journey**
   
   Drive GDPR through prioritised customer journeys rather than a technology or compliance approach. This maps to what we suggest as a risk-based approach to deal with the most impacted areas of your organisation.

2) **Empower cross-functional teams**
   
   We have found that the triumvirate of Business, Compliance and Technology needs to be balance and empowered to agree direction quickly

3) **Create a simple programme structure**
   
   Don’t over-complicate your programme with lots of categories of the regulation for each business unit or division. Teams that can communicate well and understand the vision will be better placed to deliver the results fast

It is clear that the UK regulations around Data Protection are changing. Lose the trust of your consumers and you risk damaging your business. Respecting it will generate more value, and in turn allow you to gain more trust, as so on.

Learn more about digital trust & GDPR via [www.accenture.com/GDPR](http://www.accenture.com/GDPR)