



Healthcare

**40%**

DOWN  
**1%**



Transportation

**6%**

DOWN  
**3%**



Retail

**5%**

DOWN  
**7%**

Majority of sectors experienced a decline - with not one sector achieving at **least 50%** when it comes to high levels of trust among consumers

# 86%

MORE THAN FOUR IN FIVE  
of consumers expect some  
level of privacy rights from  
the companies they interact  
with online



**2025** DIGITAL  
TRUST  
INDEX

19%



NEARLY ONE IN FIVE  
of consumers have been  
informed that their personal  
data has been compromised  
in the past year

63%



TOO MUCH ONUS ON  
THE CONSUMER

of consumers believe  
brands put too much  
onus on the consumer  
for data protection.



# 37%

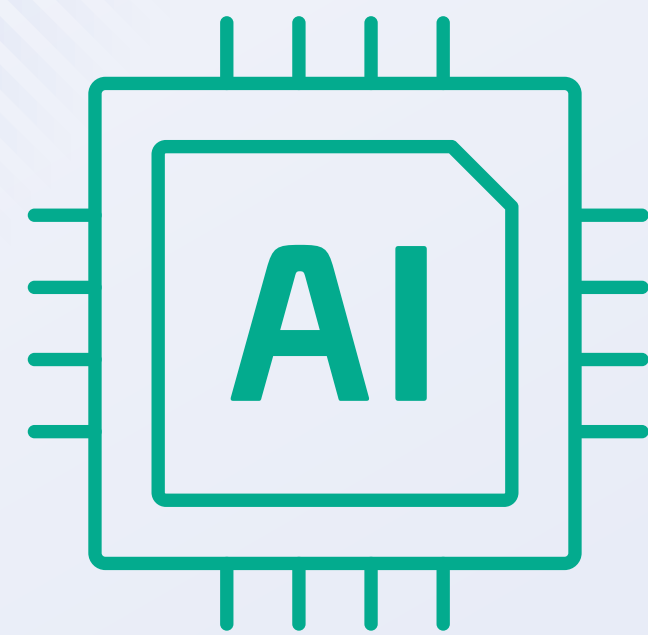
OF CONSUMERS FORCED  
TO SHARE THEIR DATA

Underscoring a sense of  
compulsion rather than  
voluntary participation  
with online



2025 **DIGITAL  
TRUST  
INDEX**

64%



THE USE OF INNOVATIVE  
AND ADVANCED

two thirds of consumers  
indicated that their confidence  
in a brand would significantly  
increase if they adopted  
technologies that improve  
security and data protection