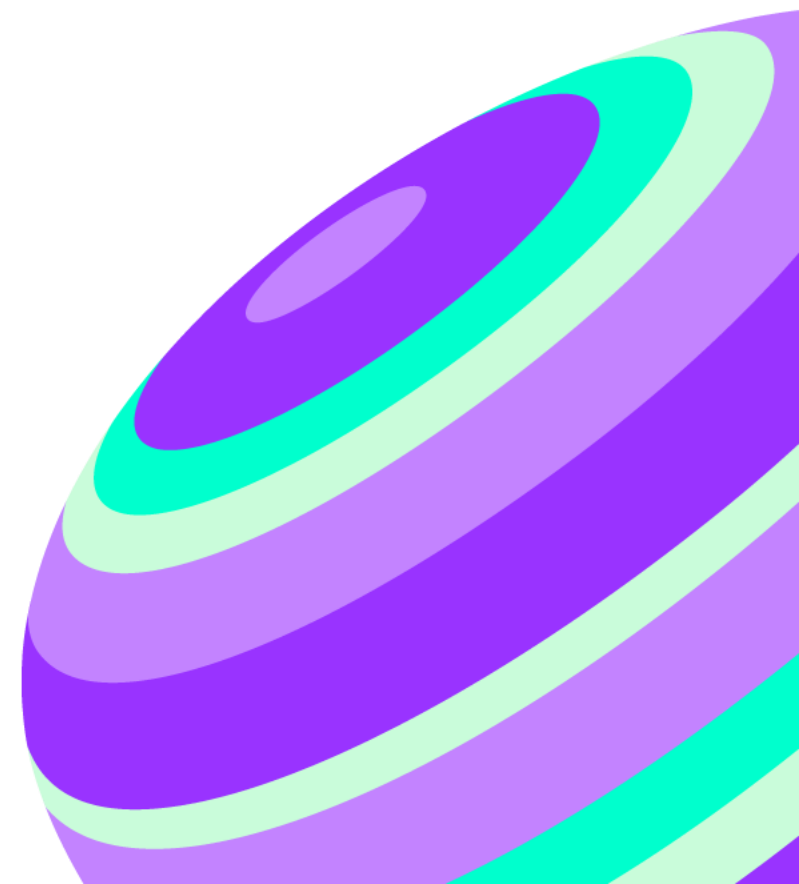




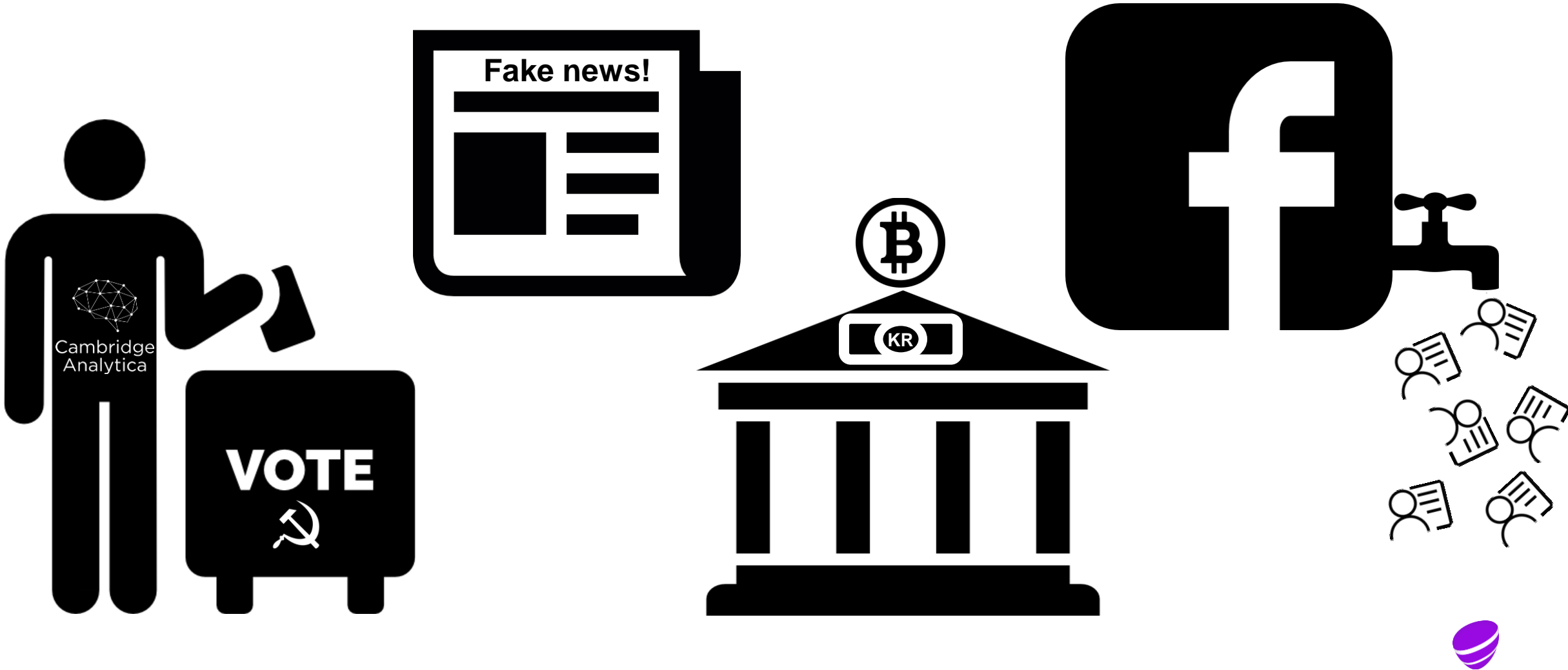
TRUST IN A DIGITAL WORLD

- DOES TECHNOLOGY MAKE US
SMARTER ABOUT WHOM WE
TRUST?

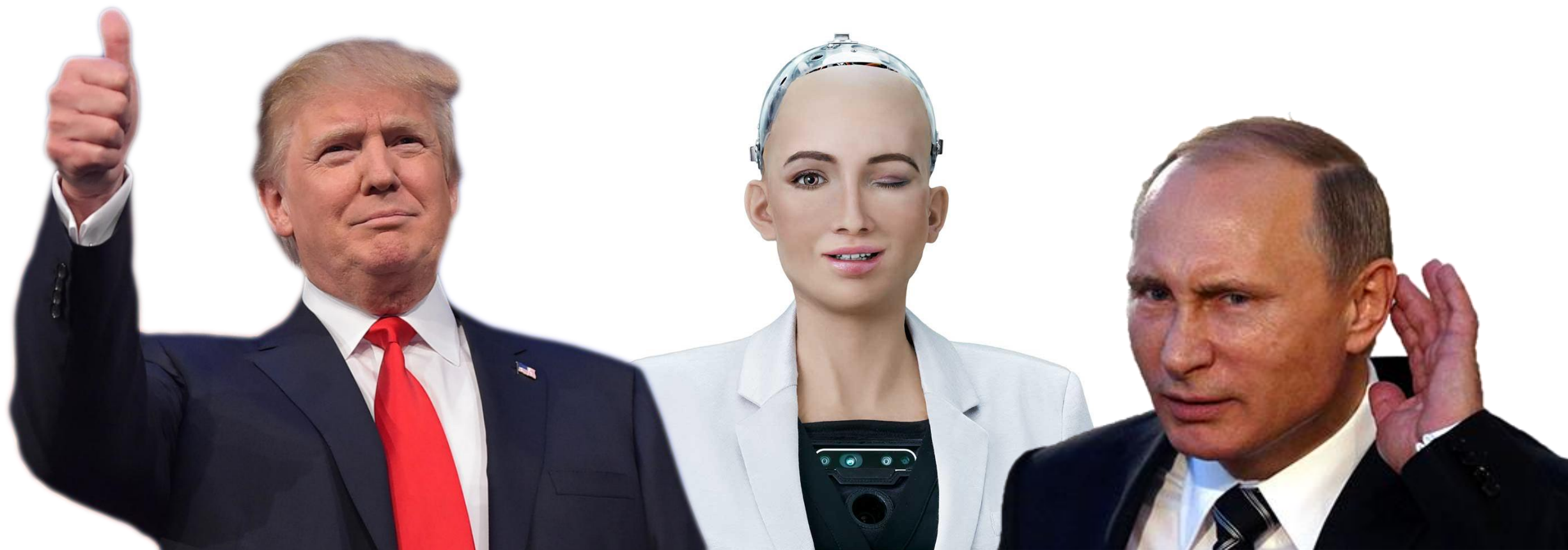
Erik Fagersten – CISO
Telia Norge AS



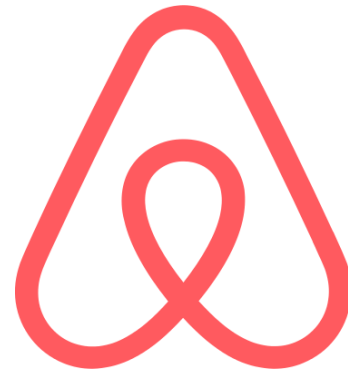
WHY DO WE NEED TRUST?



WHO DO YOU TRUST THE LEAST?



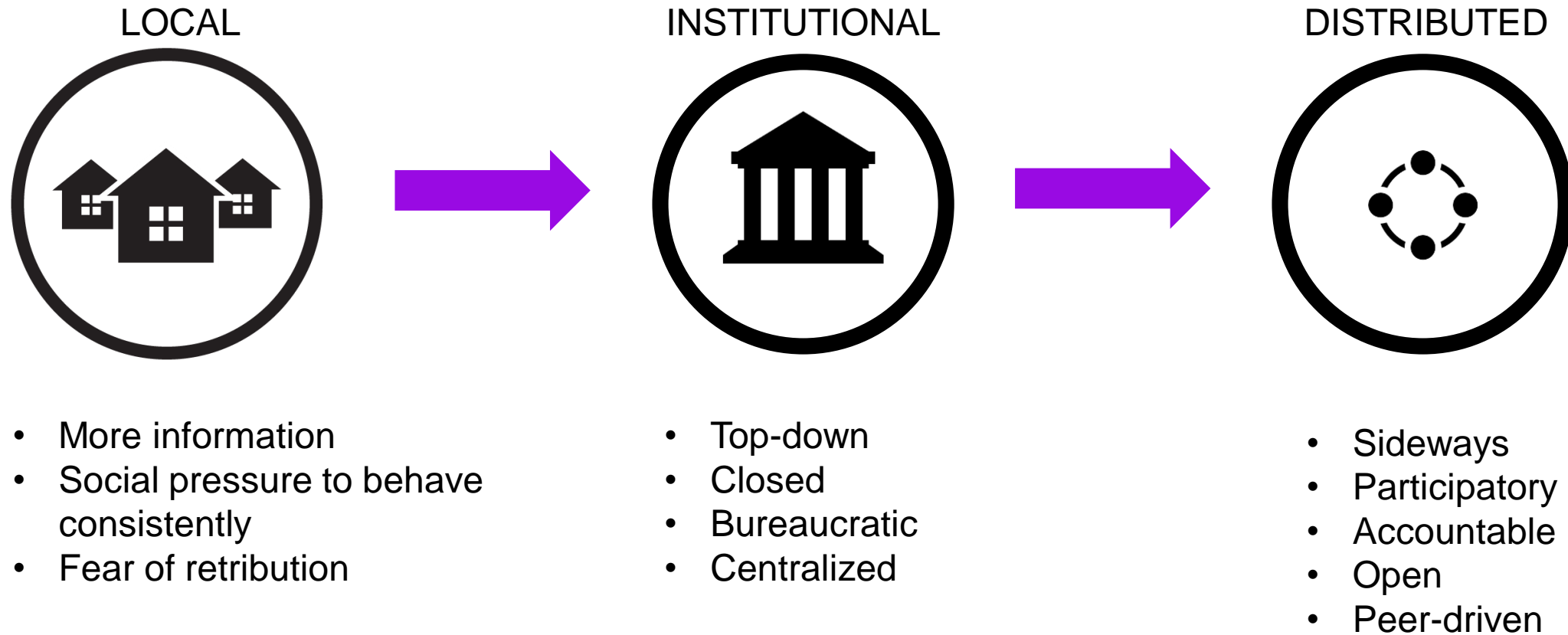
WHO DO YOU TRUST THE MOST?



airbnb



TRUST SHIFT



TRUST LEAP



Known



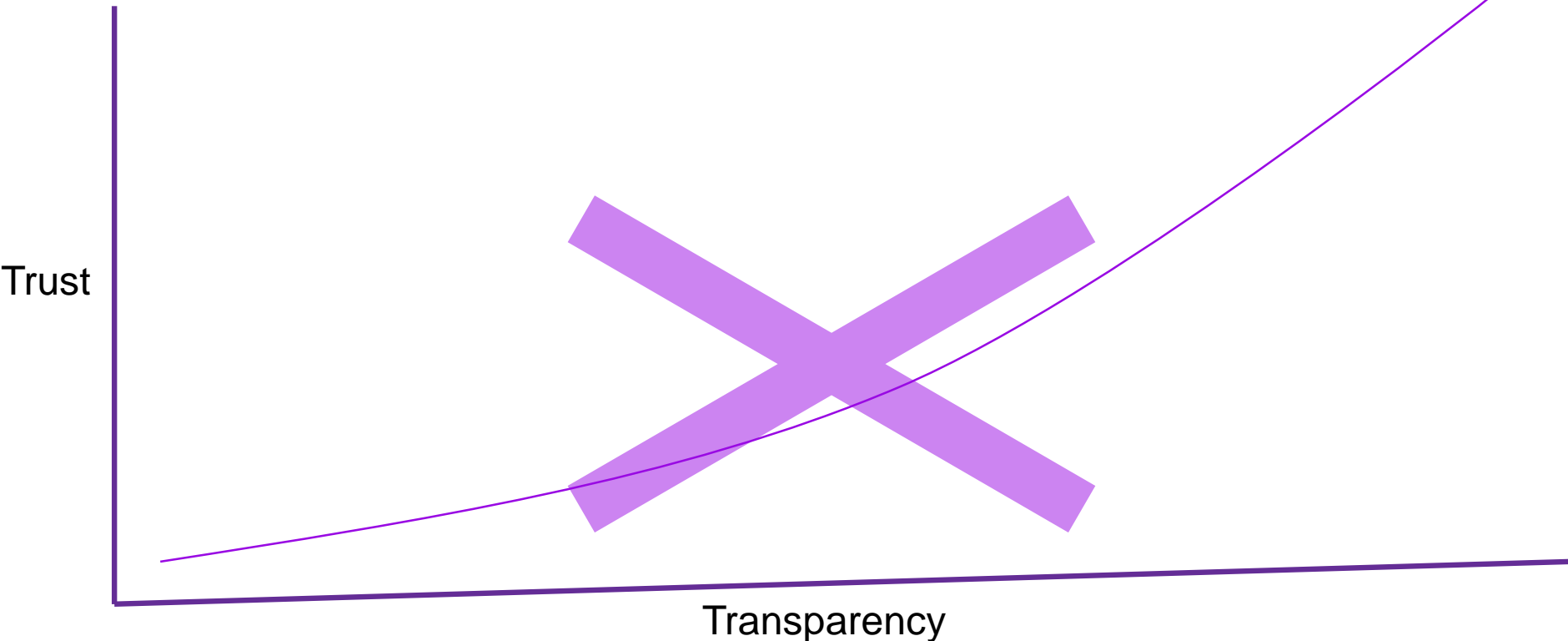
Risk

Unknown

Uncertainty



TRANSPARENCY \neq TRUST



TRUST SIGNALS

Clues or symbols that we look for to identify if someone is trustworthy

Capable

Competence

Reliable

Character

Integrity

Well meaning
Empathy



TRUST SIGNALS



HOW DO WE DEVELOP OUR SERVICES TO BE TRUSTED?

HOW CAN WE LEAD THE WAY AS TECHNOLOGY LEADERS?

HOW CAN WE BUILD TRUST?



BE MORE TRUSTWORTHY

Capable

Competence

Reliable

Character

Integrity

Well meaning
Empathy



QUESTIONS?

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