

# Identity is accelerating digital trust



In today's digital-first world, customers and citizens are being asked to share their data in new ways and for new purposes. While most are increasingly comfortable interacting online, they expect secure, consistent services in return for their valuable personal information.

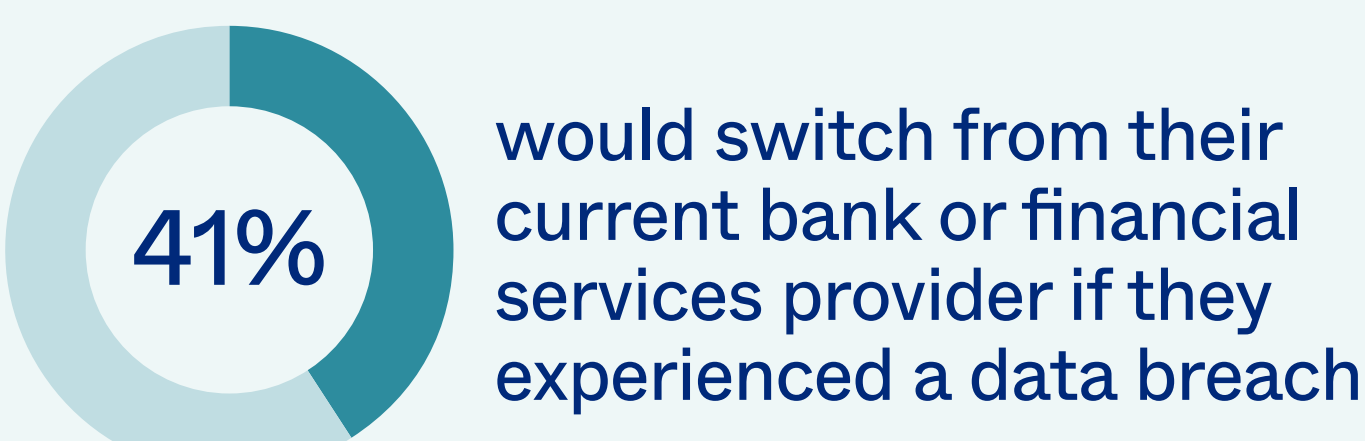
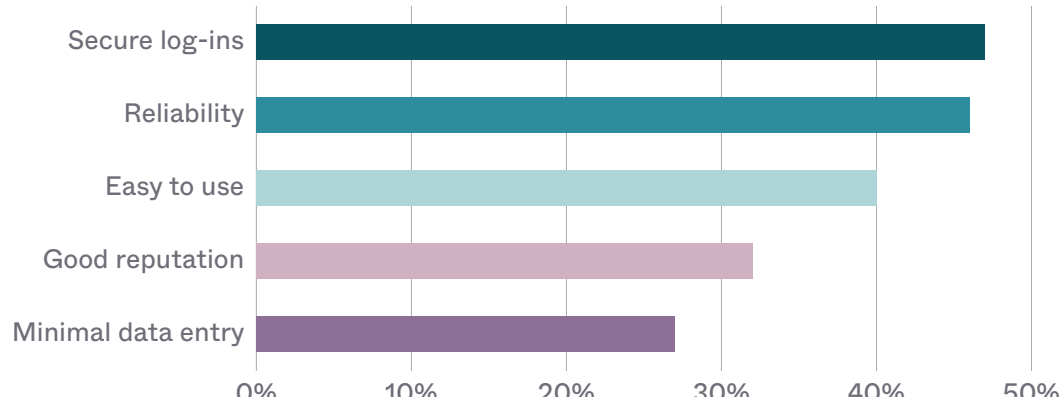
These seamless digital experiences are critical to securing trust – and our survey of over 12,000 European customers\* shows they start with identity.

## Secure login is the #1 driver of digital trust

Trust starts with the very first interaction: the ability to log in securely was the top attribute driving digital trust among UK customers.

### Top drivers of trust in online interactions

Average figure across all sectors surveyed: retail, financial services, travel, government, healthcare and utilities.

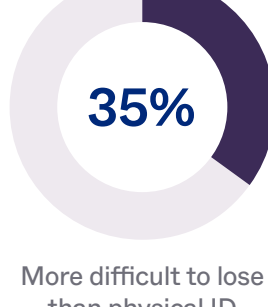
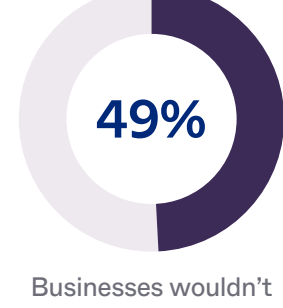
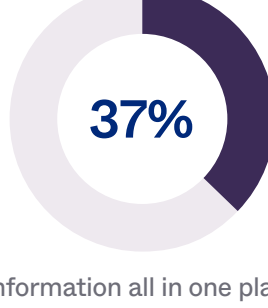
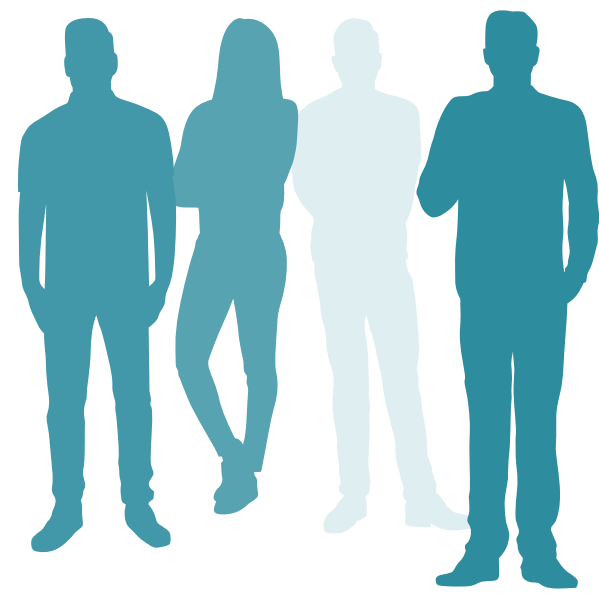


## Digital IDs are winning acceptance

For governments, trust in digital IDs and vaccine passports is critical to protect citizens from the pandemic.

Why comfortable?

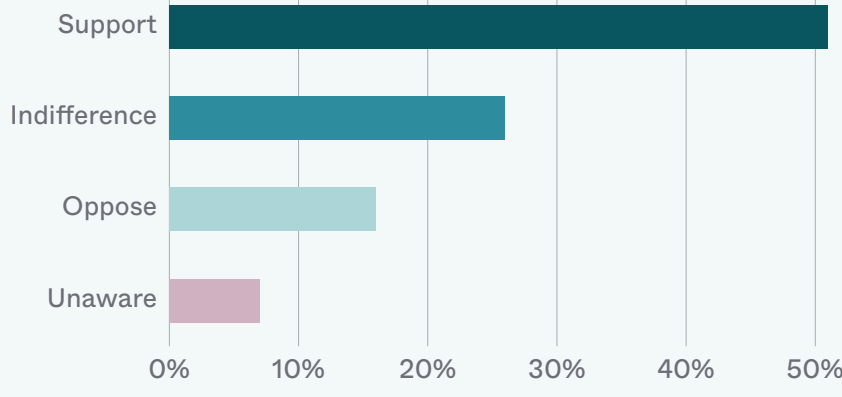
Why uncomfortable?



**3 in 4** UK citizens would be comfortable with having their personal data incorporated in a digital ID

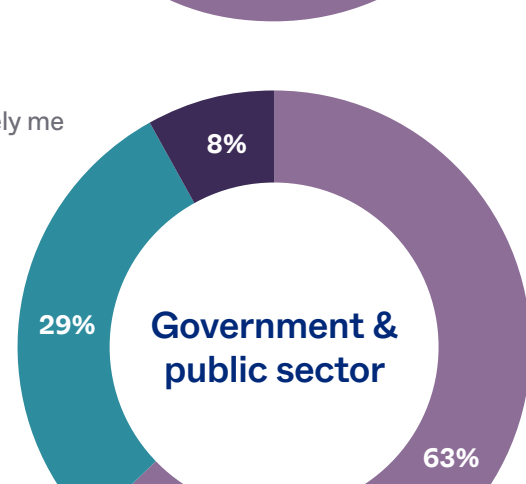
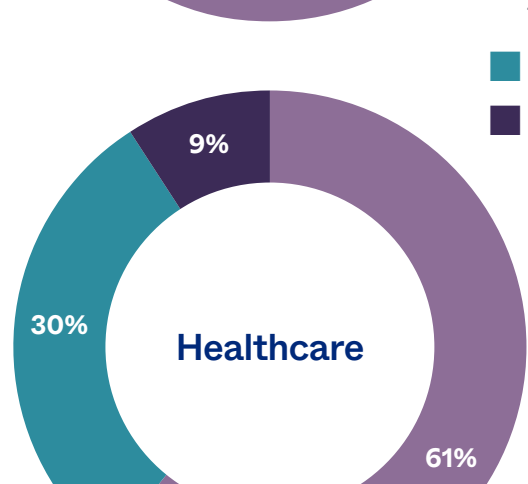
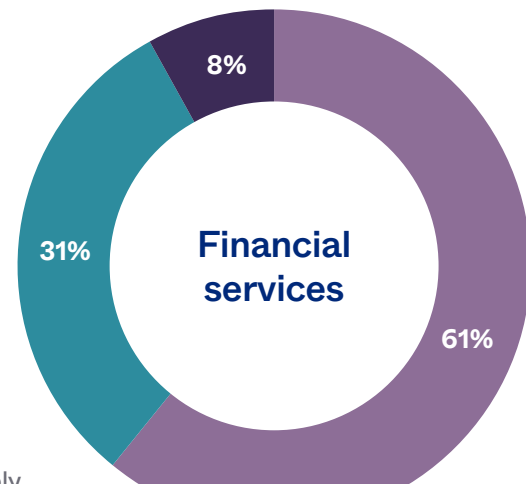
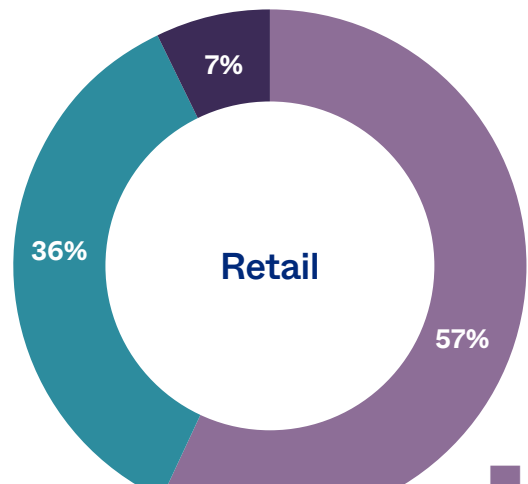
## How do people feel about government-led vaccine passport technology?

For most UK citizens, vaccine passports are their first experience of a digital ID, and only a minority oppose them.



## Customers hold you responsible for their personal data

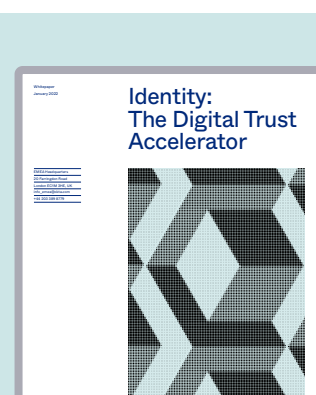
In every sector, customers believe the responsibility for protecting their personal digital identity and data lies mostly with the institution, rather than themselves.



## 5 ways to secure trust with CIAM

Seamless digital experiences build trust. Here are 5 ways a secure customer identity & access management (CIAM) solution like Okta's can transform yours – and drive long-term growth.

- 1 Focus on UX**  
Enable quick, simple login and minimal data input
- 2 Build in next-level security**  
Cultivate trust with multi-factor authentication
- 3 Personalise the experience**  
Create a single source of truth for every customer
- 4 Automate compliance**  
Protect privacy with automated consent management
- 5 Be consistent**  
Create delightful experiences across all devices and brands



To learn more about the state of digital trust across Europe, see the full report, [Identity: The Digital Trust Accelerator](#).  
[See the full report](#)

## Build trusted digital experiences with Okta

Identity is the foundation for exceptional customer experiences. Use Okta's customer identity solutions to build frictionless login and registration experiences that your customers and developers will love. With more than 7,000 pre-built integrations to applications and infrastructure providers, Okta is trusted by over 14,000 brands worldwide to secure digital interactions and accelerate innovation.

\* Okta and Statista surveyed over 2,000 people in the UK about their trust in digital services, including government, retail, banking and healthcare services.