

# What does it take to build trust online?



The cultivation of trusted relationships online is predicated on the capacity to provide a secure place to bank or buy goods and services with confidence. It may begin with a business's ability to identify its customers and deliver relevant, convenient experiences without increasing their risk exposure by demanding more from the information it already accesses.

**70%** of consumers would provide even more information to businesses if there was a perceived benefit to them – for security or for convenience

**80%** of consumers say that the more transparent a business is about using their information, the greater trust they have in that business

**74%** of consumers are more confident that physical biometrics will protect their information over passwords

**61%** of consumers across most regions trust banks and insurance companies more than any other type of business to protect their data

Customers expect businesses to recognise who they are and deliver a relevant online experience. Advanced authentication methods can help businesses better identify their customers and protect their personal information without sacrificing convenience.

Discover more insights from the [2019 Global Identity & Fraud Report](#)

Who did we survey?

10,500 consumers

1,000 businesses

21 countries