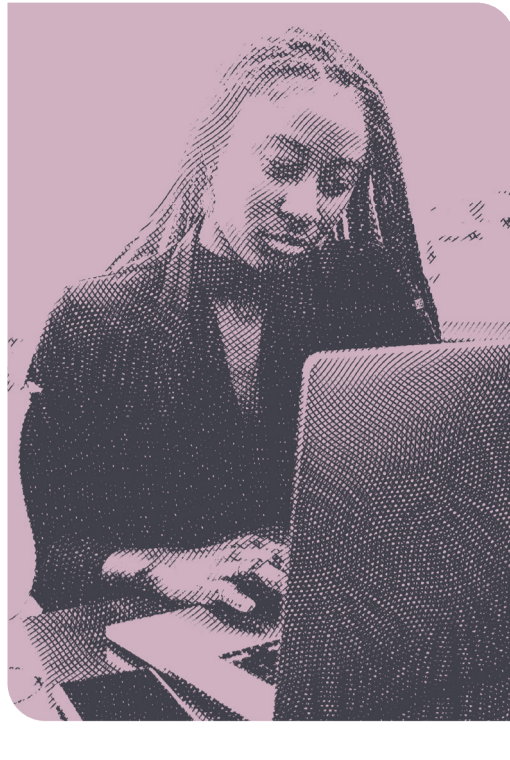


The Okta Digital Trust Index

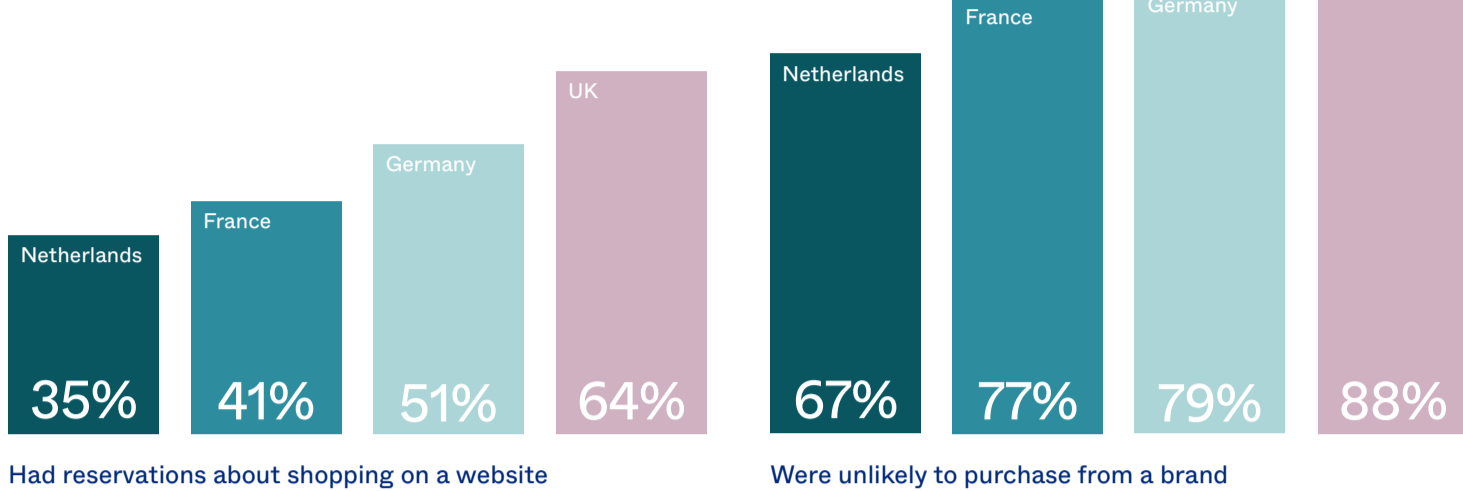
Exploring the human edge of trust in a fast-changing world

Since 2020, trust has been pushed to the forefront of all our lives. As more of us work and shop remotely, businesses must understand who they can trust with sensitive data and systems to drive confidence among employees and customers.

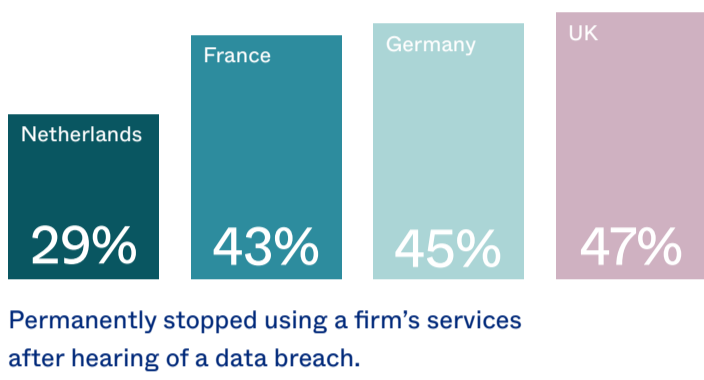
We spoke to 13,000 office workers to find out what made them likely to trust digital brands, how the pandemic has changed their behaviour online and how employers are responding. [See the full report here.](#)



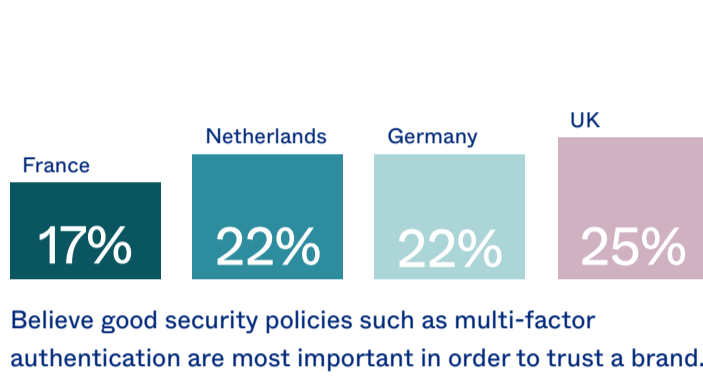
Trust is crucial to succeed in today's landscape



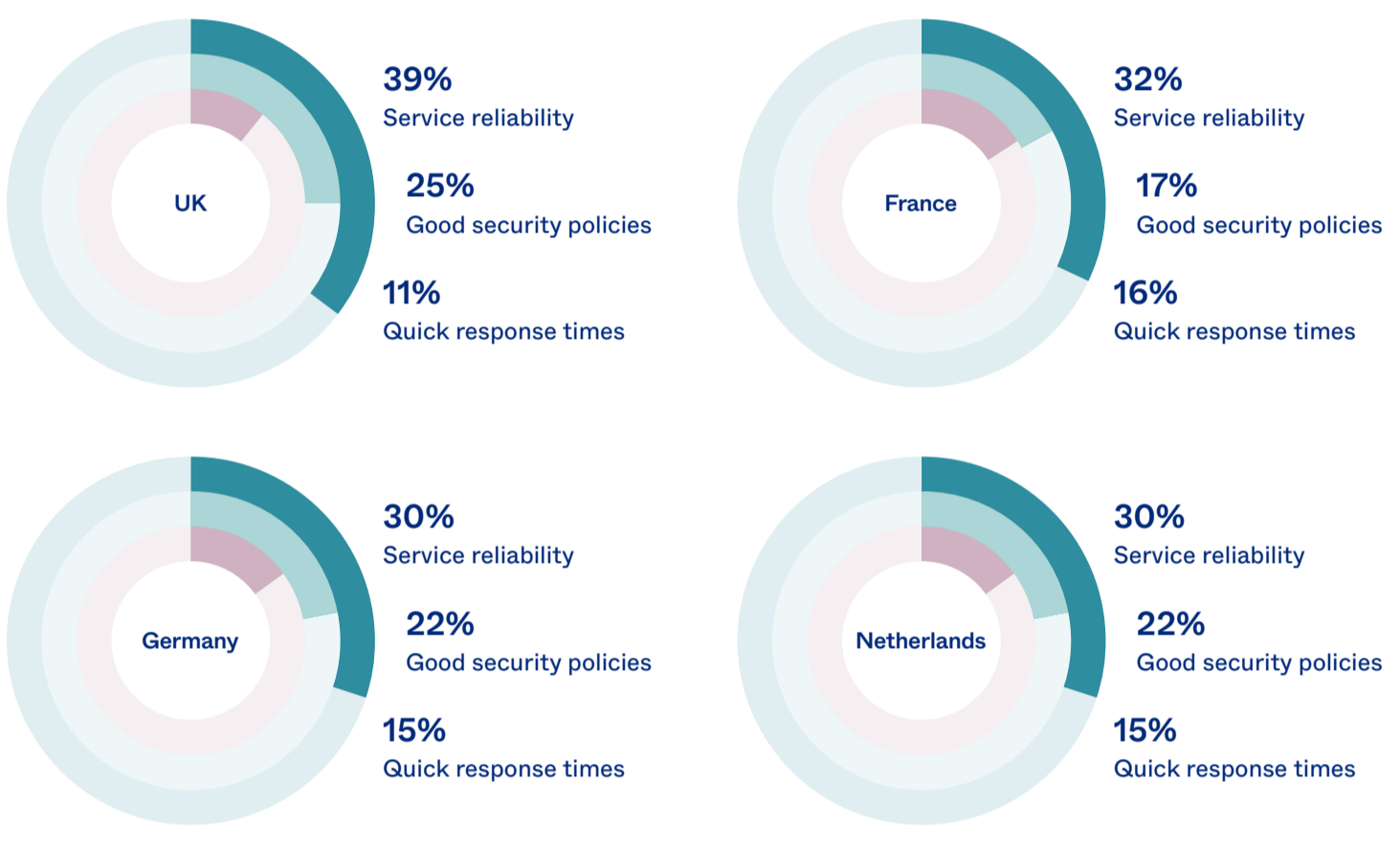
But breaching it can be costly



Security is a key driver

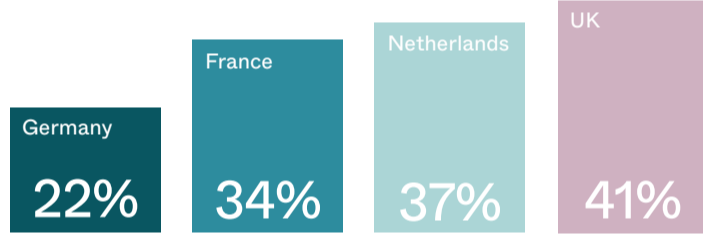


What makes people most likely to trust a brand?



Government websites are the safest pair of hands

Percentage who rated government websites as the digital channel they trust most to handle data safely.

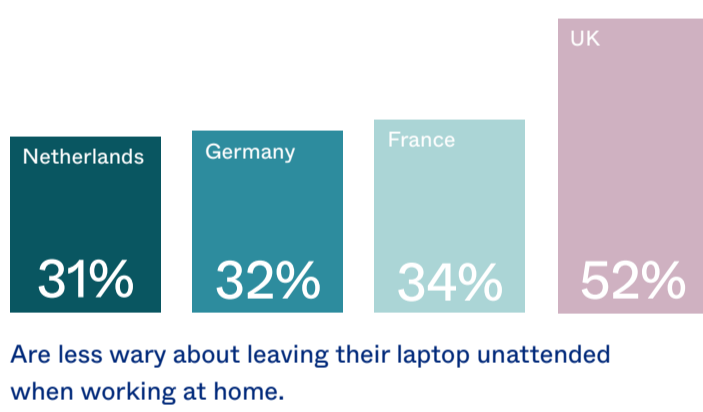


Remote working is opening the door to cyberthreats

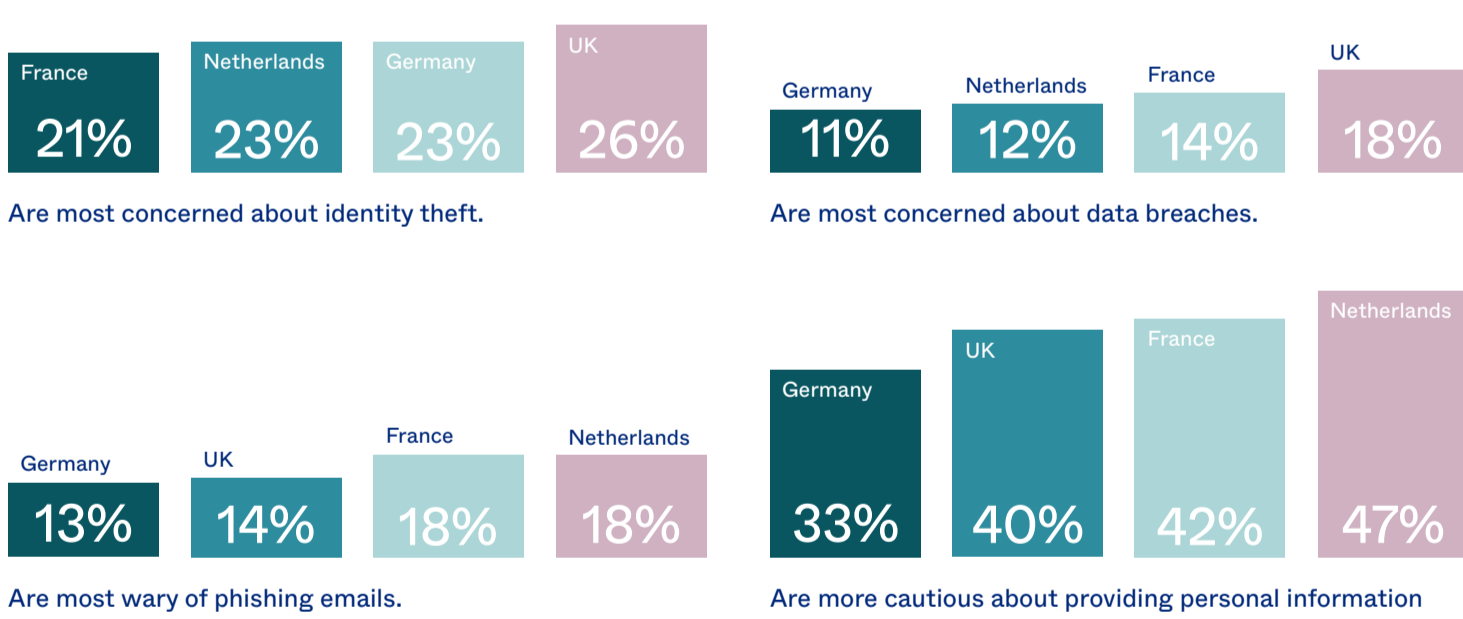
As employees get used to working from home, the usual security precautions are sometimes being forgotten, leaving the door open to potential cyber threats.

Workers are letting down their guard at home

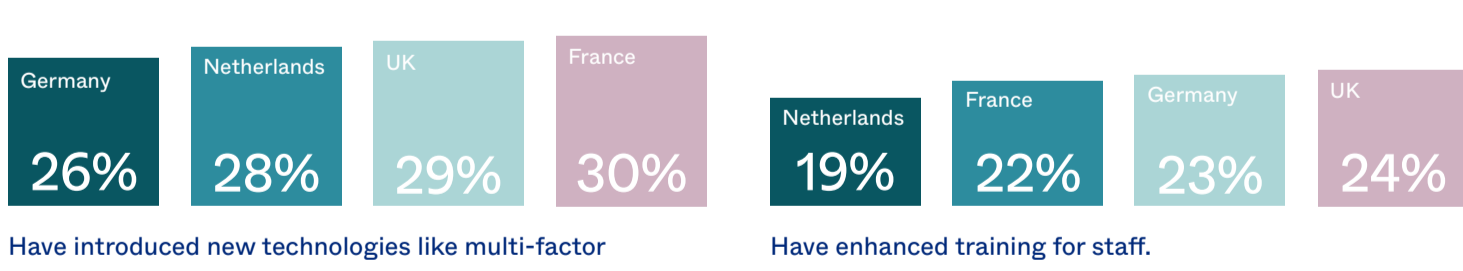
10% Have been the victim of a cyberattack during the pandemic



But digital security threats are on their mind



Organisations are stepping up security in response...



...but many staff remain unaware of their efforts



“These findings show that people don't trust based on words, they trust based on actions. This reinforces the importance of security as a business enabler at a time when business continuity and resilience is so important.”

Dr Jessica Barker, Cyber UK



Building a future of trust with Okta

Identity is the foundation to build trust-based, secure organisations. With the Okta Identity Cloud, you can confidently create the best digital experiences for your employees and customers, wherever they are.

Secure your employees – wherever they are – with Okta's **workforce identity solutions**. Get the tools to secure and automate cloud journeys, with full support for hybrid environments along the way.

Use Okta's **customer identity solutions** to build secure, seamless customer experiences that your developers and users will love.