

What's Eroding Digital Trust?

Consumer trust in digital services is on the decline. Constant data breaches, excessive data collection, and an onslaught of bad bots are ruining online experiences, compromising digital trust, and seriously damaging brand reputations. But what are consumers' biggest concerns? What's causing them to abandon brands? And, most importantly, what's eroding digital trust?

Whose Responsibility is Data Privacy Anyway?

Trust is a two-way relationship between brands and consumers. But, in recent years, consumers have come to shoulder much of the burden.

63% believe brands put too much onus on the consumer for data protection.

Findings from the 2025 DTI support this belief

19% of consumers have been informed that their personal data has been compromised.

More than one in ten have had credit card or financial data stolen.

Clearly, brands aren't holding up their side of the bargain, and consumers know about it.



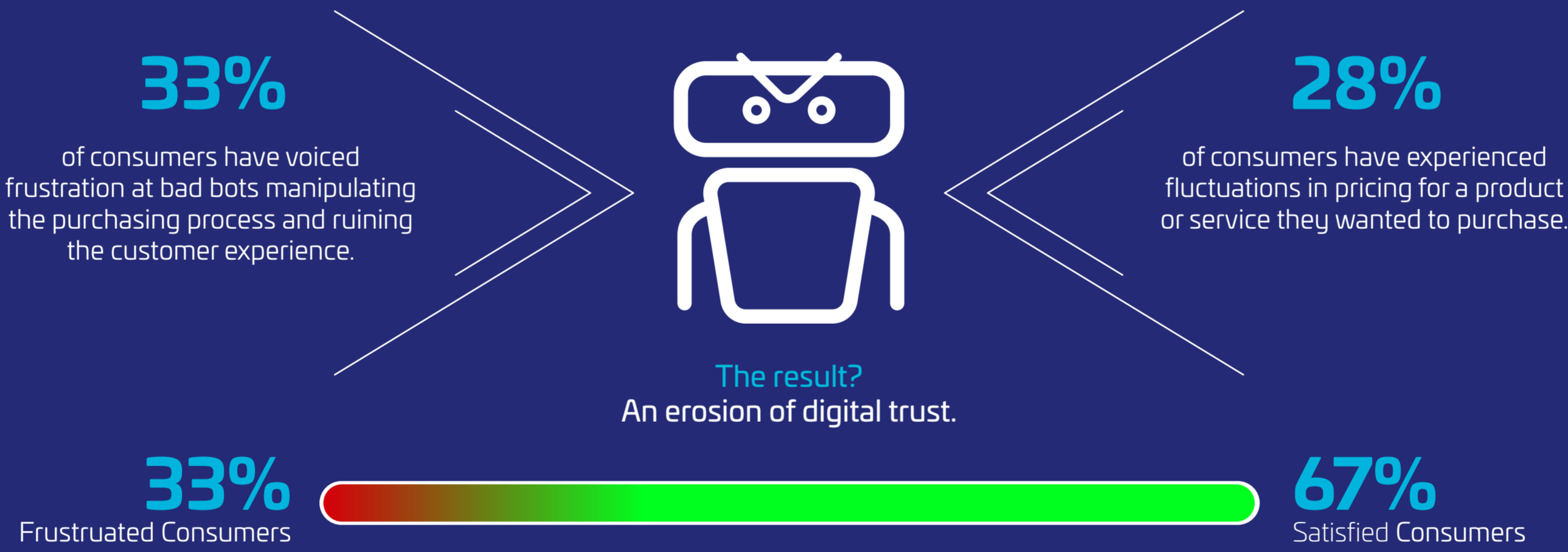
The Abandonment Problem

Concerns about data privacy and collection are a major contributor to consumers' distrust of online brands, but they're not the only reason. Here are some of the top reasons consumers abandon brands:




Bad Bots Hijack Online Experiences

Bad bots are the scourge of the modern internet. They compromise security, raise operational costs, and degrade the customer experience. And consumers aren't happy about it.




So, How Can Brands Rebuild Trust?

It's a long road to building back trust, but there are steps organizations can take.


Clearly communicate data handling procedures


Implement user-friendly data protection measures


Demonstrate a commitment to privacy and security.

Download the **Thales Consumer Digital Trust Index Report 2025** and discover more findings and how they build trusted consumer relationships.