



The Future of Digital Trust

Louise French, strategy director, The Future Laboratory

Technological acceleration is fuelling a reset for society and all industries. Digital lives, platforms and interactions are increasingly interlinked, redefining how individuals engage with the world



‘Business today is digital. Leaders who recognise that safety, security, reliability, privacy and data ethics are the five defining strategic assets of the digital age are those who will create distinctive organisations with enduring value. This is what we call Digital Trust’

Zubin Randeria, lead cybersecurity partner, PwC



Digital trust will be delivered through transparency, data ownership, collaboration, seamless authentication and accessibility within a responsive eco-system, where collaboration creates a circle of trust.

An Authentaverse offers a vision of how this eco-system can be built to offer a secure and protective layer of authentication for the digital world



Welcome to an Authentaverse

Artwork by Marek Piwnicki, Poland



Autonomous Access

In the next decade an Authentaverse will unlock an era of autonomous access, with citizens able to seamlessly switch between hyper-personalised digital services from myriad providers in an open eco-system



Autonomous Access

Immersive Institutions

By 2030, an Authentaverse will enable citizens to engage with and experience services virtually, delivering new levels of access and immersion



- Autonomous Access

- Immersive Institutions

- # Alternet Economics

An Authentaverse will empower citizens to harness their data for good, with new platforms seeking to redistribute wealth in the data commerce market, and user-centric and community models empowering individuals to monetise specific aspects of their personal information



Immersive Institutions

Alternet Economics

AI Advocates

In a world of data-rich digital environments, consumers will increasingly defer decision-making to AI assistants, which will advocate on their behalf



• Alternet Economics

• AI Advocates

• Interfaceless Futures

With security at the forefront of future consumers' minds, biometric technology will underpin an Authentaverse – bypassing the need for constant authentication through a deep understanding of users and their digital footprints



AI Advocates

Interfaceless Futures

Smart Friction

The seamless experience unlocked by an Authentaverse will prove transformative, with moments of embedded friction and behind-the-scenes verification creating a future digital architecture that is secure and streamlined



Interfaceless Futures

Smart Friction

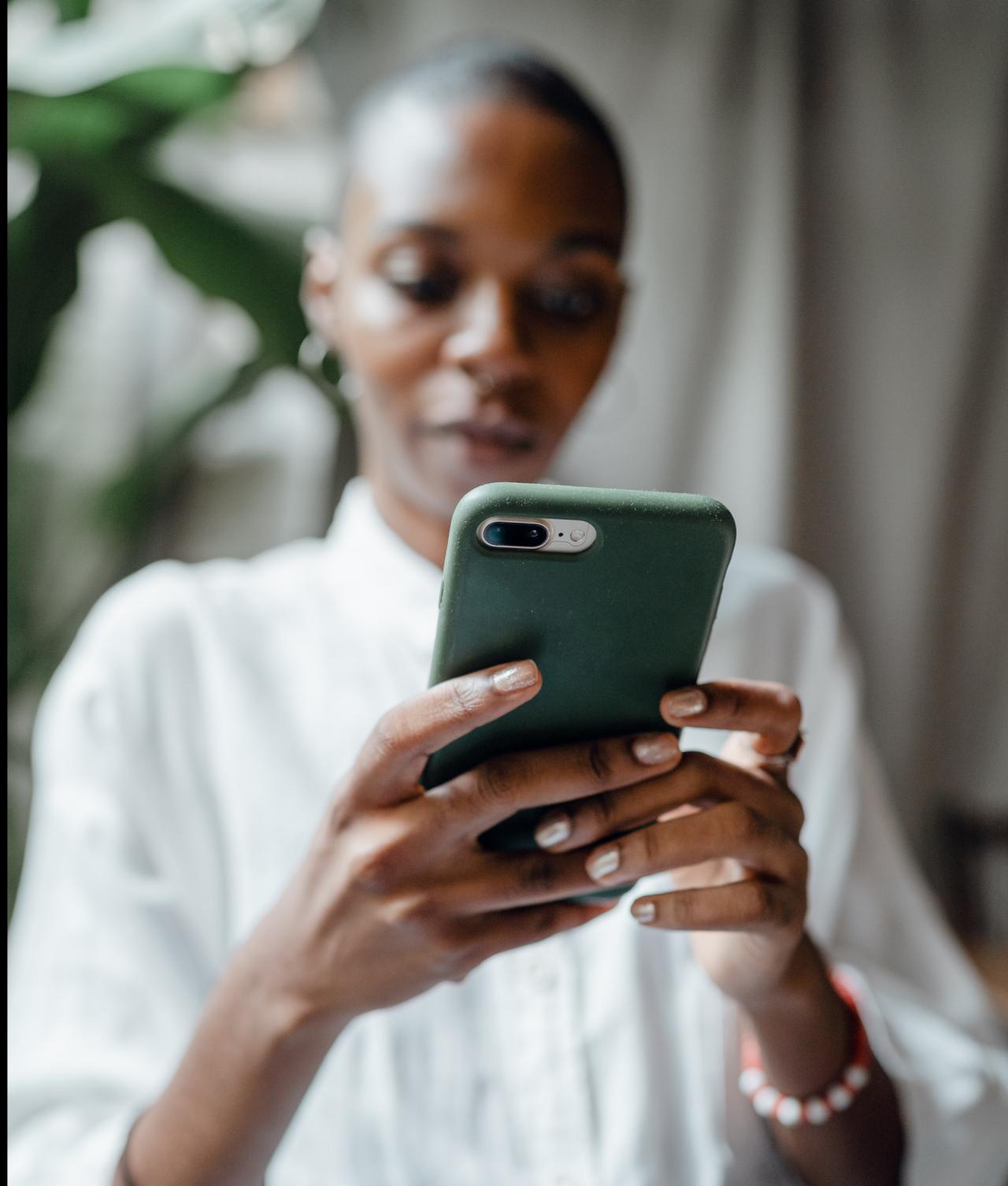
Educational Eco-systems

In the next decade, businesses will be tasked with educating and upskilling key players across the value chain to set an Authentaverse in motion and ensure all participants are confident and empowered to engage

How to get there



Forest Walker by Jamie Seechurn, London. Seechurn's work provides a vision of a digital blockchain-connected world in virtual space



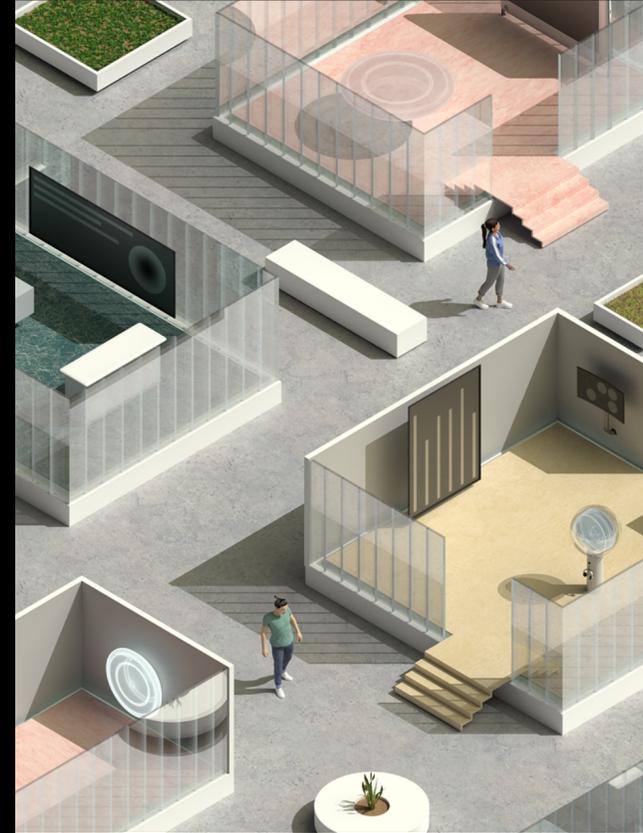
The Pillars of Digital Trust

A cohesive human-centred universal strategy is required to overcome the obstacles of today to ensure approaches to digital trust are fit for the future





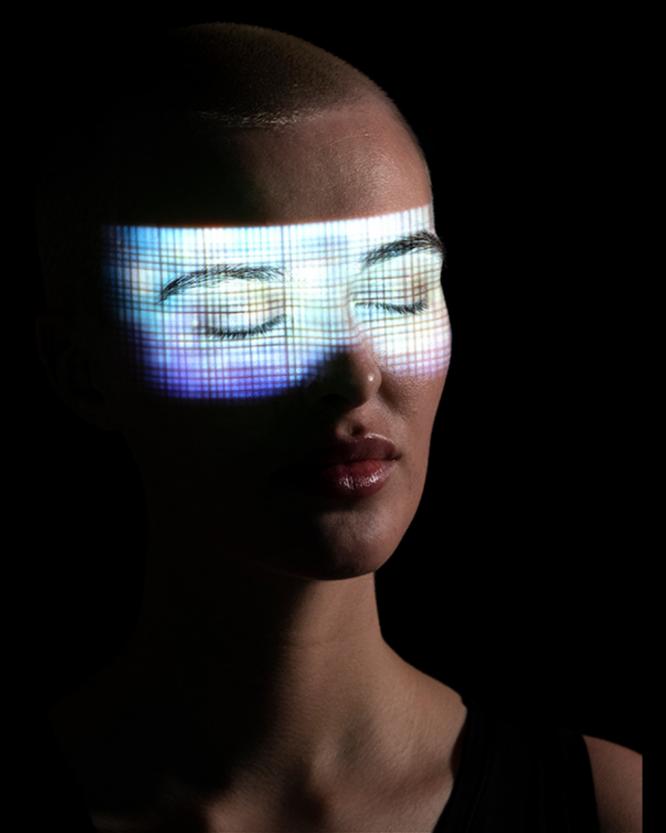
To *empower*
all users



To *protect* across
evolving contexts



To *understand* the
human context



To *respect* the
rights of all users

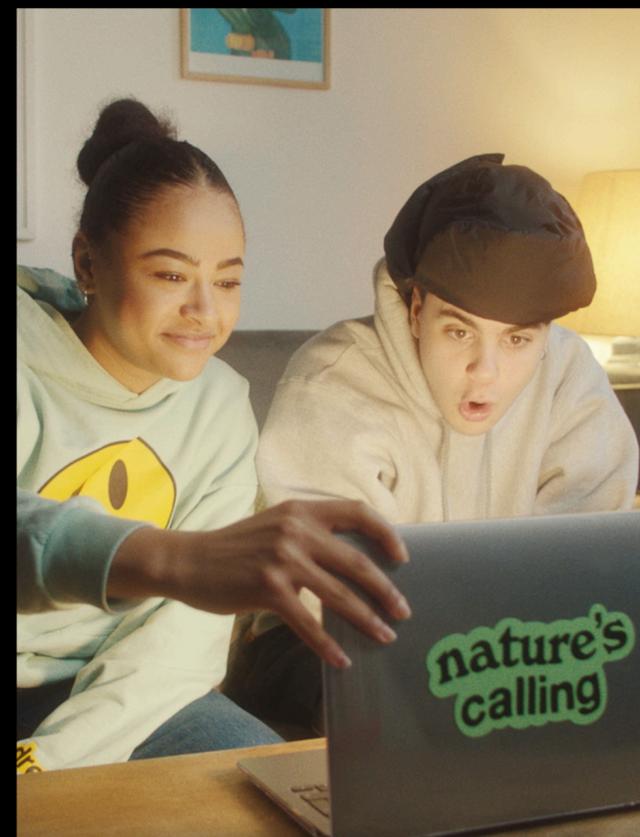


To *empower* all users

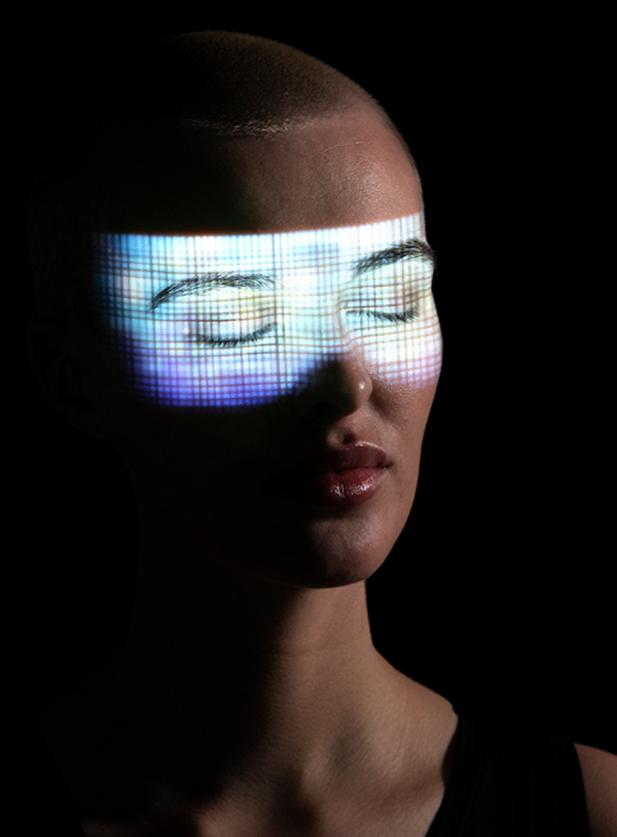
Use industry expertise to provide much-needed education and literacy, alongside transparent and open solutions and experiences that are designed to inform and protect users regardless of their digital access or data education



To *protect* across evolving contexts



To *understand* the human context



To *respect* the rights of all users



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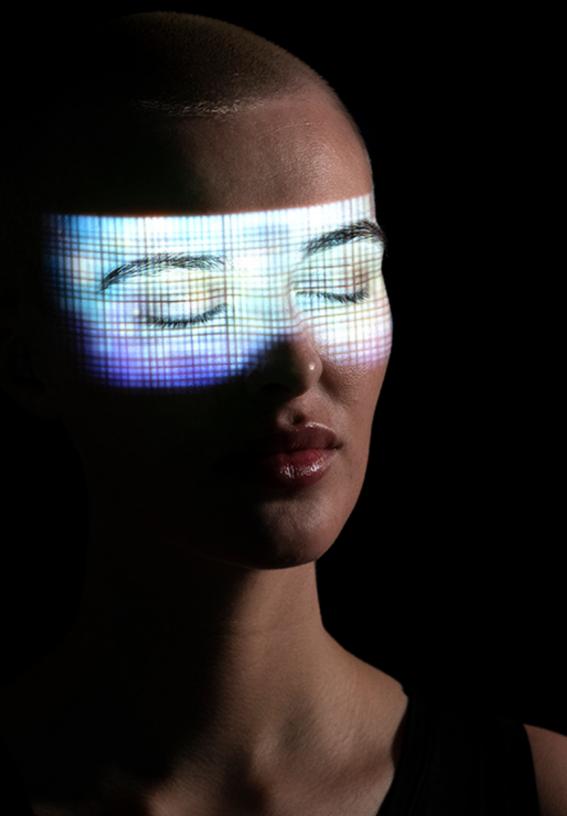


To *protect* across evolving contexts

Harness behavioural biometrics and layered data sources to build a nuanced profile of your users, centring authentication around security metrics that cannot be copied or impersonated



To *understand* the human context



To *respect* the rights of all users



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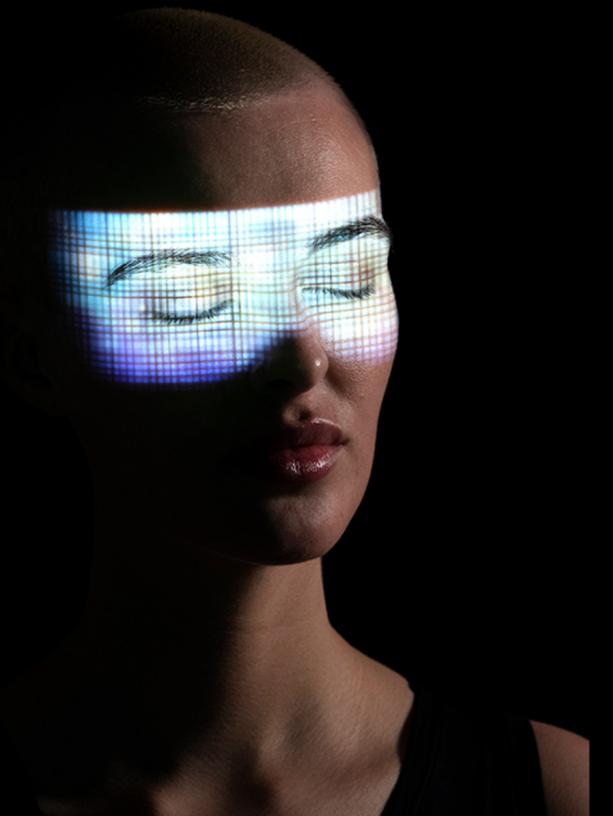
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To *understand* the human context

Invest in solutions that enrich understanding of individual customers' human-digital identity and behaviours, creating a feedback eco-system that is constantly learning and contextualising to course-correct and enhance the experience for them



To *respect* the rights of all users



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To *respect* the rights of all users

Ensure that the critical structural features needed to harness the value of, and offer real-time access to, open financial data are in place to augment a more valuable return for users sharing their data



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