

# Getting comfortable with cybersecurity in AI's age of digitisation



## What is Digital Trust?

Digital trust is the expectation by individuals that digital technologies and services – and the organizations providing them – will protect all stakeholders' interests and uphold societal expectations and values

**World Economic Forum**

How Digital impacts the level of stress in our daily lives?

Digital stress or  
technostress occurs  
in individuals who  
are involved with  
digital technologies

# Cybersecurity Fast Facts

The background of the slide is a complex, abstract digital illustration. It features a palette of deep blues, purples, and magentas, with a central area of warm orange and red. The composition is dominated by fluid, wavy lines that create a sense of motion and depth. Scattered throughout are numerous small, glowing particles and dots in various colors, some of which are connected by thin, white lines, suggesting a network or data flow. The overall effect is a futuristic and dynamic digital landscape.

## Cybersecurity Fast Facts

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Victims in US

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Around the  
world, a data  
breach cost

**\$4.88m**

on average  
in 2024

# Cybersecurity Fast Facts

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Business email compromises accounted for over **\$2.9bn** in losses in 2023

# Case 1

Finance worker pays out **\$25 million** after video call with deepfake 'chief financial officer'

# Case 2



**Ferrari**

July 2024



# Components of digital trust



# Components of digital trust



Security



# Components of digital trust



**Security**

**Transparency**



# Components of digital trust



**Security**

**Transparency**

**Ethics**



# Components of digital trust



**Security**

**Transparency**

**Ethics**

**Privacy**



# Challenges

The background features a dark blue gradient with a field of small white stars. Overlaid on this are several translucent, wavy bands in shades of light blue, purple, and pink, creating a sense of depth and movement.

# Challenges

**Cyber threats**

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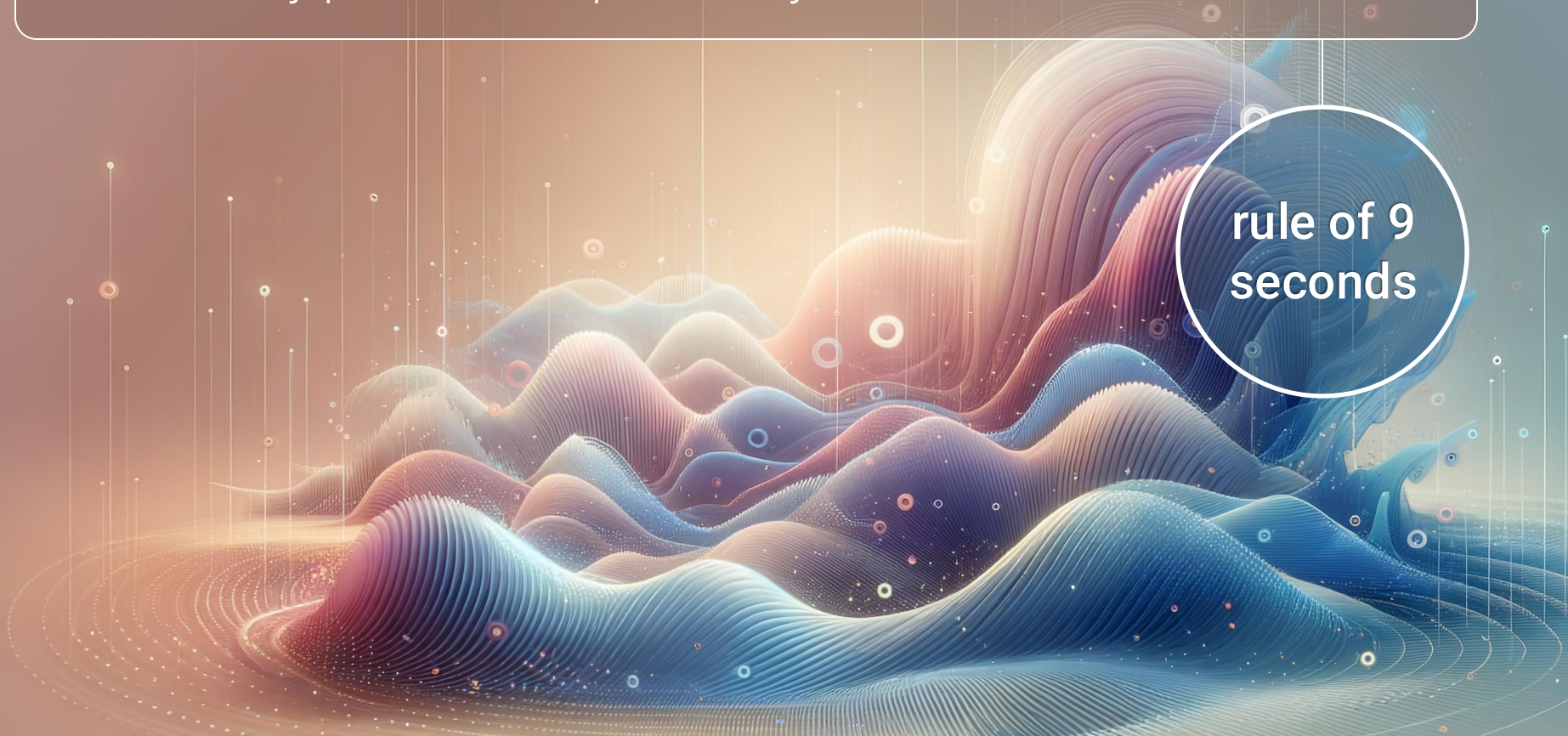
**Artificial Intelligence  
(AI)**

What is my personal responsibility? I don't want to be hacked



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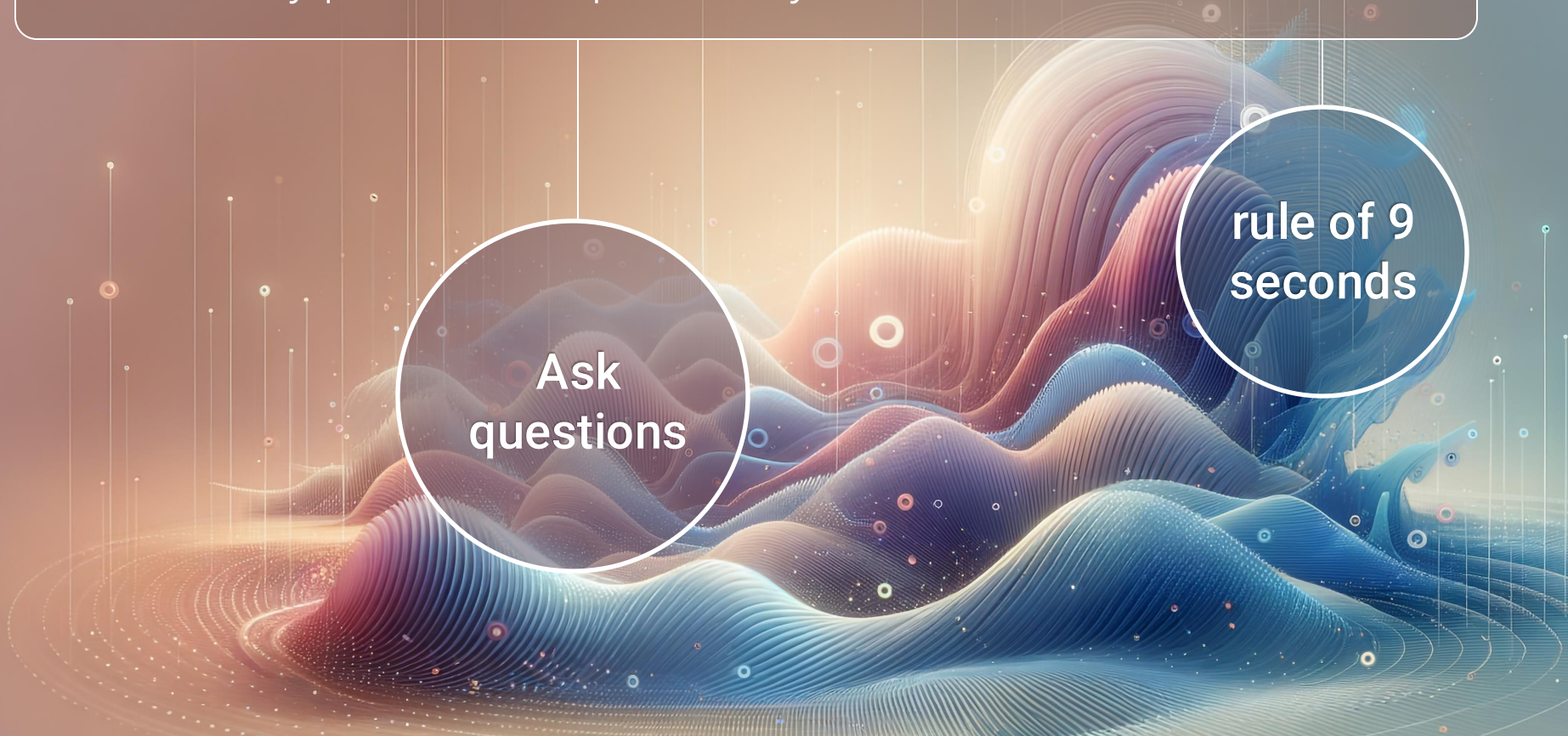
rule of 9  
seconds



What is my personal responsibility? I don't want to be hacked

Ask  
questions

rule of 9  
seconds



What is my personal responsibility? I don't want to be hacked

Ask  
questions

More you  
know,  
more safe  
you are

rule of 9  
seconds