



PILLAR TWO

Trust

Trust is earned through consistent actions, transparency, and a commitment to do what is right for the people you serve.



SCENARIO

A community organisation introduces a new digital platform to manage service delivery. Staff are unsure how data will be used, and clients worry their information might not be safe. Without trust, people are reluctant to use the system, providing incomplete information and engagement drops.

With trust, people feel confident, engage fully, and the organisation can deliver greater impact.



WHAT IS TRUST?

Trust is the confidence that an organisation will act with integrity, protect people's interests, and be accountable. It is built over time and can be strengthened by how you design, communicate, and use technology.



QUESTIONS EVERY ORGANISATION SHOULD ASK



Are we transparent about how we use technology and data?



Do people feel their information is safe with us?



Do we keep our promises and communicate clearly?



Do we involve people in decisions that affect them?



Do we listen and respond when concerns are raised?



Are we accountable when things go wrong?

HOW TO BUILD TRUST IN YOUR ORGANISATION

1



Be Transparent

Communicate clearly about what data is collected, why, and how it will be used.

2



Engage People

Involve staff, users and communities in decisions about technology and listen to their feedback.

3



Protect Data

Put strong security measures in place and handle data responsibly at all times.

4



Deliver on Promises

Ensure systems work as expected and follow through on commitments.

5



Communicate Regularly

Keep people informed, especially when changes or issues happen.

6



Be Accountable

Own your mistakes, explain what happened, and take action to make it right.



GOOD PRACTICE CHECKLIST

- ✓ We are open about our technology use.
- ✓ We explain our decisions in clear language.
- ✓ We protect personal data and respect privacy.
- ✓ We listen and respond to feedback.
- ✓ We follow through and review our commitments.



WARNING SIGNS

- ⚠ People are unsure how data is used.
- ⚠ Decisions are made without consultation.
- ⚠ Promises are not kept.
- ⚠ Security incidents are hidden.
- ⚠ There is no clear way to raise concerns.

