



How Integrated Management Systems make Trust Demonstrable, Auditable and Scalable

Christian Gerling



WHY DIGITAL TRUST?

The Trust Challenge

Digitization expands opportunity – and surfaces where trust can fail.

Cloud

Critical processes move outside direct control

Data

More value depends on responsible data handling

AI

Decisions become probabilistic and harder to explain

Suppliers

Ecosystem risk becomes your own risk

Regulation

Proof is replacing promises



*The question has changed:
"Can we trust your digital ecosystem?"*

THE DEFINITION

What Is Digital Trust?

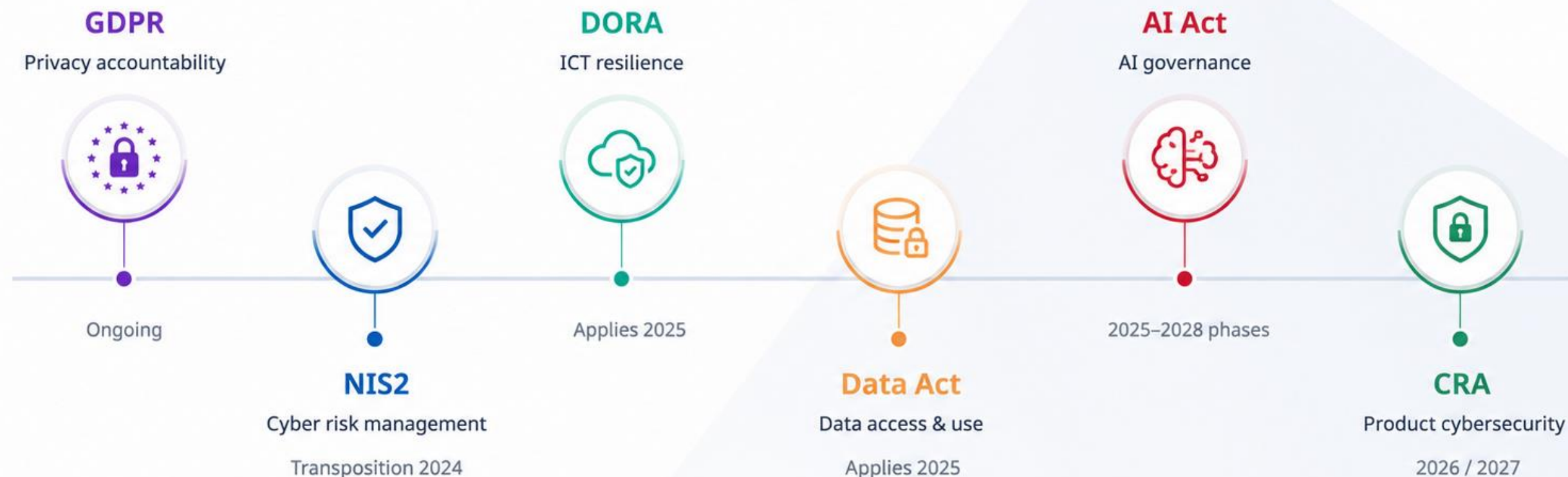
A practical definition for business leaders.

Digital Trust is the demonstrable confidence of customers, partners, regulators and investors that an organization operates digital technologies in a secure, privacy-respecting, transparent, resilient and responsible way.



Regulation Is Turning Trust Into a Business Requirement

The common direction: risk-based governance, accountability and evidence.



Regulators are not asking for isolated controls. They ask for a system that can identify, manage, monitor and prove digital risk management.

Security Is Expected. Trust Decides.

The procurement conversation has moved from “Are you secure?” to “Can you prove trustworthiness?”

“We are ISO/IEC 27001 certified.”

Great. But can you prove your AI is trustworthy, your personal data is handled responsibly, and your suppliers are under control?

- 01** Security is the minimum to participate
- 02** Privacy is a trust issue, not only a legal topic
- 03** AI governance is becoming a procurement criterion



Trust must be visible, explainable and auditable.

CORE PRINCIPLE

Security Alone Does Not Create Trust



Security is internal

Security primarily focuses on protecting the organization itself



Trust is external

Trust is the perception that customers, partners, regulators, suppliers and investors have about whether the organization is reliable, responsible and safe to do business with.



Security protects systems

Security measures are designed to protect technical and operational environments

SECURITY $\neq$ TRUST

Security is the starting point. Trust is the outcome.



SECURITY

Protect systems

- Controls
- Defense



TRANSPARENCY

Make it visible

- Evidence
- Documentation
- Visibility



ACCOUNTABILITY

Own it and manage it

- Roles & Responsibilities
- Policies & Processes
- Oversight



TRUST

Earn it, prove it, sustain it

- Confidence
- Reputation
- Business Value

Security creates protection. Evidence creates confidence. Governance creates accountability. Together they create **TRUST**.

How Digital Trust Is Built

Digital Trust is not a single control. It is a management capability.



Management systems provide the operating model:

scope → policy → risk → controls → evidence → audit → improvement.



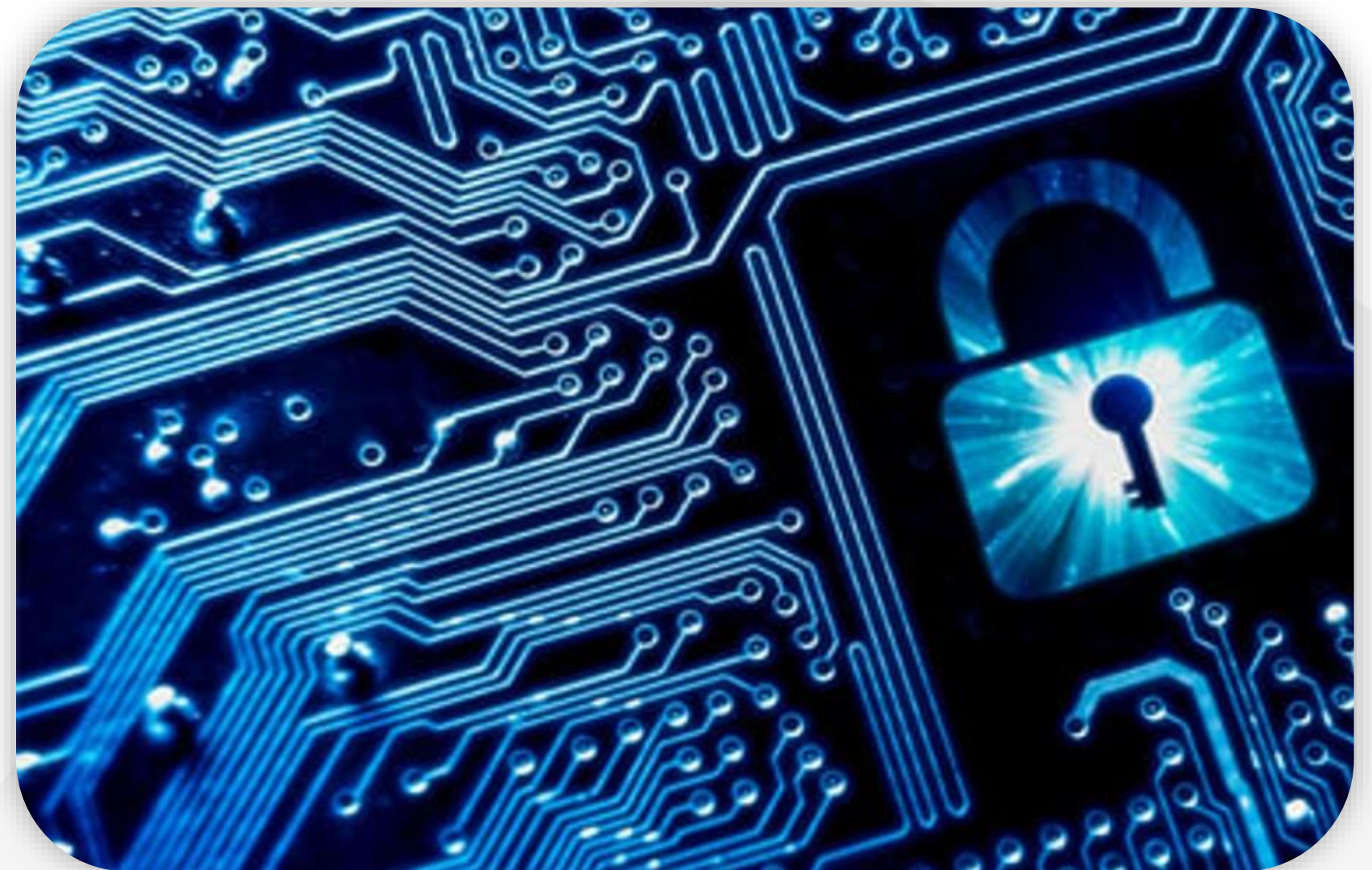
ISO/IEC 27001 — The Security Backbone

The ISMS structures how information security risk is managed across the organization.

Trust question:

“Can we trust your information security?”

- Risk management and treatment
- Asset and access management
- Supplier governance
- Incident management
- Leadership accountability
- Continuous improvement



ISO/IEC 27701 — The Privacy Layer

Privacy becomes a demonstrable management system capability.

Trust question:

“Can we trust how you handle personal data?”

- PII controller / processor responsibilities
- Privacy risk management
- Data handling transparency
- Accountability and evidence
- Alignment with privacy laws and standards

ISO 27701 / PIMS

Privacy Information Management System

Making privacy governance visible,
structured and auditable.



PIMS helps organizations **protect** personal data, **strengthen** accountability and **build trust**.

Privacy is not a side note. It is one of the core dimensions of Digital Trust.

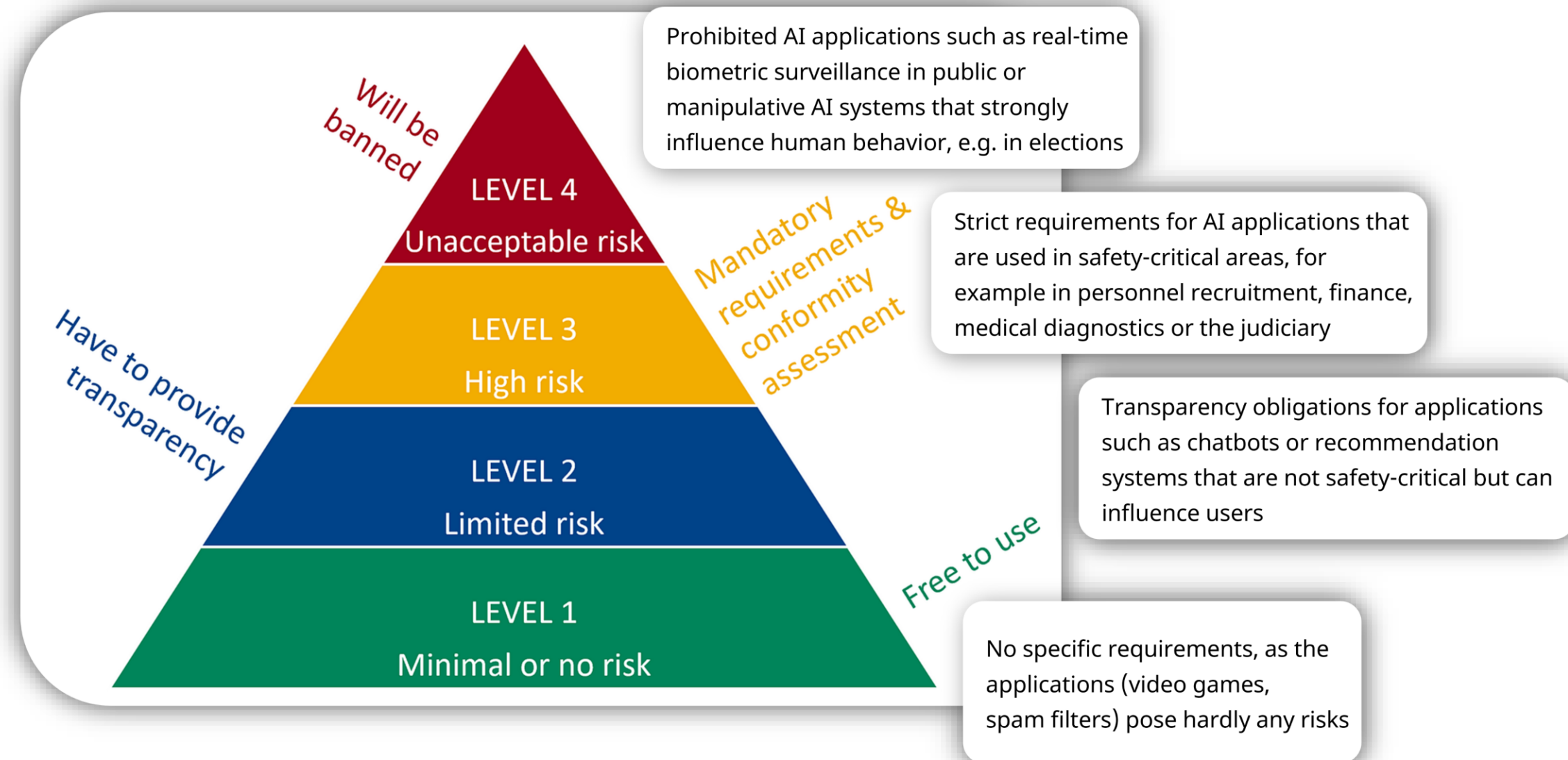
ISO/IEC 42001 — Governing Trustworthy AI

The AIMS turns responsible AI from a principle into an operating model.

Trust question:

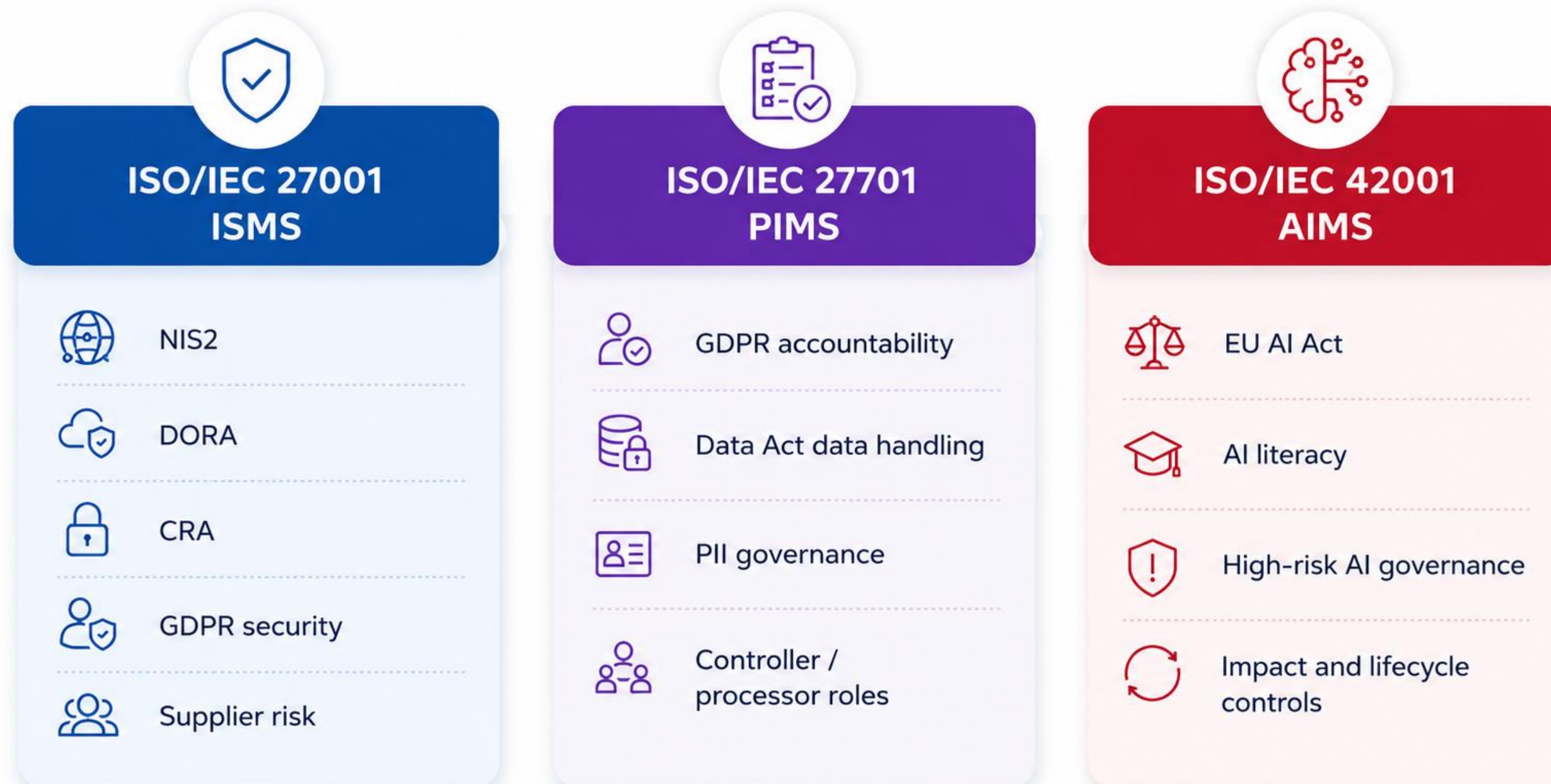
“Can we trust your AI?”

- AI risk and opportunity management
- Impact assessments and lifecycle governance
- Human oversight and accountability
- Transparency, traceability and reliability
- Responsible AI usage and supplier oversight



From Regulatory Requirements to Management Systems

Standards do not replace legal advice — but they provide management-system evidence.



The management-system advantage: shared scope, shared risk methodology, shared evidence, shared audit readiness.

INTEGRATION

Integrated Digital Trust Architecture

The value is not three silos.

The value is one connected trust system.

Responsible AI

ISO/IEC 42001 — AIMS

Privacy & PII

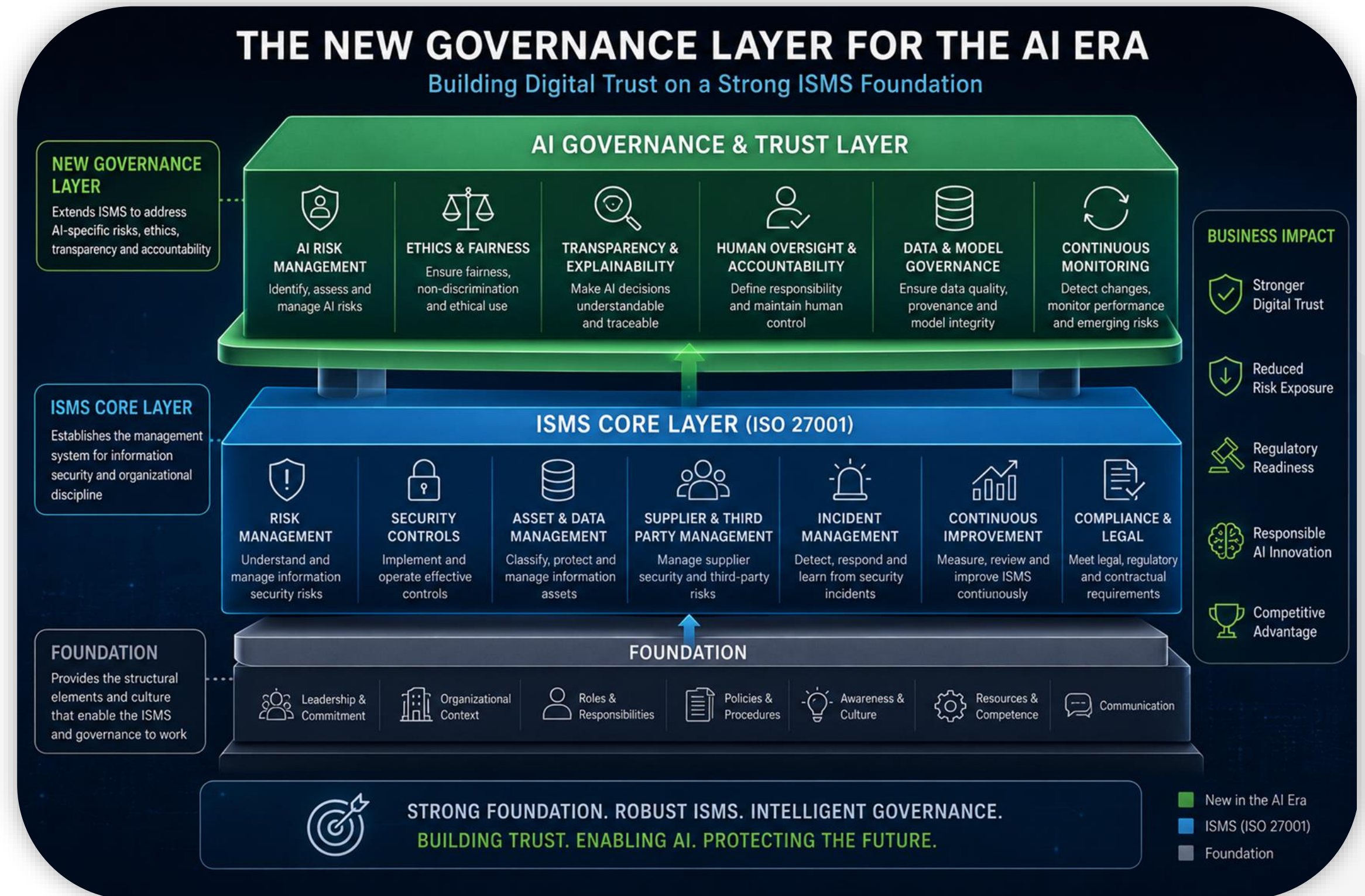
ISO/IEC 27701 — PIMS

Information Security

ISO/IEC 27001 — ISMS

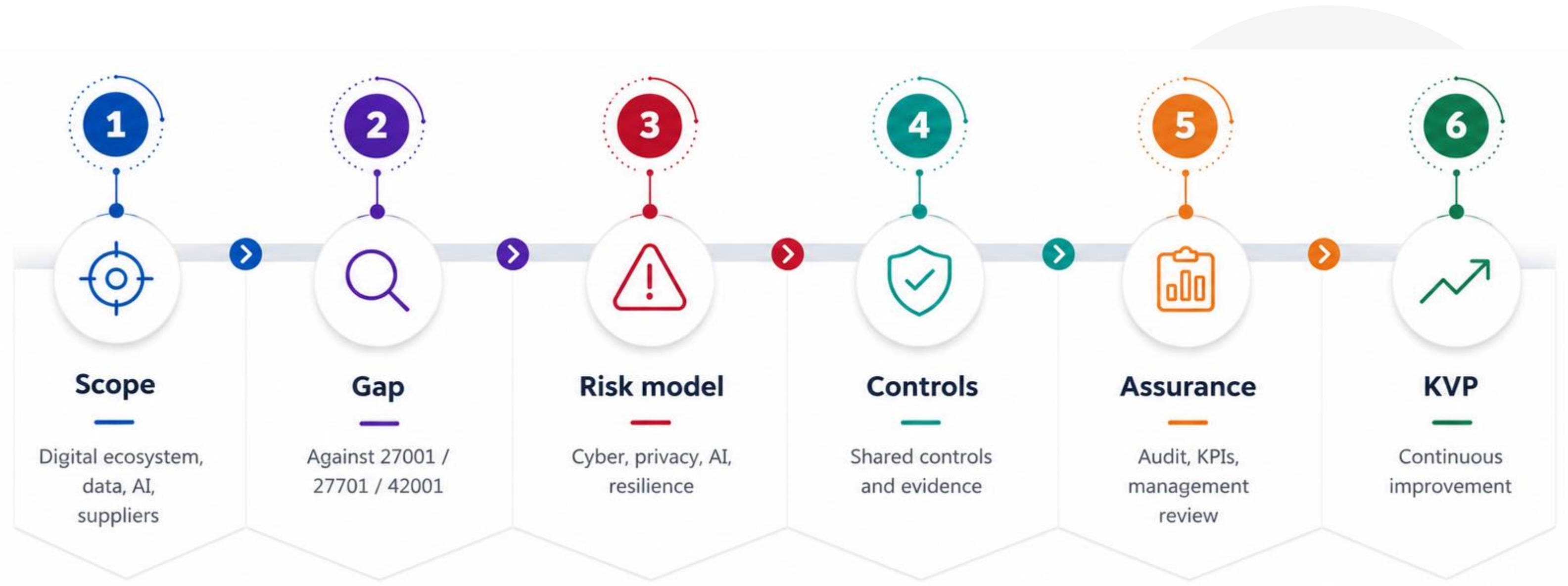
Shared Management System

scope • policy • risks • controls •
evidence • audit • improvement



Implementation Roadmap

A pragmatic path from fragmented compliance to demonstrable trust.



Do not start by writing policies. Start by defining the trust questions your market, regulators and customers will ask.

Why Digital Trust Pays Off

Trust becomes economically relevant when it reduces friction and increases confidence.



Faster market access

Reduce procurement friction and regulatory uncertainty



Customer confidence

Evidence-based assurance instead of promises



Stronger partnerships

Trusted participation in global ecosystems



Reduced risk exposure

Clear governance before incidents become crises



AI readiness

Structured response to AI regulation and customer expectations



Competitive differentiation

Trust becomes a visible market signal

***Security protects systems.
Privacy protects people.
AI governance protects decisions.
Together, they create Digital Trust.***

From Compliance to Trust

The strategic question for every digital organization.

Will your organization merely be compliant — or will it be trusted?

ISO/IEC 27001 + ISO/IEC 27701 + ISO/IEC 42001 provide the architecture to
make trust demonstrable, auditable and scalable.

Security

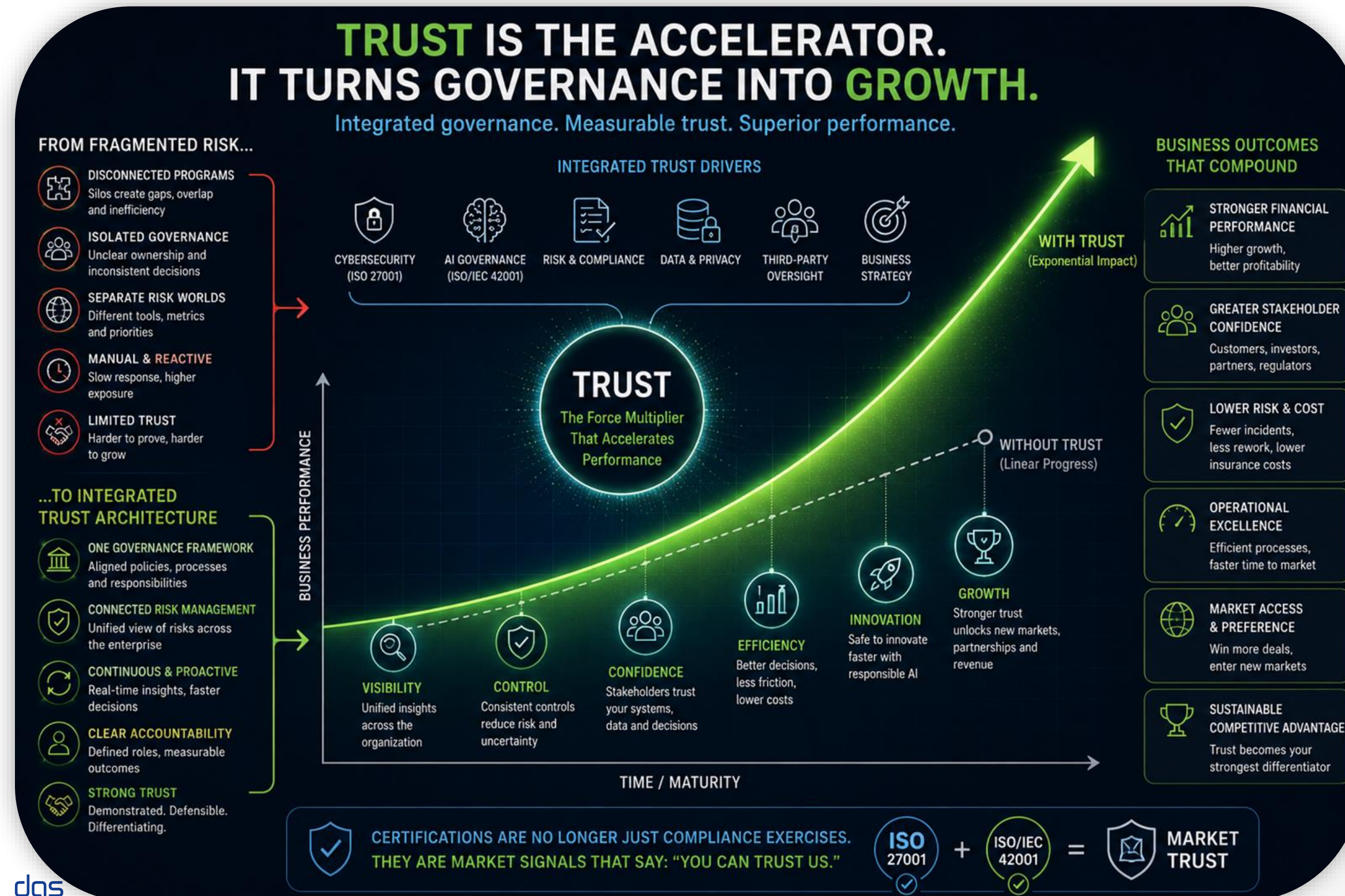
Privacy

AI Governance

Digital Trust

NEXT STEPS

Trust Becomes a Competitive Advantage



- Faster market access
- Better customer confidence
- Stronger global partnerships
- Reduced risk exposure
- Better positioning for AI regulation
- Competitive differentiation

Your Priorities. Our Focus.

In the digital economy, trust is no longer built by promises. It is built by evidence. ISO/IEC 27001, ISO/IEC 27701 and ISO/IEC 42001 provide the management system architecture to make Digital Trust demonstrable

THE FUTURE BELONGS TO THE MOST TRUSTED DIGITAL ORGANIZATIONS.

TRUST IS THE NEW COMPETITIVE ADVANTAGE.



PROCUREMENT
Preferred by
customers.



PARTNERSHIPS
Stronger
collaboration.



INVESTMENT
Higher confidence.
Lower risk.



CUSTOMER LOYALTY
Built on reliability.
Earned over time.



GLOBAL OPPORTUNITIES
Your passport
to markets.



TRUST IS BECOMING MEASURABLE. AND MEASURABLE TRUST BECOMES COMMERCIALY VALUABLE.



PROOF OF MATURITY
• Cybersecurity maturity
• AI governance
• Compliance readiness



PROOF OF ASSURANCE
• Supplier assurance
• Risk management
• Operational resilience



PROOF OF TRANSPARENCY
• Governance
• Accountability
• Human oversight



PROOF OF TRUST
• Market access
• Long-term partnerships
• Sustainable growth

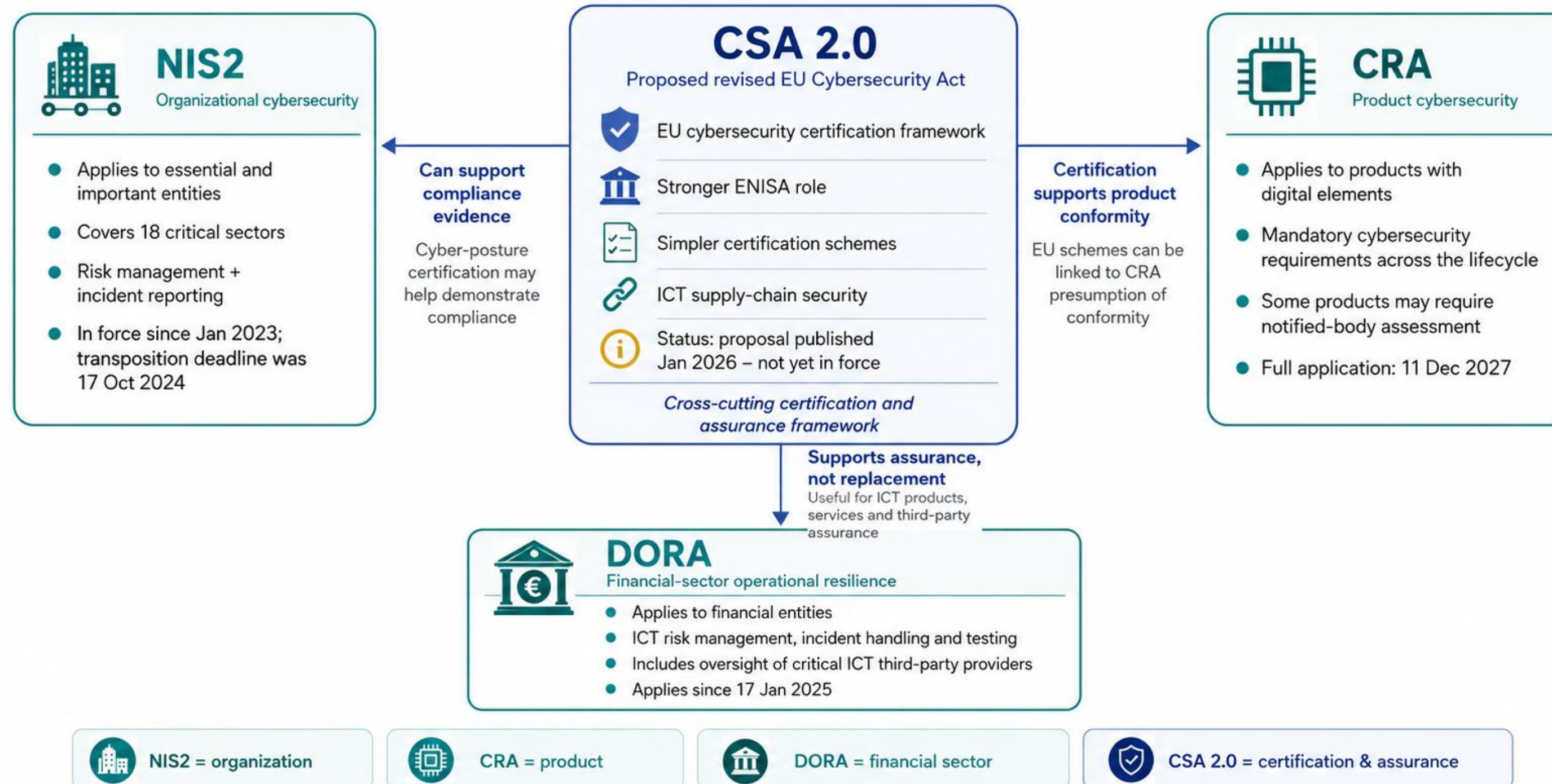
TRUST ISN'T JUST WHAT WE DO.

IT'S HOW WE GROW. **TOGETHER.**

*The future will not only reward organizations that are digital.
It will reward organizations that are trusted*

How Cybersecurity Connects with Others

High level view of EU Cybersecurity rulebook

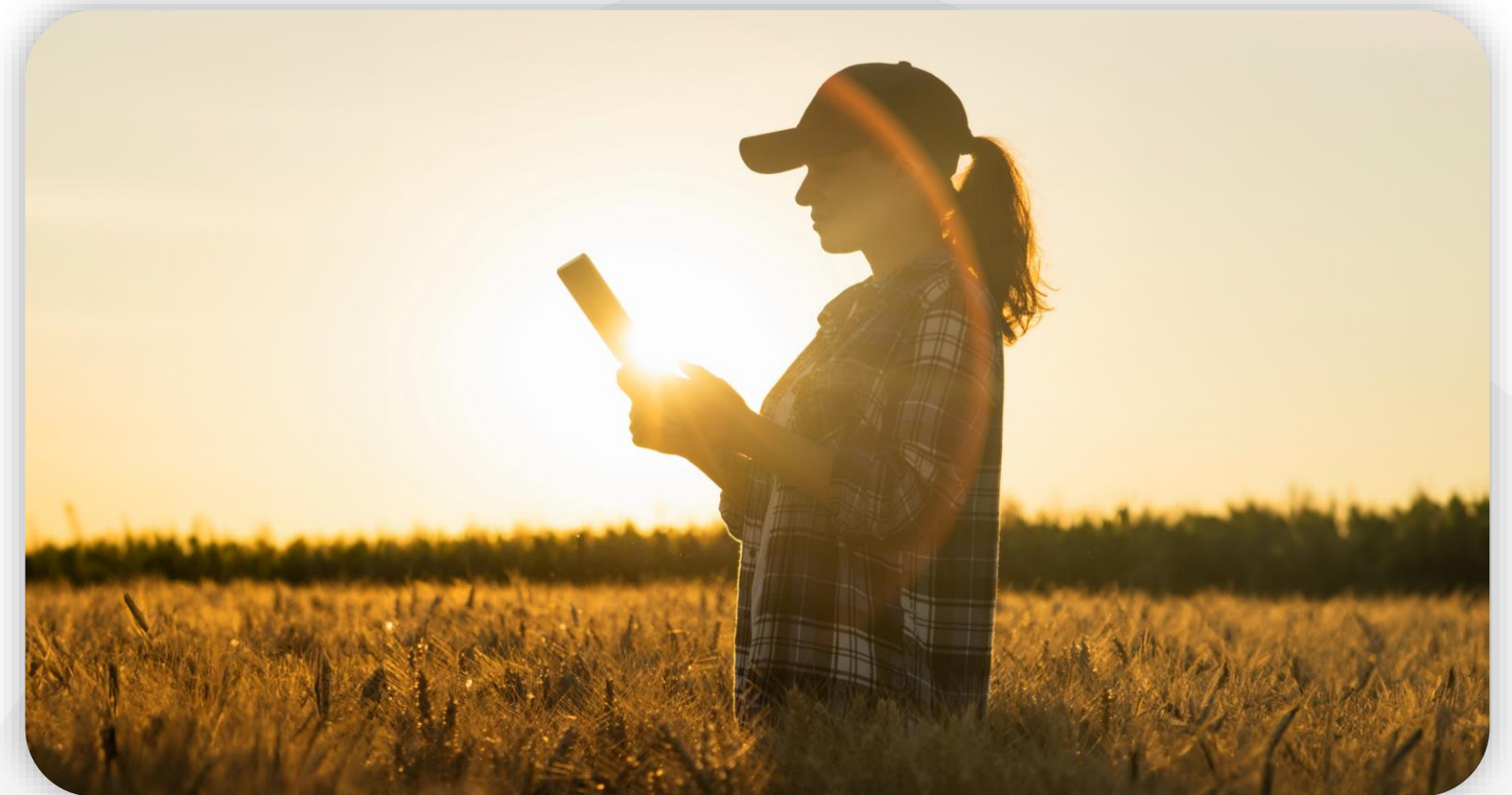


Get Started Today!

Let's team up to take the first steps. We're here to listen, clarify, and support you from start to finish.

Whether you're looking for clarity on certification, need an offer, or just want to explore possibilities, our experts are ready to support you.

- Clear, transparent process explained
- You'll speak with someone who understands the specific challenges of your organization and industry.



Certification is not a cost — it's a catalyst. Now is the time to unlock this potential together!



**Request a
discovery call**



**Request an
offer online**



**Explore our blog
for insights**



Thank You

Get in touch with me:

Christian.Gerling@dqs.de
ids@dqs.de

Explore how we can help drive momentum for your organization!

www.dqsglobal.com

