The Internet Society’s Online Trust Alliance conducts an annual Online Trust Audit & Honor Roll - the de facto standard for recognizing excellence in online consumer protection, data security and responsible privacy practices.

**OVERALL ACHIEVEMENT**

Highest ever, driven largely by improvements in email authentication and encryption

**HONOR ROLL BY SECTOR**

- **U.S. FEDERAL GOVERNMENT**: 91% (most improved, up from 39% in 2017)
- **CONSUMER SERVICES**: 85%
- **NEWS AND MEDIA**: 78% (continued rapid rise year-over-year – 4, 8, 23, 48, 78)
- **BANKS**: 73% (nearly tripled from 27% in 2017)
- **INTERNET RETAILERS**: 65%
- **ISPS, CARRIERS, HOSTERS AND EMAIL PROVIDERS**: 63%
- **HEALTHCARE**: 57% (new this year)

https://otalliance.org/2018HonorRoll
2018 Category Highlights

**Domain, Brand, and Consumer Protection**
- Record levels of email authentication
  - 76% use both SPF & DKIM: SPF and DKIM prevent forged/spoofed emails
  - 50% have a DMARC record: DMARC provides instruction on how to handle messages that fail authentication
  - 73% use opportunistic TLS: TLS encrypts messages between mail servers

**Site, Server, and Infrastructure Security**
- Encrypted Web Sessions
  - Huge jump from 52% in 2017 to 93% use HSTS/Always-On SSL/HTTPS Everywhere
  - Only 6% use Certificate Authority Authorization (CAA): CAA limits certificate abuse
  - Only 11% use vulnerability disclosure mechanisms: Allows reporting of bugs and security problems

**Privacy, Transparency, and Disclosures**
- Combined score dropped to 70 (73 last year) due to more stringent scoring in light of GDPR, CCPA, and other legislative efforts
  - 42.4% use web trackers that share information with 3rd parties
  - 15% had 1 or more data loss or breach incident

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### 2018 Industry Highlights

#### CONSUMER SERVICES
- **Internet Retailers**: Top adoption of email authentication (96%), highest use of vulnerability reporting (43%, next closest is 25%).
- **Internet Retailers**: Significant improvement in email authentication (failures dropped from 28% to 9%) though lowest DMARC adoption (34%).
- **Internet Retailers**: Privacy failures rose nearly 50% (to 23%) due to third-party sharing.
- **News and Media**: Added sports sites this year.
- **ISPs, Carriers, Hosters and Email Providers**: Continued significant improvement in all areas, resulting in another jump in Honor Roll achievement (to 78%).
- **ISPs, Carriers, Hosters and Email Providers**: Nearly quadrupled use of always encrypted sessions (26% to 93%).
- **Federal Government**: Top overall Honor Roll achievement (91%) – big turnaround from last report when they had dropped from 46% to 39%.
- **Banks**: Second highest use of both SPF and DKIM at top-level domain (84%, up from only 30% in last audit) scripting (5%).
- **Healthcare**: Lowest overall Honor Roll achievement (57%), mainly due to lack of email authentication (35% failed in this area).