2018 Online Trust Audit & Honor Roll Results

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.

70%

OVERALL ACHIEVEMENT

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

HONOR ROLL BY SECTOR

Sector	%	Note
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)

OTA
Online Trust Alliance
an Internet Society initiative
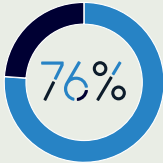
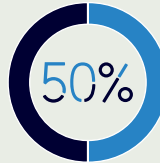https://otalliance.org/2018HonorRoll

2018 Category Highlights

DOMAIN, BRAND, AND CONSUMER PROTECTION

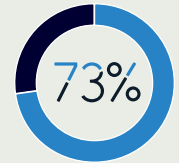### Record levels of email authentication

76%
76% use both SPF & DKIM
SPF and DKIM prevent forged/spoofed emails

50%
50% have a DMARC record
DMARC provides instruction on how to handle messages that fail authentication

73%
73% use opportunistic TLS
TLS encrypts messages between mail servers

SITE, SERVER, AND INFRASTRUCTURE SECURITY

Encrypted Web Sessions

52% ➡ 93%
Huge jump from 52% in 2017
93% use HSTS/Always-On SSL/ HTTPS Everywhere

6% Only 6% use Certificate Authority Authorization (CAA)
CAA limits certificate abuse

11% Only 11% use vulnerability disclosure mechanisms
Allows reporting of bugs and security problems

PRIVACY, TRANSPARENCY, AND DISCLOSURES

70
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%
15% had 1 or more data loss or breach incident

2018 Industry Highlights

CONSUMER SERVICES

Added payment services and video streaming services this year.

96% Top adoption of email authentication (96%),
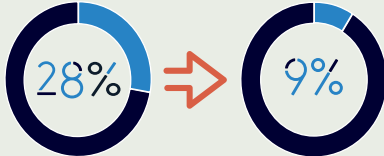
76 top overall privacy score (76),

43% highest use of vulnerability reporting (43%, next closest is 25%).

34% Highest breach rate (34%).

INTERNET RETAILERS

28% → 9% Significant improvement in email authentication (failures dropped from 28% to 9%) though lowest DMARC adoption (34%).

↑50% Privacy failures rose nearly 50% (to 23%) due to third-party sharing.

NEWS AND MEDIA

Added sports sites this year.
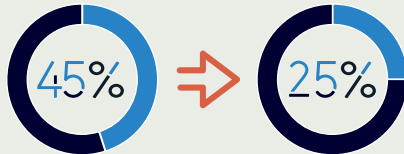
78% HONOR ROLL Continued significant improvement in all areas, resulting in another jump in Honor Roll achievement (to 78%).

x4 Nearly quadrupled use of always encrypted sessions (26% to 93%)

ISPS, CARRIERS, HOSTERS AND EMAIL PROVIDERS

45% → 25% Significant improvement in email authentication (failures dropped from 45% to 25%)
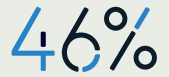
FEDERAL GOVERNMENT

91% HONOR ROLL Top overall Honor Roll achievement (91%) – big turnaround from last report when they had dropped from 46% to 39%.

94 Top site security score (94).

1ST 93% Highest DMARC adoption (93%) and DMARC policy enforcement (83%).

46% Highest IPv6 adoption (46%).

BANKS

45% → 13% Significant improvement in email authentication (failures dropped from 45% to 13%)

2ND 84% Second highest use of both SPF and DKIM at top-level domain (84%, up from only 30% in last Audit)scripting (5%).

1ST 71% Highest use of extended validation certificates for websites (71% - more than double the next closest sector).

HEALTHCARE

NEW New this year, represent blend of top pharmacies, testing labs, health insurance companies and hospital chains.

57% Lowest overall Honor Roll achievement (57%), mainly due to lack of email authentication (35% failed in this area).

2ND 73 Second highest privacy scores (73). Lowest adoption of always encrypted sessions (82%).

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