

**VISA**

# **BUILDING TRUST**





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**83%**

**of surveyed consumers  
feel more secure when  
prompted to enter a  
code or click on a link to  
verify their identity.**

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# 48%

feel reassured when they see security badges, symbols, or icons from trusted companies while **shopping online.**



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Read more about  
**consumer confidence in**

# **DIGITAL PAYMENTS**





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\* Visa's Stay Secure Study 2024, conducted in 17 markets across Central and Eastern Europe, Middle East, and Africa (CEMEA)