

# How to Build Your Trust Center

A data-driven guide to designing a Trust Center your buyers love

Creating a scalable Trust Center and training your sales team to leverage it will position your organization to accelerate sales cycles and position security as a revenue-enabler.

A Trust Center means far fewer security questionnaires — and a far better experience for buyers.

But where to start? We analyzed buyer engagement across our network of hundreds of Trust Centers to identify the elements of a Trust Center that technology buyers care about the most.\* These elements should be your focus areas as you build out your Trust Center for the first time.

Below are the top five most engaged-with elements, including how many Trust Centers in our network leverage each.

## Top 5 focus areas when building your Trust Center:

### 1. Company Overview

This is a buyer's first impression of your security ethos. Create an Overview that reflects your philosophy and helps buyers quickly understand the value they will receive from your Trust Center.

#### OpenAI Trust Center

##### Overview

Welcome to our Trust Portal for the OpenAI API - your gateway to understanding our unwavering commitment to data security, privacy, and compliance. Here, you can access our comprehensive compliance documentation, find answers to frequently asked questions related to security and privacy, and explore our robust security practices. We believe in maintaining transparency and building trust with our customers, and this portal is designed to provide you with the information and assurance you need to feel confident in our ability to protect your data.

#### asana Trust Center

##### Overview

This Trust Center provides you with resources demonstrating Asana's continuous commitment to protecting customer data. We prioritize security as our highest-level product strategy and build our platform using best practices for highly available, scalable, and secure cloud applications. We regularly monitor and assess our program to ensure it meets or exceeds compliance and regulatory requirements.

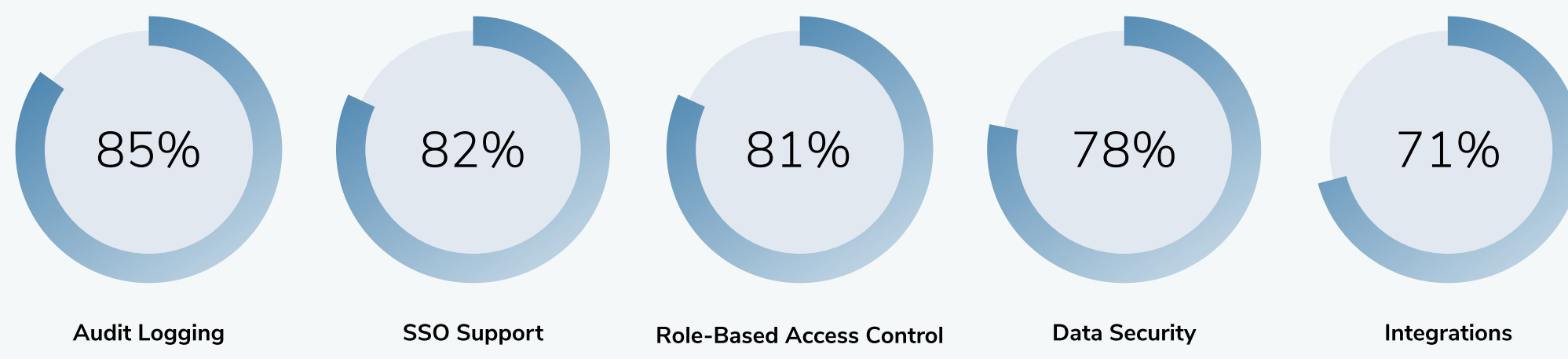
Asana's security and privacy programs are led by industry veterans with decades of experience:

**Sean Cassidy:** Head of Security  
**Whitney Merrill:** Data Protection Officer (DPO)

### 2. Product Security

#2 Most Clicked

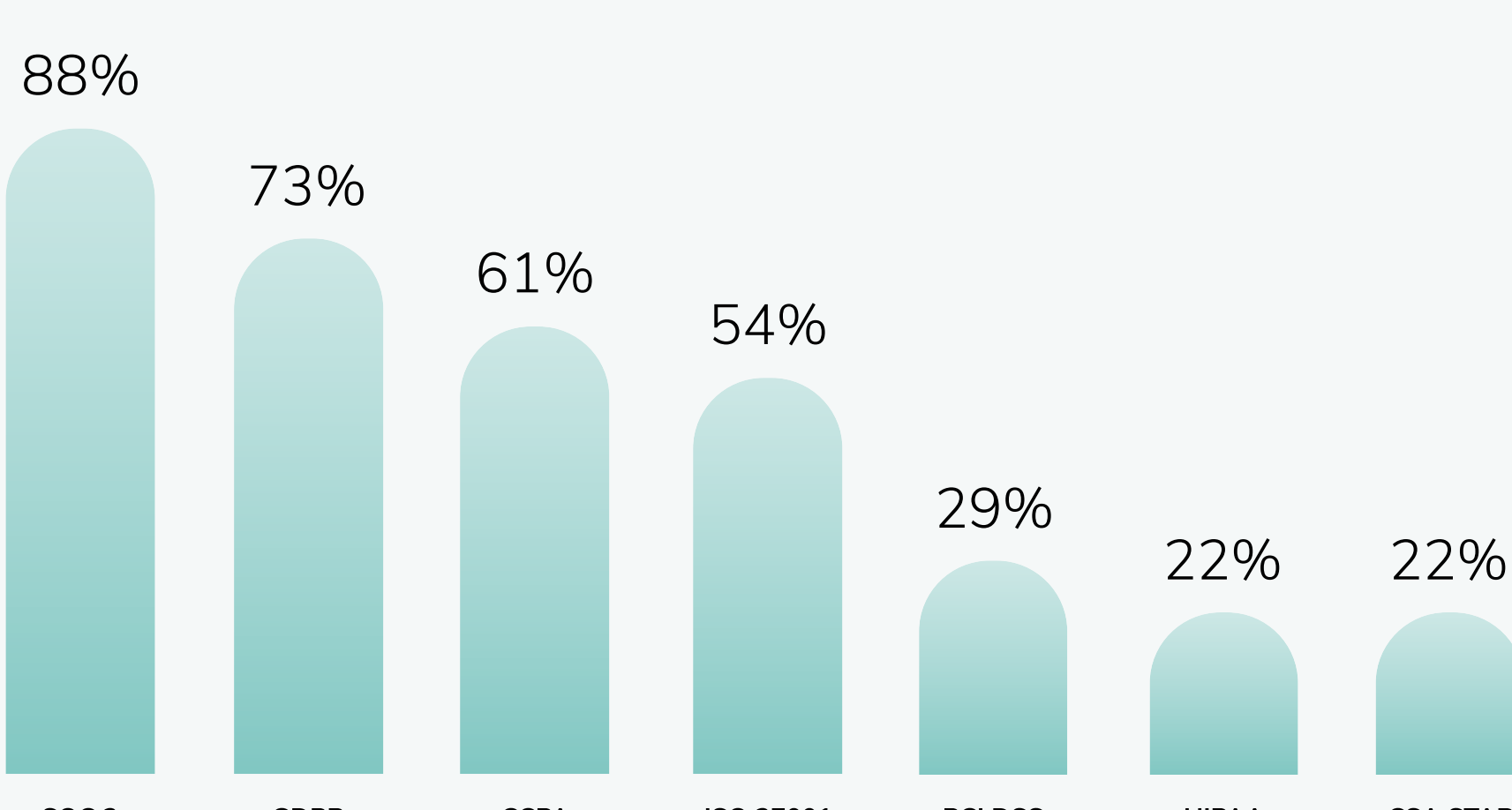
Lay out the efforts your organization takes to help customers use your product securely, such as audit logging, data security, integrations, access control, and more.



### 3. Compliance Badges

#3 Most Clicked

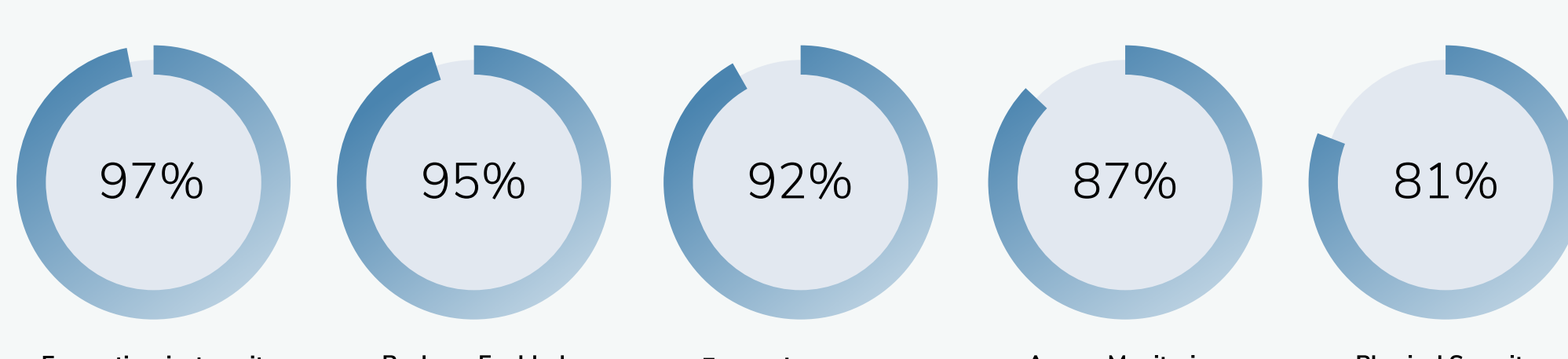
Display your prominent certifications, including industry-specific achievements, such as HIPAA. The most-leveraged across our network are SOC 2, GDPR, CCPA, and ISO 27001.



### 4. Data Security

#4 Most Clicked

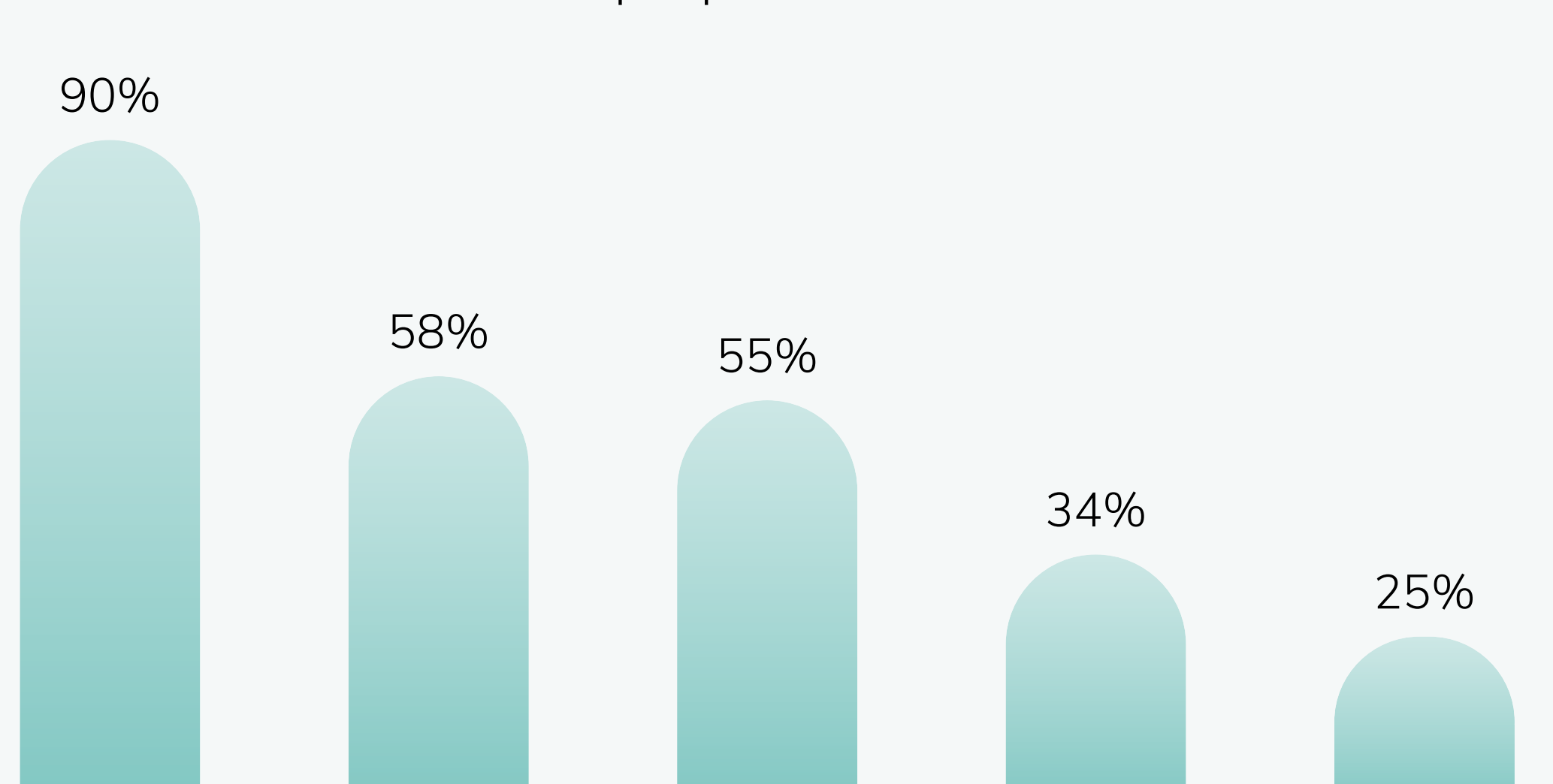
Highlight data security controls, such as access monitoring, backups, data deletion, and encryption.



### 5. Reports

#5 Most Clicked

Include links to crucial reports — the most common are Pentest, SOC 2, Network Diagram, and a security whitepaper, among others. From here, buyers can request access to sensitive documentation or download content that doesn't require permission.



## Optimizing your Trust Center ✨

Once you've built a comprehensive Trust Center, consider taking the next steps to be transparent and proactive, such as developing a strategy to regularly communicate with your buyers about updates to your security posture. More than 60% of our customers have shared at least one Trust Center Update with their buyers.

You can also house responses to past questionnaires in your Trust Center as a source of truth that can be leveraged for any unavoidable questionnaires. The CAIQ remains the most popular standardized questionnaire format, with the SIG Lite in second place. Given that the CAIQ is free to download and distribute, we highly recommend publishing a completed form to share with customers.

Of course, adding these key elements to your Trust Center is just the first step to creating a streamlined security review process that both delights customers and empowers your sales team. You can optimize the use of your Trust Center by developing a cross-functional Trust Center Strategy.

Our team is happy to walk you through how a Trust Center can add value to your sales process. Set up some time with our team today.

\*We pulled data from all paying SafeBase customers to identify the following:

- Average stats for subscribers, Knowledge Base entries, and Trust Center Updates
- Percentage of customers that show specific information
- Engagement stats, including most clicked items and most downloaded / viewed documents