

Domain-specific expectation	Sources of trust		
	Competency	Good will / intention	Integrity / consistency
Performance	Availability; Reliability; ...	<Constant efforts to improve performance>	<Consistency shown by historic data>
Security	Security cert; Security breach rate; ...	<Constant efforts to improve security>	<Consistency shown by historic data>
Privacy	Privacy regulation compliance; Privacy violation rate; ...	<Constant efforts to improve privacy>	<Consistency shown by historic data>