

To whom?  
**Privacy and Trust 16**

Goal  
**Build a  
common  
space**

#trust  
#engagement

Recommendation

**Provide features to build  
trust among users,  
focus on potential  
exchange partners**



Approximately 40% of people that  
participate in "sharing economy"  
services looks for trust in their  
exchange partners

Example

Airbnb



Identification

Guests and hosts can scan a  
government ID and connect  
other online profiles to their  
Airbnb account.  
[Provide your ID](#)



Profile & Reviews

Get to know your guest or host  
through detailed profiles and  
confirmed reviews.  
[Learn more](#)



Messaging

Use our messaging system to  
learn more about a host or ask a  
guest about their trip.  
[Learn more](#)