

# The Trustworthy Company

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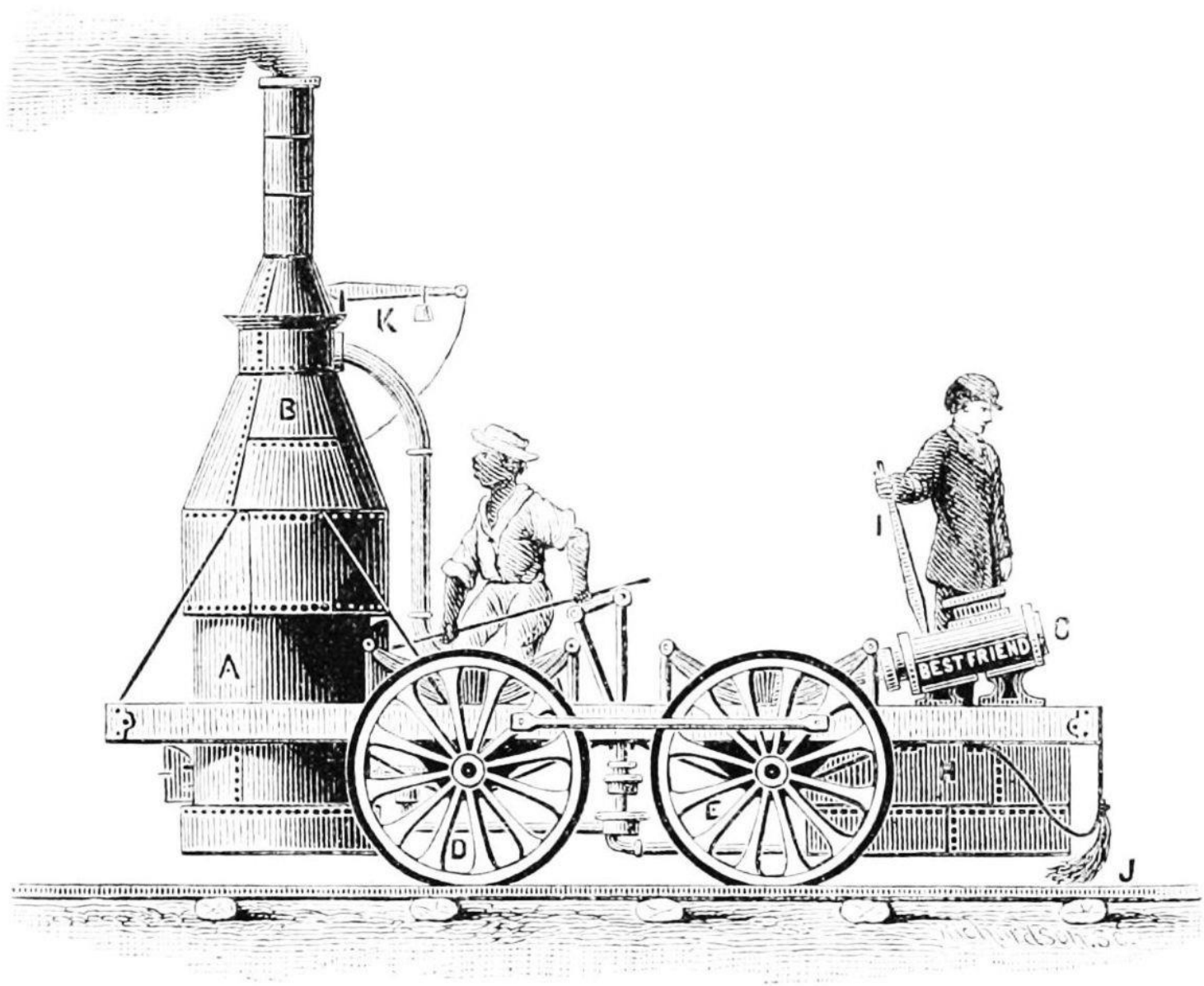
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1838

“We must ingraft the railroad system in the affections, as well as the interests of the people.”

# 1944

“As handicrafts have been replaced by mass production ... the close relationship between the producer and consumer of a product has been altered.

Manufacturing processes ... are ordinarily either inaccessible to or beyond the ken of the general public.

The consumer no longer has means or skill enough to investigate for himself the soundness of a product ... and his erstwhile vigilance has been lulled by the steady efforts of manufacturers to build up confidence by advertising and marketing devices such as trademarks.”

# 2018

“As we begin 2018, we find the world in a new phase in the loss of trust: the unwillingness to believe information, even from those closest to us.”

# Companies Are Necessarily *Trusted*

- By regulators
- By consumers
- By the public

- ~~How safe is safe enough?~~
- ~~Will people trust automated vehicles?~~
- *Can we trust you to do the right thing?*

# The *Trustworthy* Company

- Fidelity
- Competence
- Circumspection
- Good faith
- Substantiation
- Reappraisal
- Response
- Mitigation
- Communication



# Fidelity

A trustworthy company keeps its promises.

# Competence

A trustworthy company acts competently.

# Circumspection

A trustworthy company appropriately manages public expectations.

# Good faith

A trustworthy company markets only what it believes to be reasonably safe.

# Substantiation

A trustworthy company bases its beliefs on sufficient evidence.

# Reappraisal

A trustworthy company updates its evidence.

# Response

A trustworthy company acts in response to its updated evidence.

# Mitigation

A trustworthy company mitigates harm in the event of failure.



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