Trust in the digital world:

Do we need a Zero Trust paradigm for data and systems?

Omnisecure Berlin, 2026/01/21

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TRUST
TRUST
IS THE
FOUNDATION

ZERO
TRUST

AI'S REALISM EVOLUTION: IMAGE & VIDEO GENERATION

Early GANs

2014

Improved Models

2018

Advanced Synthesis

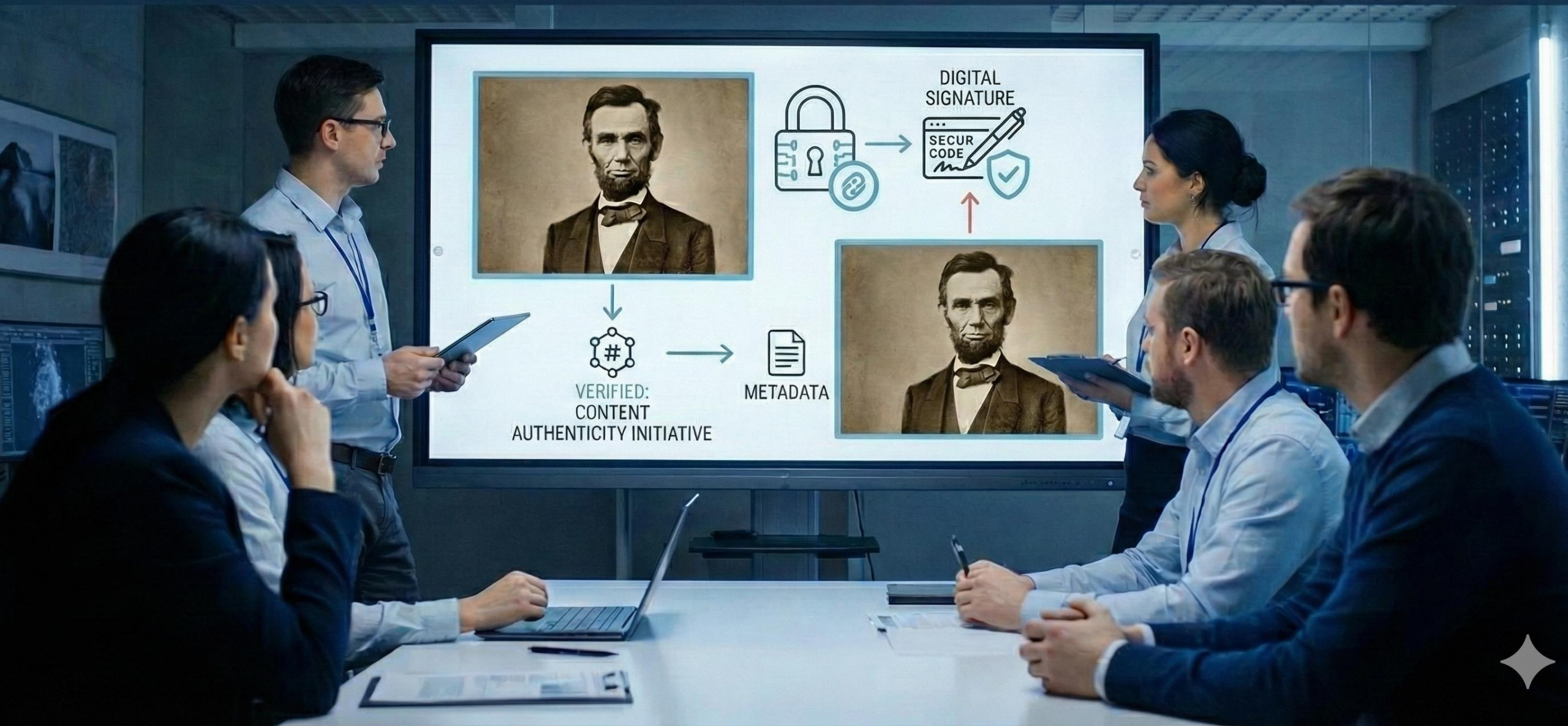
2022

State-of-the-Art Generative AI

2024

HUMAN DETECTION ACCURACY: REAL vs. AI MEDIA
VERY HIGH
MEDIUM TO LOW
2020
2021
2022
2023
2024
2025
2026
STUDY:
THE BLURRING LINES.
CAN YOU TELL?

PROVING IMAGE DATA INTEGRITY: THE RELEVANCE OF CONTENT AUTHENTICITY



ZERO TRUST: A PARADIGM SECURING THE DIGITAL REALM NOT ONLY IN NETWORKS BUT ALSO FOR DATA AND SYSTEMS

NEVER TRUST, ALWAYS VERIFY

Continuous authentication of all users and devices, regardless of location.

LEAST PRIVILEGE ACCESS

Granting only the minimum necessary access rights to data and systems.

CONTINUOUS MONITORING

Real-time visibility and analysis of network traffic and user activity.

ASSUME BREACH

Proactively plan for and contain potential security incidents.

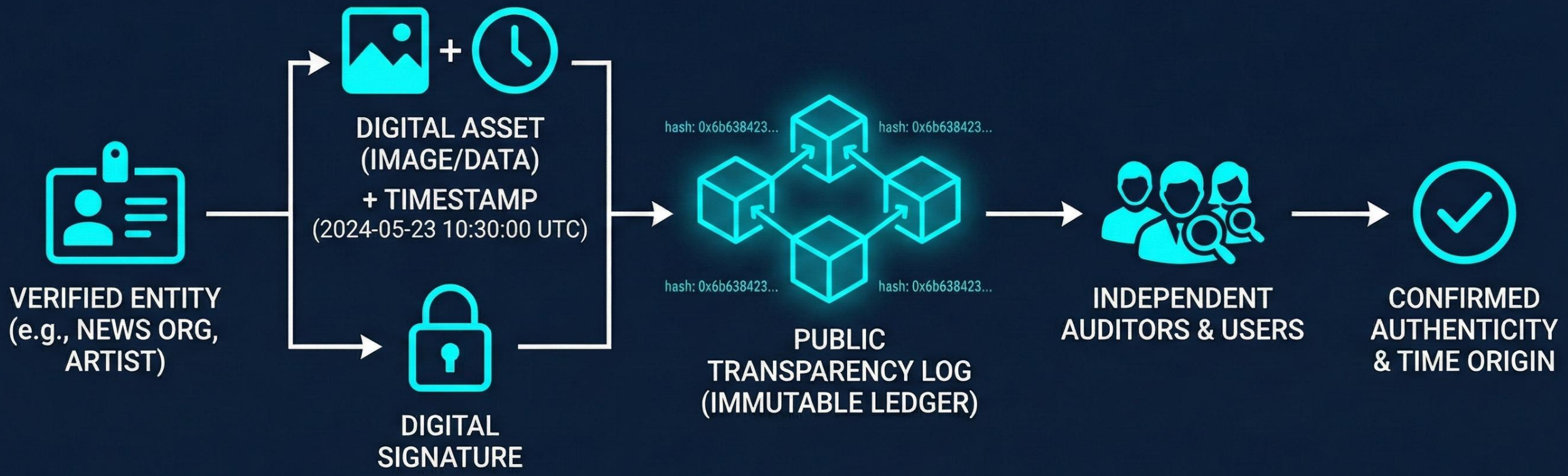
DIGITAL DATA

Protecting sensitive information at rest, in transit, and in use.

DIGITAL SYSTEMS

Securing infrastructure, applications, and connected devices.

SECURING DIGITAL PROVENANCE: THE TRANSPARENCY LOG ADVANTAGE



ADDITIONAL LAYER: LOGS ENSURE NO AFTER-THE-FACT TAMPERING OR DENIAL BY THE ENTITY.

STAY
CALM
AND USE
ZERO TRUST
Cyberecurity
STAY
CALM
AND USE
ZERO TRUST

Vielen Dank!

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