Establishing Trust and Authority. Paper instructions: Trust and authority are necessary elements in the conversion process, since they form the foundation on which primary relationships are built. In this discussion, provide the following: Outline those benefits of doing business with your organization that help build and reinforce trust Outline any unflattering information you might disclose that would help establish credibility and trust Explain how you plan to address privacy and security concerns of visitors arriving at your site Discuss ways that the elements outlined above can help to humanize and create deeper connections with your primary relationships This discussion will be graded using the attached Discussion Rubric. In order for meaningful conversation to occur in this discussion, initial posts must be made on time. If you do not make your initial post by the designated time, the DMMS late work policy will apply (minus any other deductions) for the discussion. You are required to submit an initial post and at least two response posts.