

60% of people expressed concern about their data being protected in the tools they are using while

Remote Working & Learning

Top Concerns with Sharing Data During Pandemic



31% That the data will be used for unrelated purposes

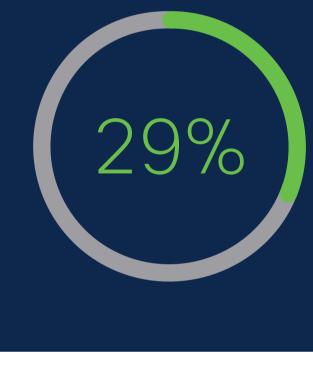
That the data will be shared too broadly with third parties That the data will not be deleted or anonymized

24% when no longer needed to combat COVID-19

Permissible Data Sharing During a Pandemic



Consumers Abandon Companies Over Data Practices

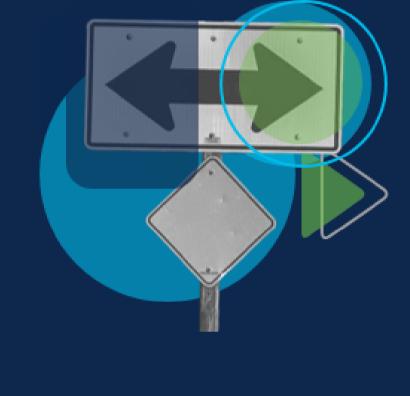


China (CSL)

Care about data privacy

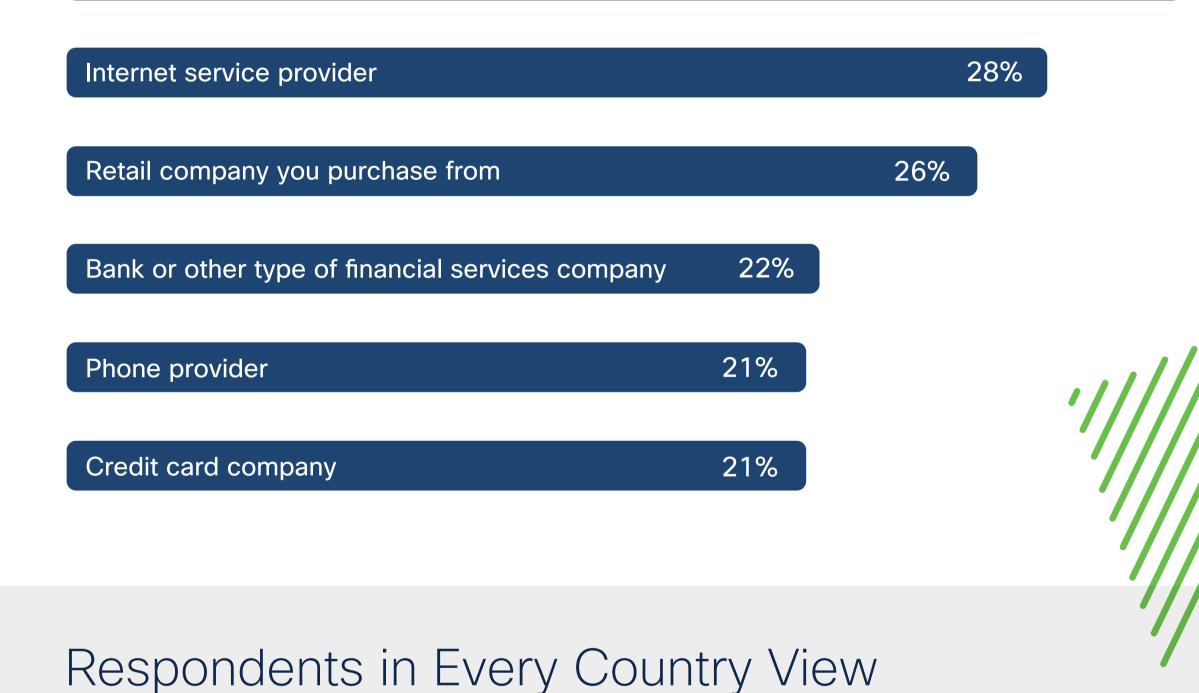
...Are Privacy Actives:

- · Willing to act to protect it
- Have already switched brands due to data practices



Social media 32%

Types of Companies Privacy Actives Abandon



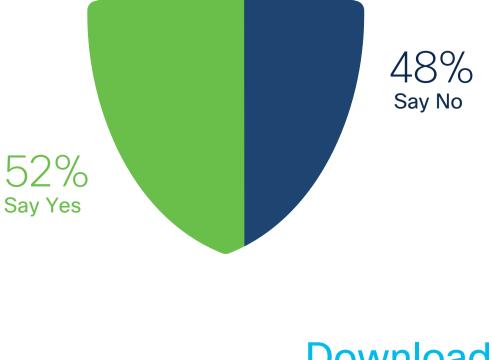
Australia (FPA) 38% **58%** Brazil (LGPD) 8% 50% 42%

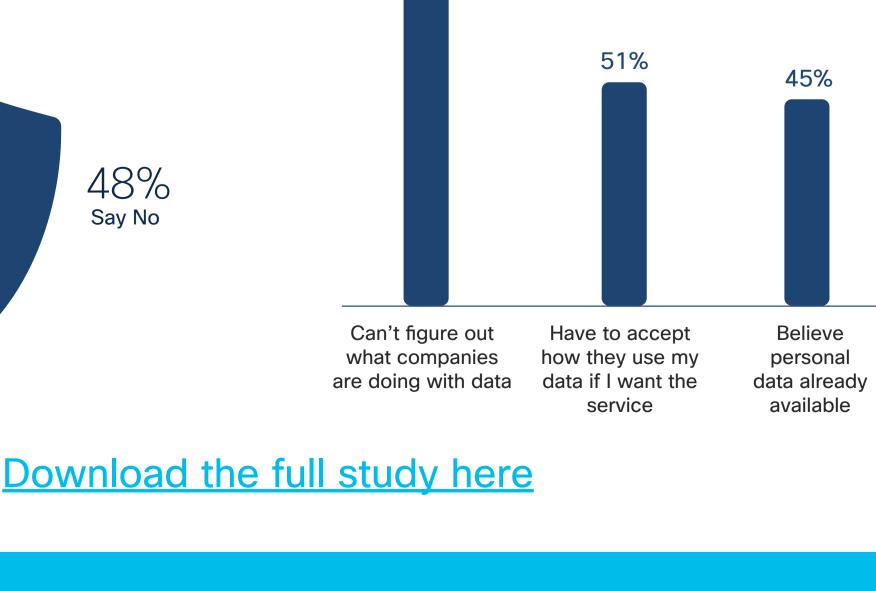
Their Country's Privacy Laws Very Favorably



Protect Their Data Today

18%





79%

For more information on Cisco's approach to data privacy, visit trust.cisco.com.

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