2021 Consumer Privacy Survey

Building Consumer Confidence Through Transparency and Control

Consumers Want Transparency and Control

Do Consumers Feel They Can Adequately Protect Their Data Today

Consumers Who Inquired About or Requested Changes or Deletion to Their Data, by Country

Reasons Why Not?

Consumers Want Transparency and Control

Mixed Support for COVID-Related Information Sharing

Consumers Concerned About Use of Personal Data in AI

Impact and Awareness of Privacy Laws

% of Consumers

Download the full study here

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