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

...Are Privacy Actives:

- Care about data privacy
- Willing to act to protect it
- Have already switched brands due to data practices

Impact and Awareness of Privacy Laws

Impact of Country’s Privacy Laws

Awareness of Laws

Mixed Support for COVID-Related Information Sharing

Consumers Concerned About Use of Personal Data in AI

Download the full study here

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