Consumers Abandon Companies Over Data Practices

Do Consumers Feel They Can Adequately Protect Their Data Today

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

**Are Privacy Actives:**
- Care about data privacy
- Willing to act to protect it
- Have already switched brands due to data practices

**Can't figure out what companies are doing with data**
- Have to accept how they use my data if I want the service
- Believe personal data already available

Mixed Support for COVID-Related Information Sharing

Impact and Awareness of Privacy Laws

Impact of Country’s Privacy Laws

Awareness of Laws

Consumers Concerned About Use of Personal Data in AI

Organizations have ethical responsibility when using AI

Concerned about current use of AI

Would trust an organization less that uses personal data in AI use cases

Download the full study here

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