



The bridge to possible

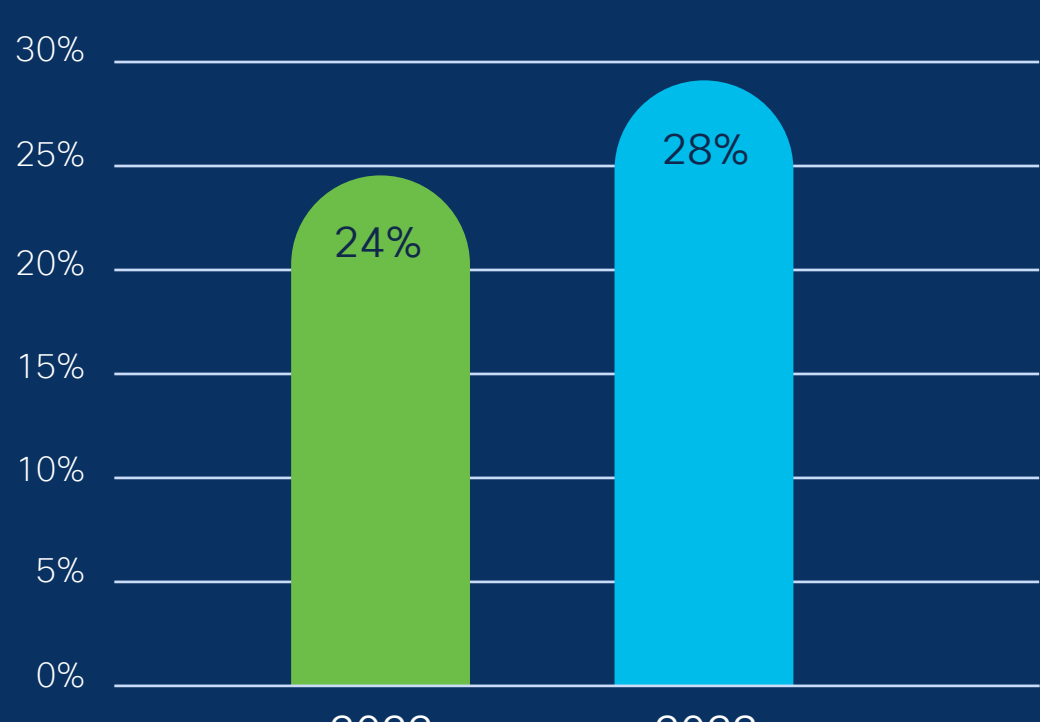
Generation Privacy: Young Consumers Leading the Way

CISCO 2023 CONSUMER PRIVACY SURVEY

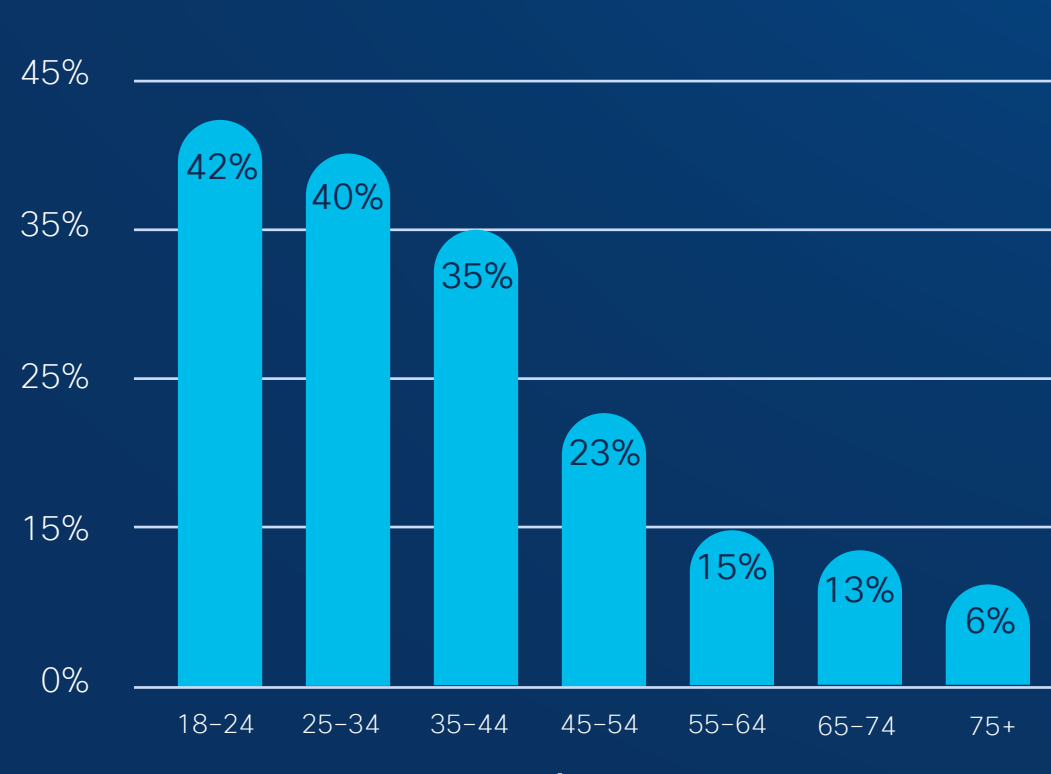


Consumers exercising Data Subject Access Rights (DSAR)

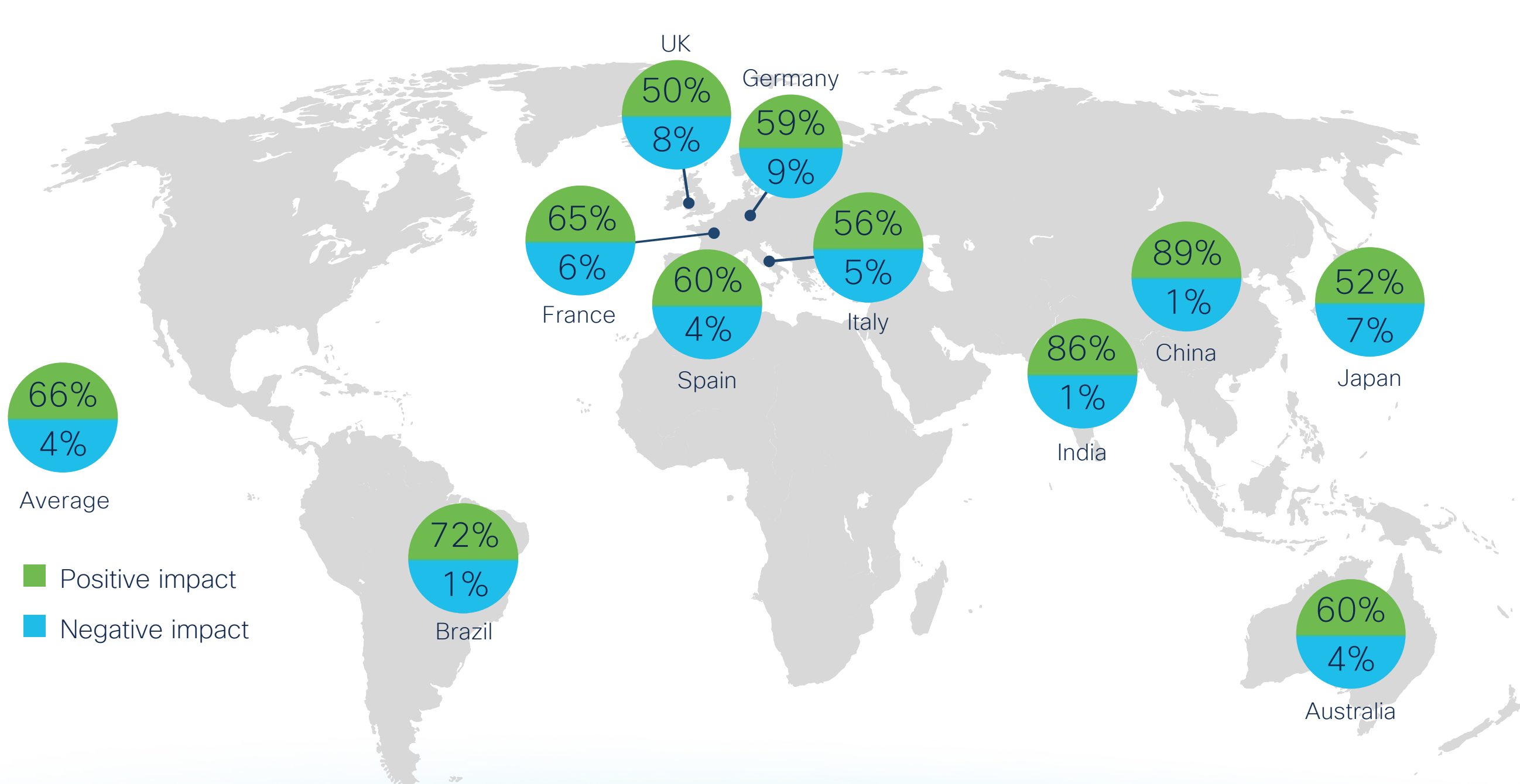
Percent exercising DSAR, (2022–2023)



Percent exercising DSAR, by age (2023)

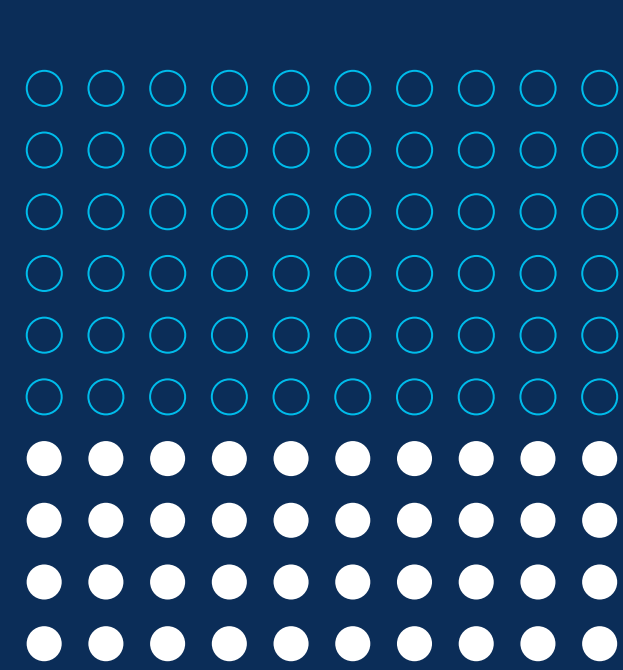


Strong support for privacy laws



Consumers' awareness of privacy law and their confidence in protecting their data

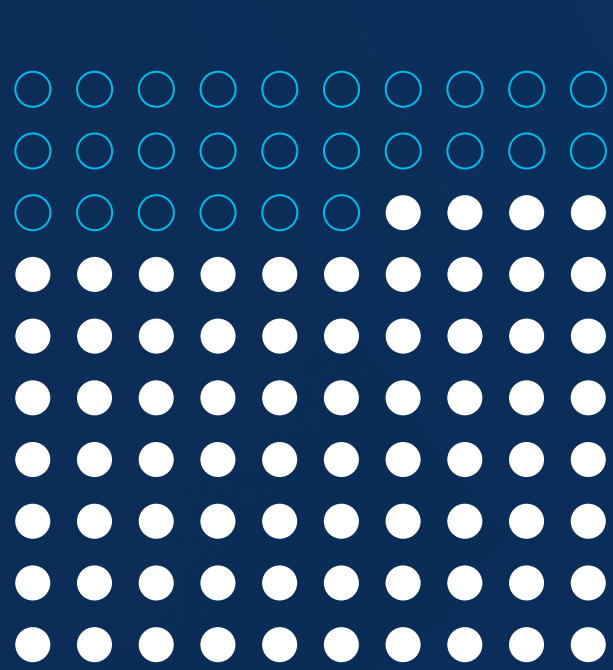
Among consumers **not aware** of country's privacy law



60% Feel they cannot protect personal data

40% Feel they can protect personal data

Among consumers **aware** of country's privacy law



26% Feel they cannot protect personal data

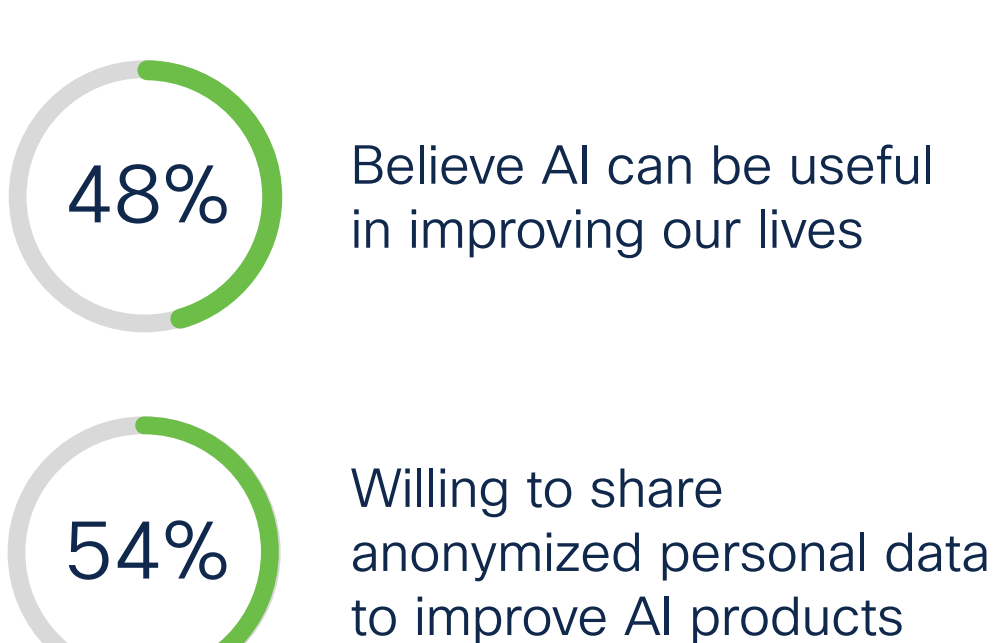
74% Feel they can protect personal data



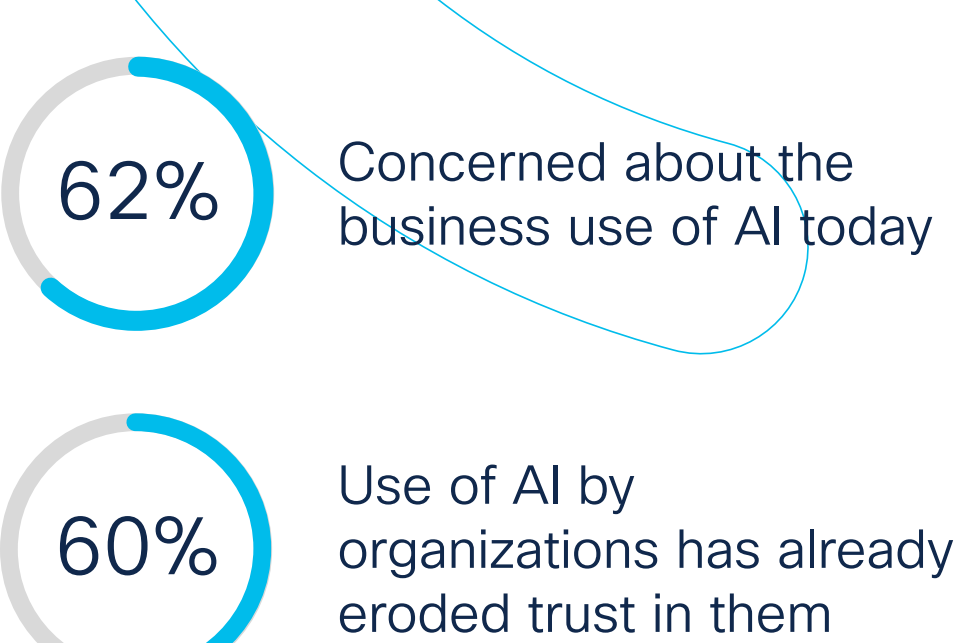
Consumers support AI use, but are also concerned



Support for AI use

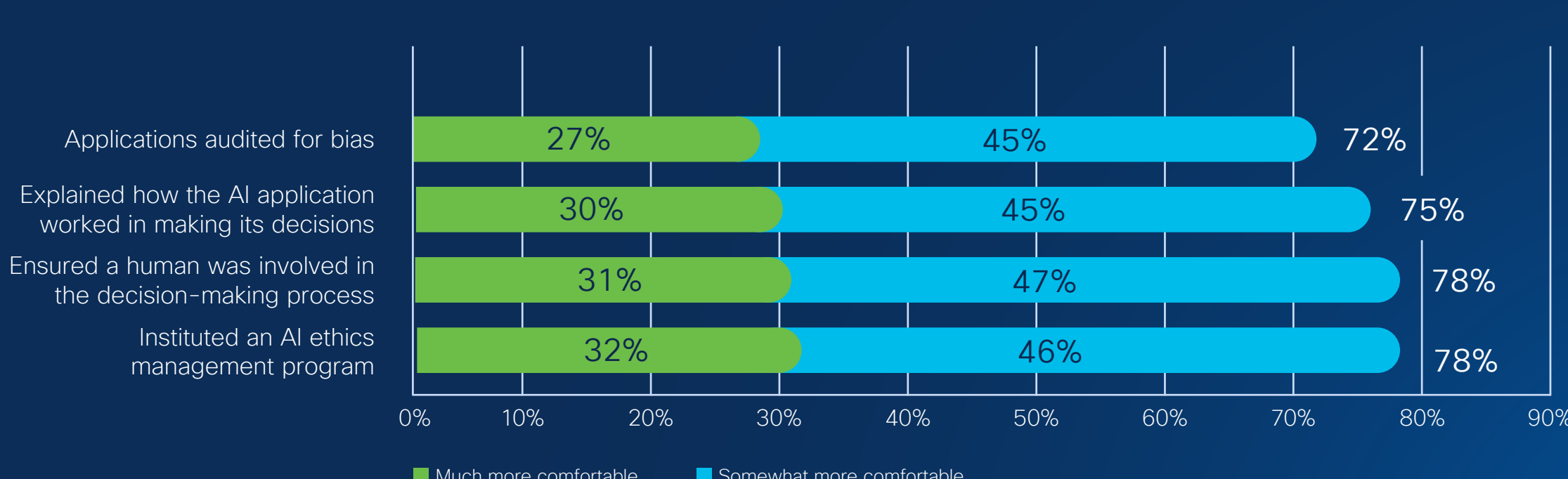


Concerns about current AI use



Steps organizations can take to build trust in AI

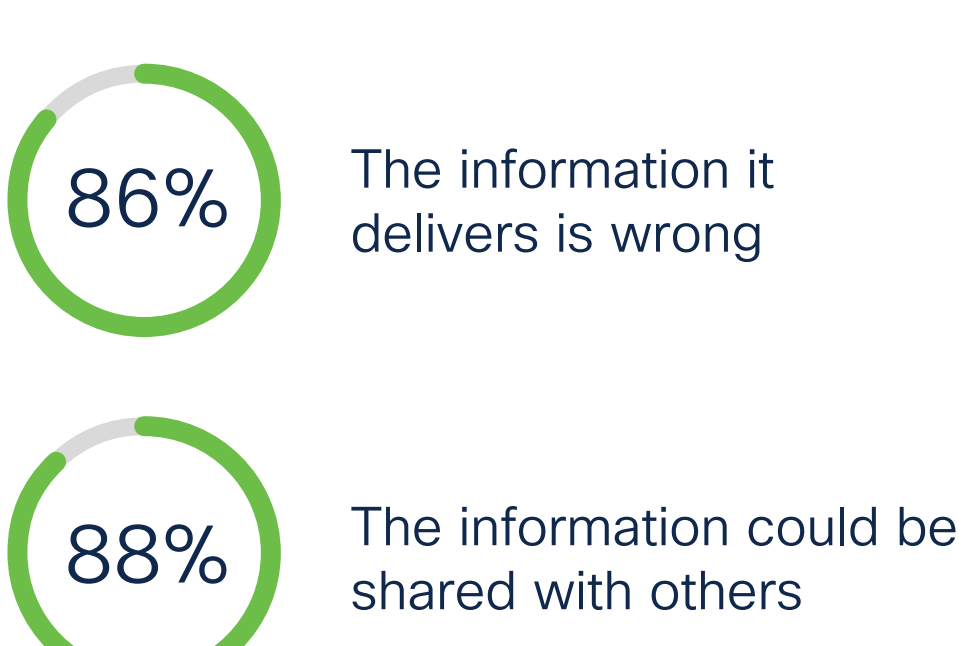
Percentage of consumers saying they would be more comfortable with AI if organizations took this specific action



Gen AI: concerns and actions



Concerns of regular Gen AI users



Steps taken to reduce risks



Download the full report [here](#)

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

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