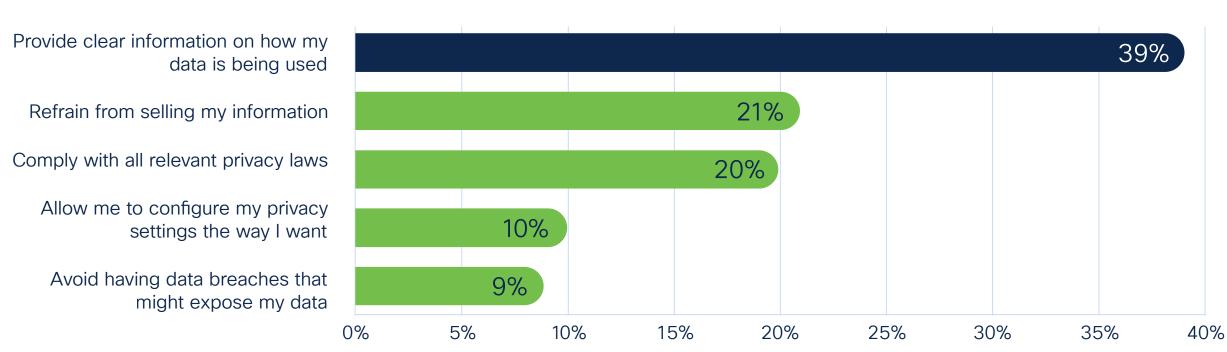
Data Transparency's Essential Role in Building Customer Trust

Cisco 2022 Consumer Privacy Survey

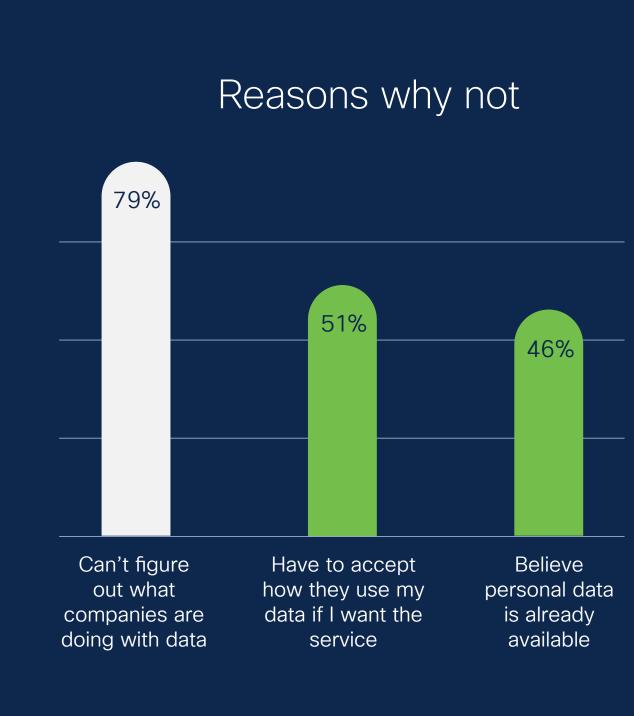
Top consumer need from organizations handling their data

Most important activity organizations can do to build trust with customers, regarding their data.



Consumers want transparency and control



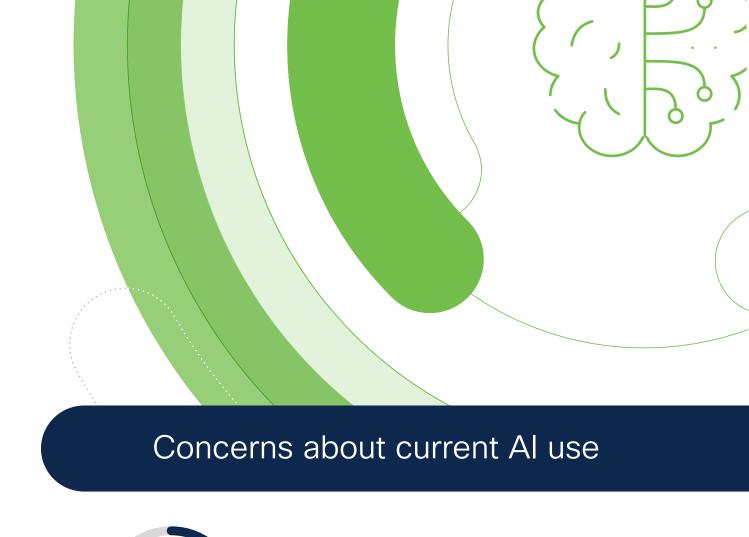


Strong support for privacy laws



with using personal data in artificial intelligence

Support and concerns

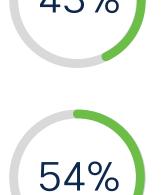


Concerned about the

business use of AI today



Support for Al use



Willing to share

to improve AI products

in improving our lives

Consumers split about data

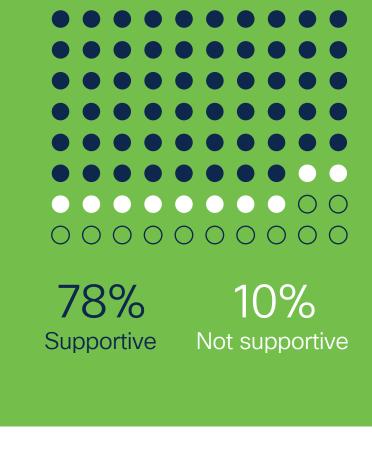
localization requirements

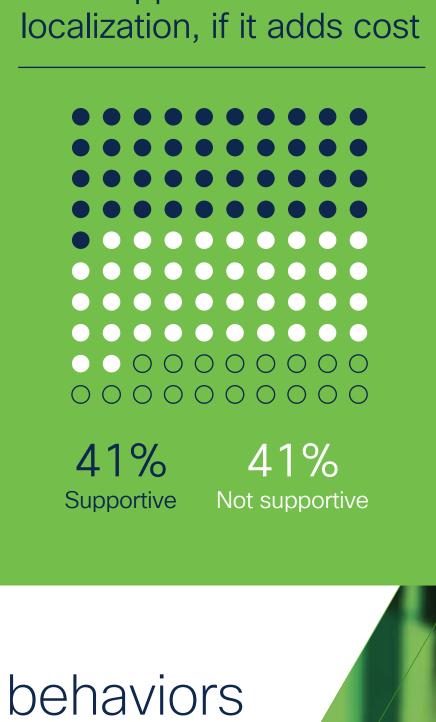
anonymized personal data



60%







Consumer privacy behaviors









Download the full report here

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