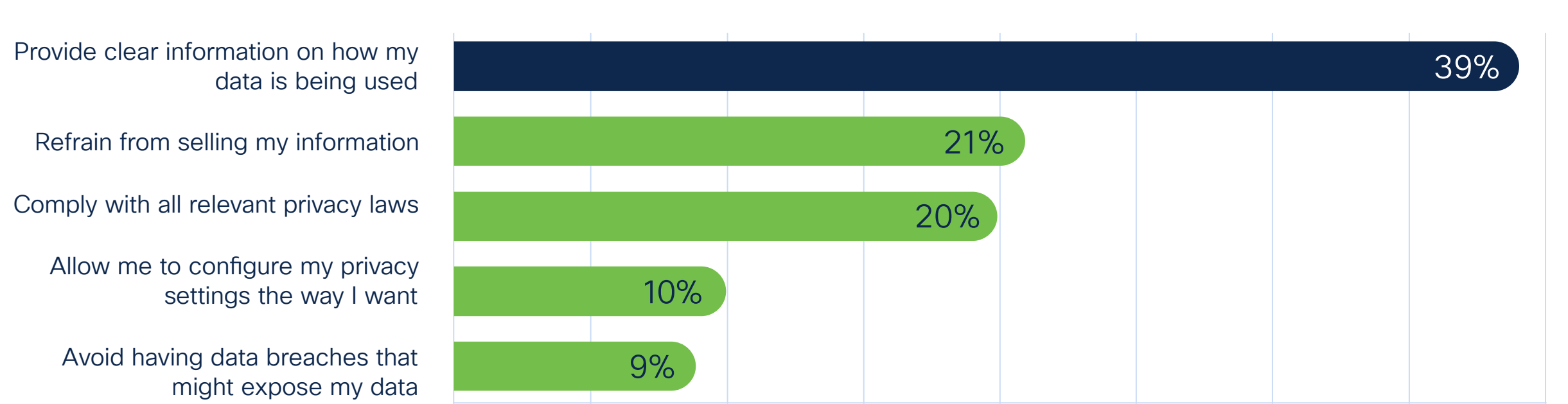


# Data Transparency's Essential Role in Building Customer Trust

Cisco 2022 Consumer Privacy Survey

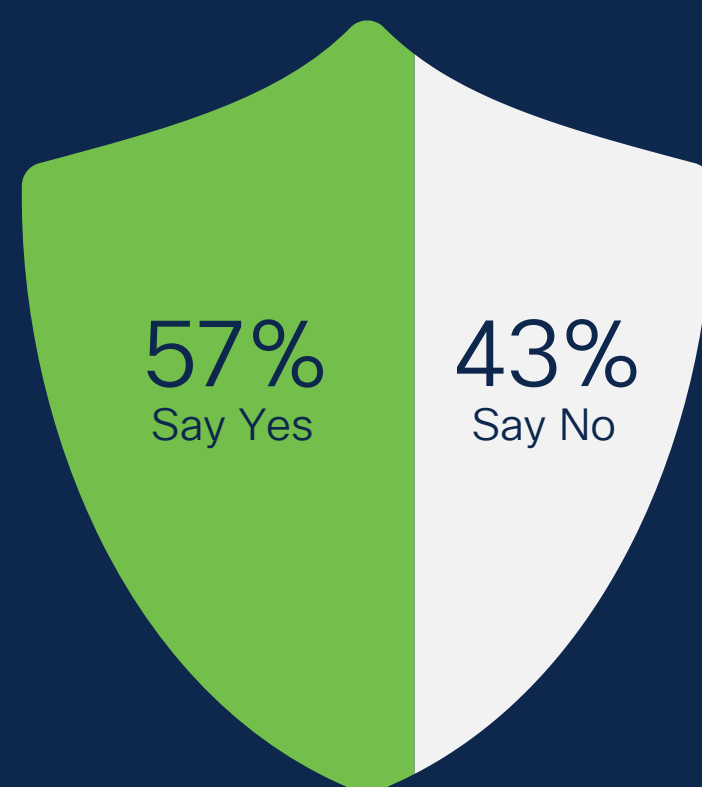
## Top consumer need from organizations handling their data

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

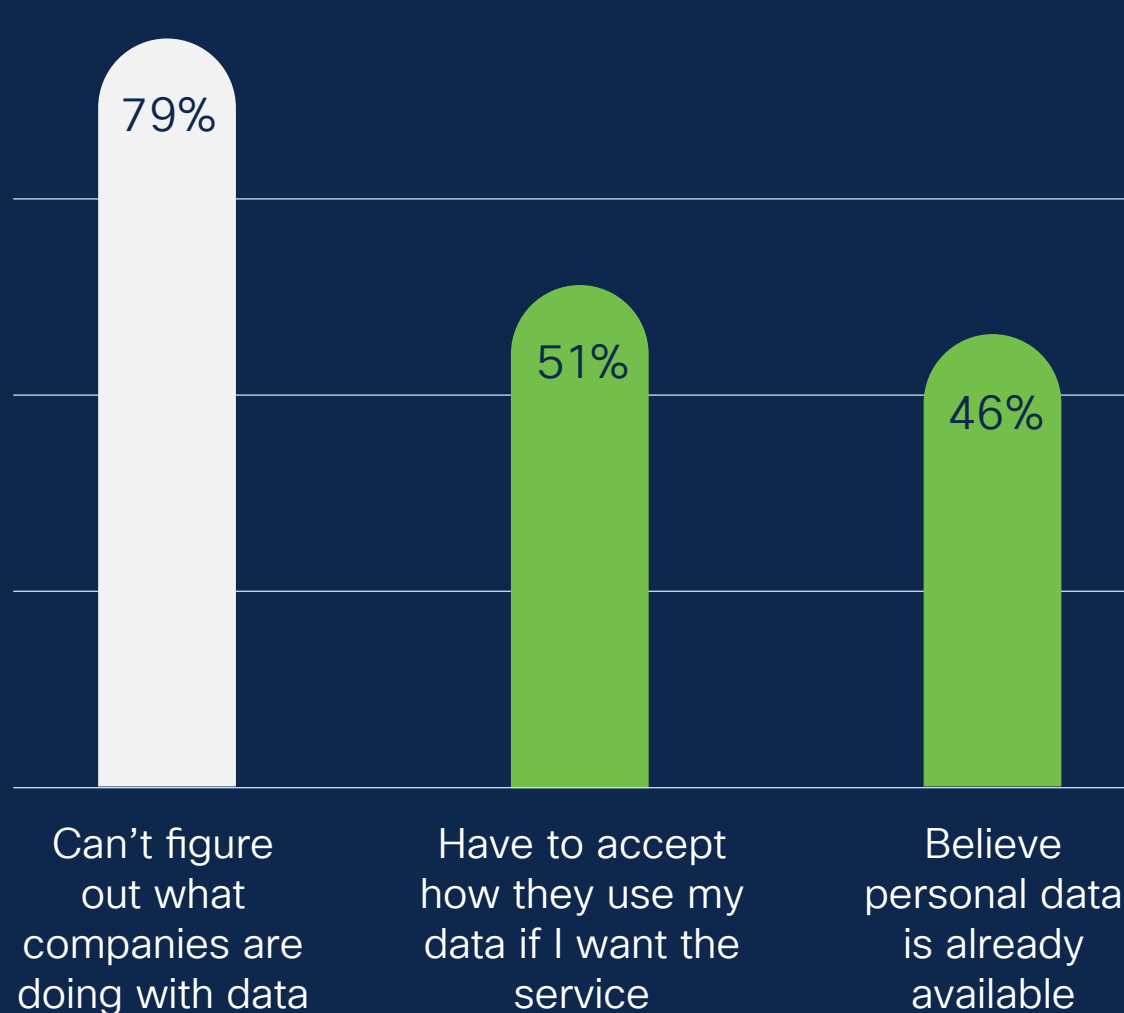


## Consumers want transparency and control

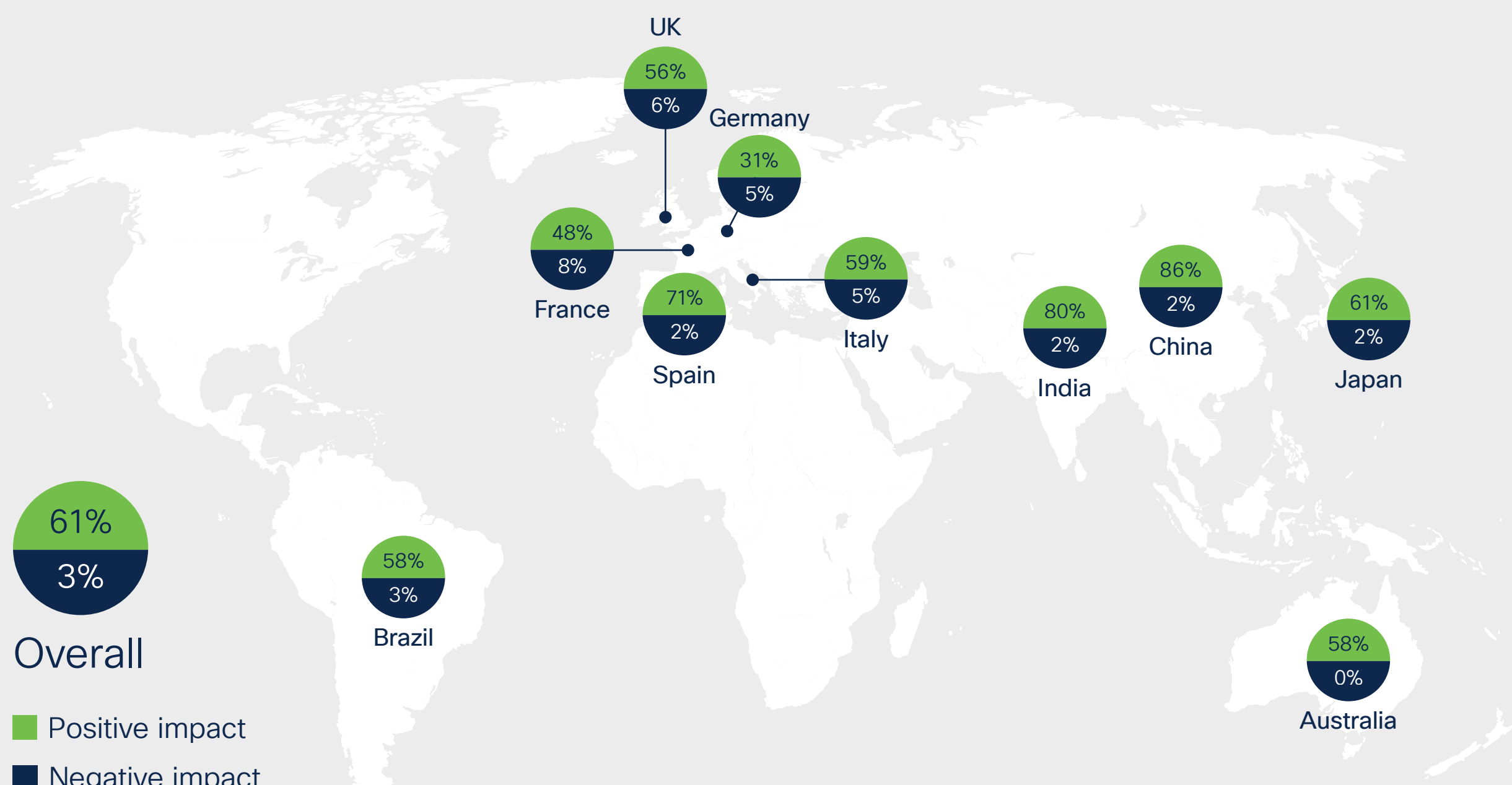
Do consumers feel they can adequately protect their data today?



Reasons why not

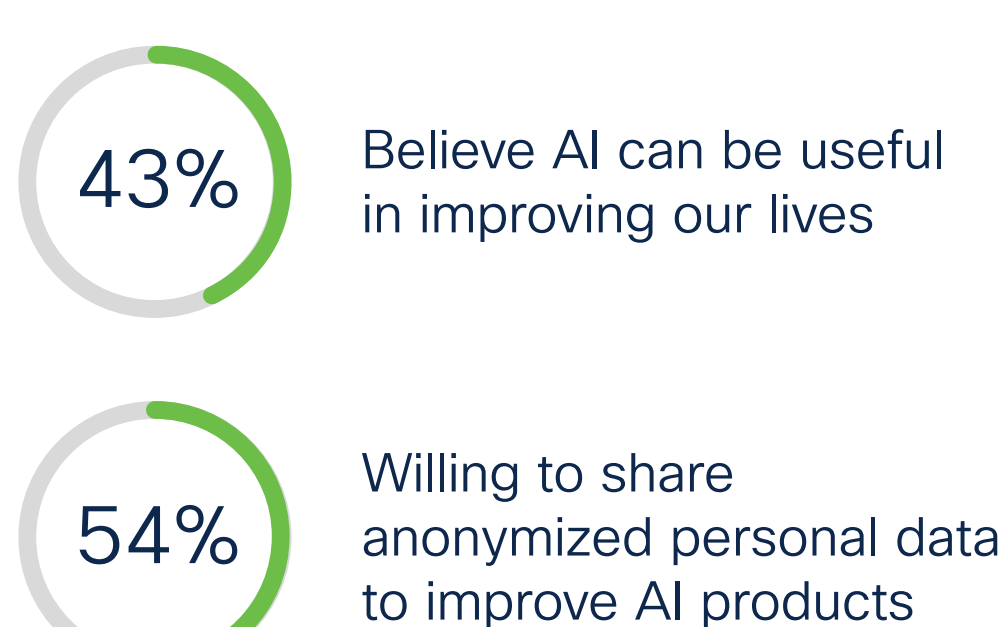


## Strong support for privacy laws

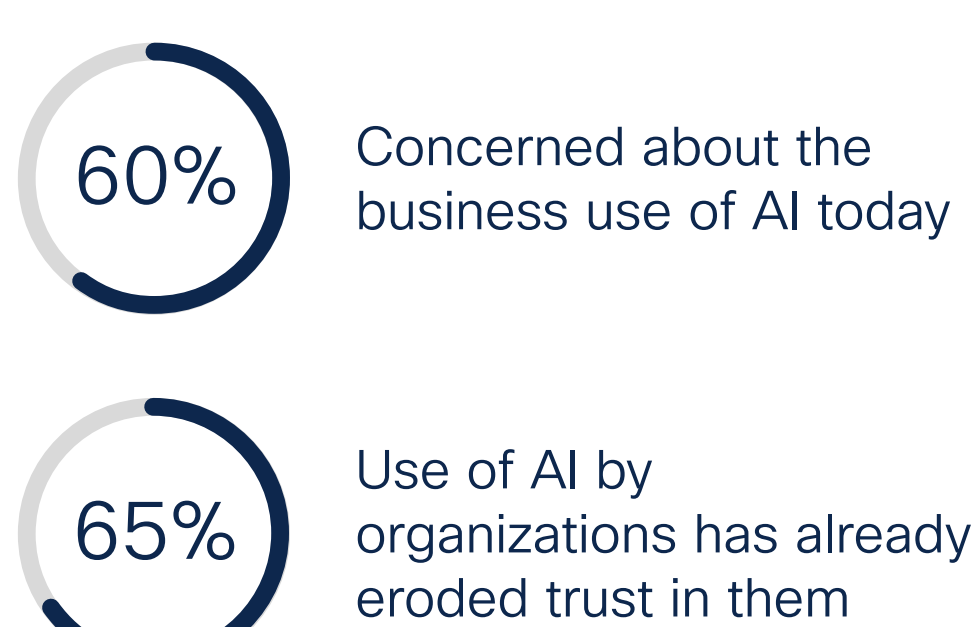


## Support and concerns with using personal data in artificial intelligence

### Support for AI use

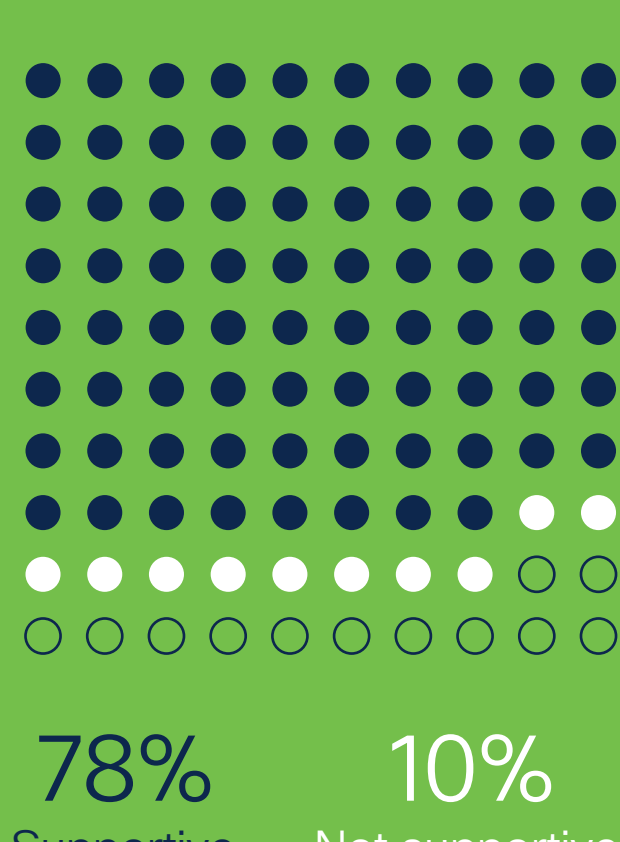


### Concerns about current AI use

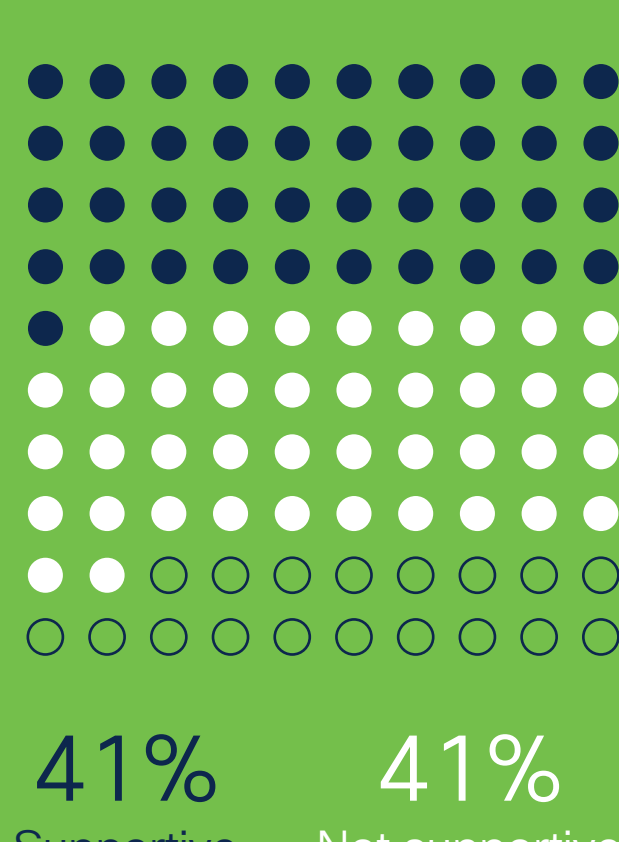


## Consumers split about data localization requirements when it adds cost

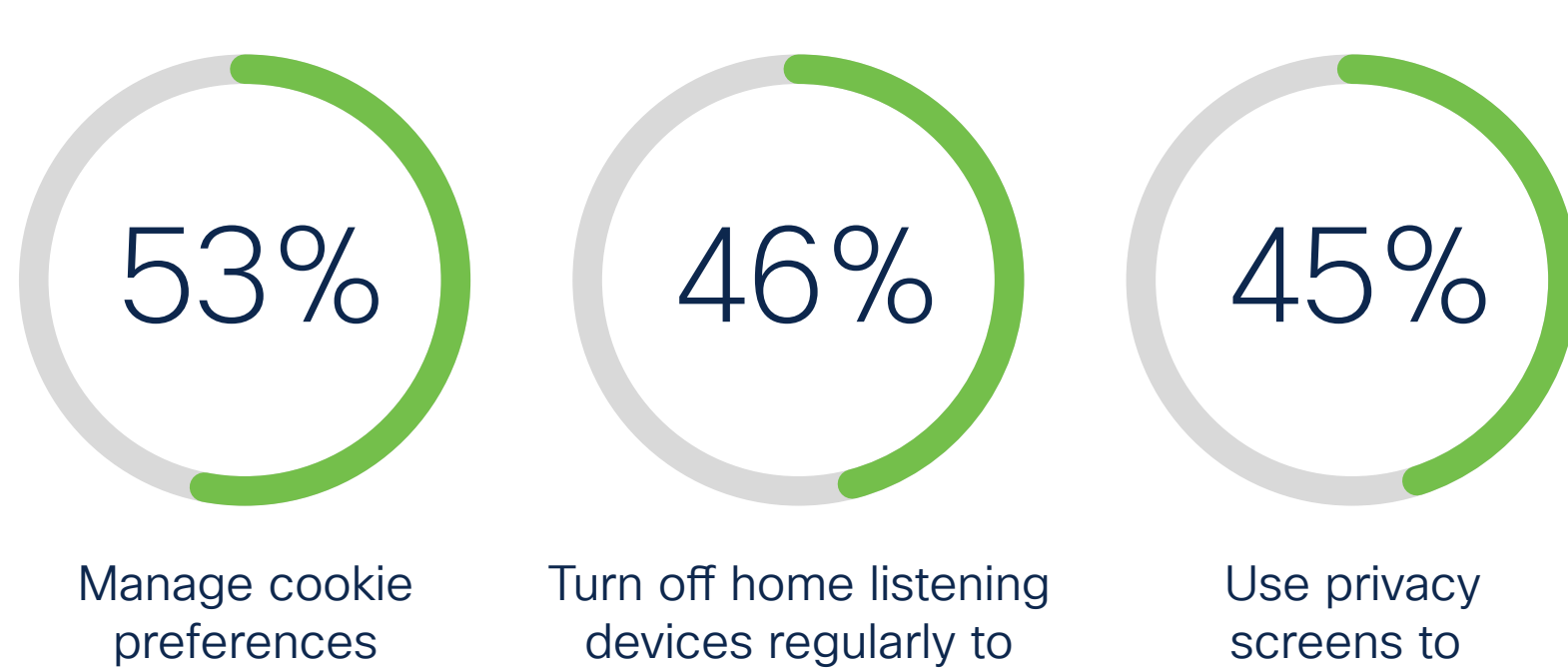
### Support for data localization



### Support for data localization, if it adds cost



## Consumer privacy behaviors



Download the full report [here](#)

For more information on Cisco's approach to data privacy, visit [trust.cisco.com](https://trust.cisco.com)