Privacy-Becomes-Mission-Critical

Importance of Privacy to Organizations

- 90% of customers would not buy from us if we did not adequately protect their data
- 91% of customers say privacy is integral to our culture
- 92% of customers say regulation is a factor in our buying process

Privacy Laws Seen Positively Around the World

- 94% of people say that privacy is a core area of responsibility for security professionals
- 83% of people say that privacy is a boardroom issue
- 83% of people say that privacy is a mission critical issue

Privacy Investment Brings Attractive Returns

- Ratio of Privacy Benefits to Investment: 7% for 1x to <2x, 18% for 2x to <3x, 19% for 3x to <5x, 49% for 5x and above

Privacy a Boardroom Issue

- 94% of organizations are reporting 1 or more privacy metrics to the board of directors

Privacy has Become a Core Area of Responsibility for Security Pros

- Detecting and Responding to Threats: 33%
- Data Privacy: 32%
- Assessing and Managing Risk: 30%
- Security Leadership: 27%
- Managing Security Projects: 26%

Organizations and Consumers Differ on Using Personal Data for Artificial Intelligence

- 87% of organizations say they have processes in place to meet customer expectations on use of AI
- 56% of consumers are concerned about the use of AI by organizations today

Download the full study here
For more information on Cisco’s approach to data privacy, visit trust.cisco.com.