

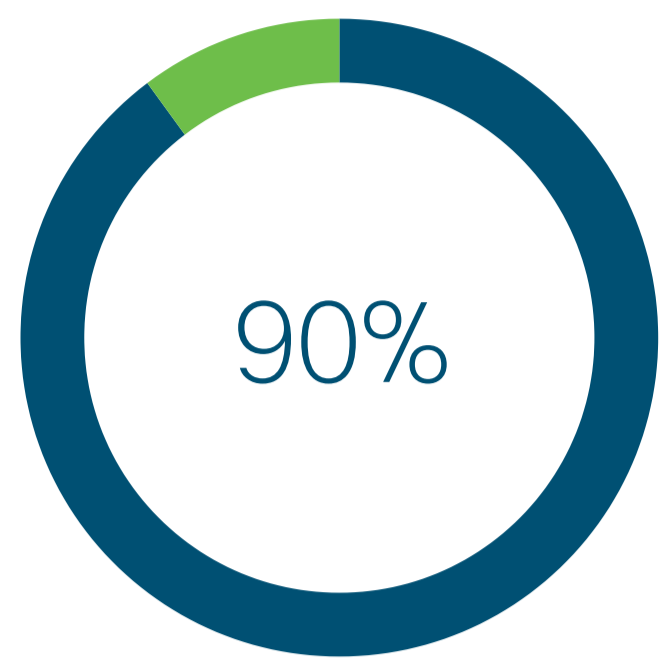
# Privacy Becomes Mission Critical

Cisco 2022  
Data Privacy Benchmark Study

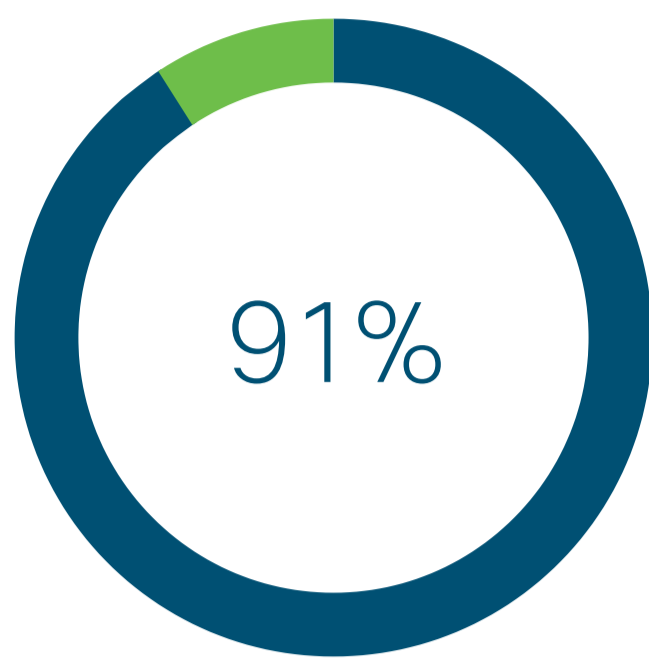


## Importance of Privacy to Organizations

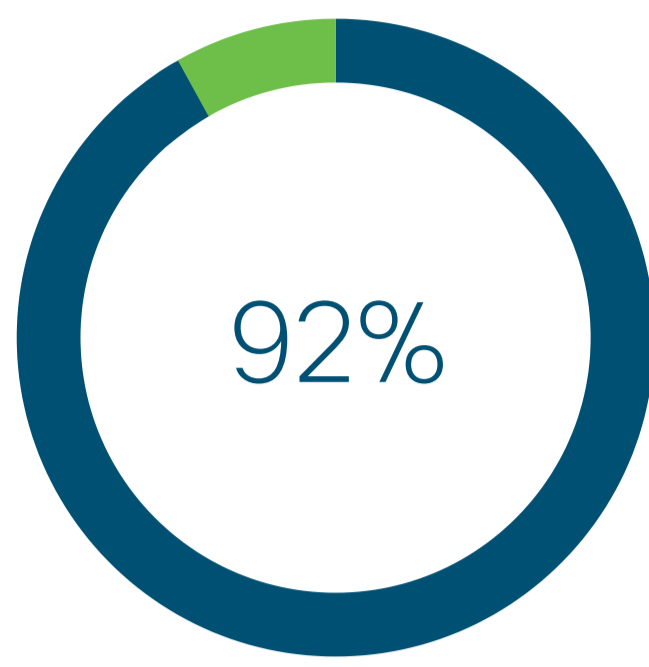
Our customers would not buy from us if we did not adequately protect their data



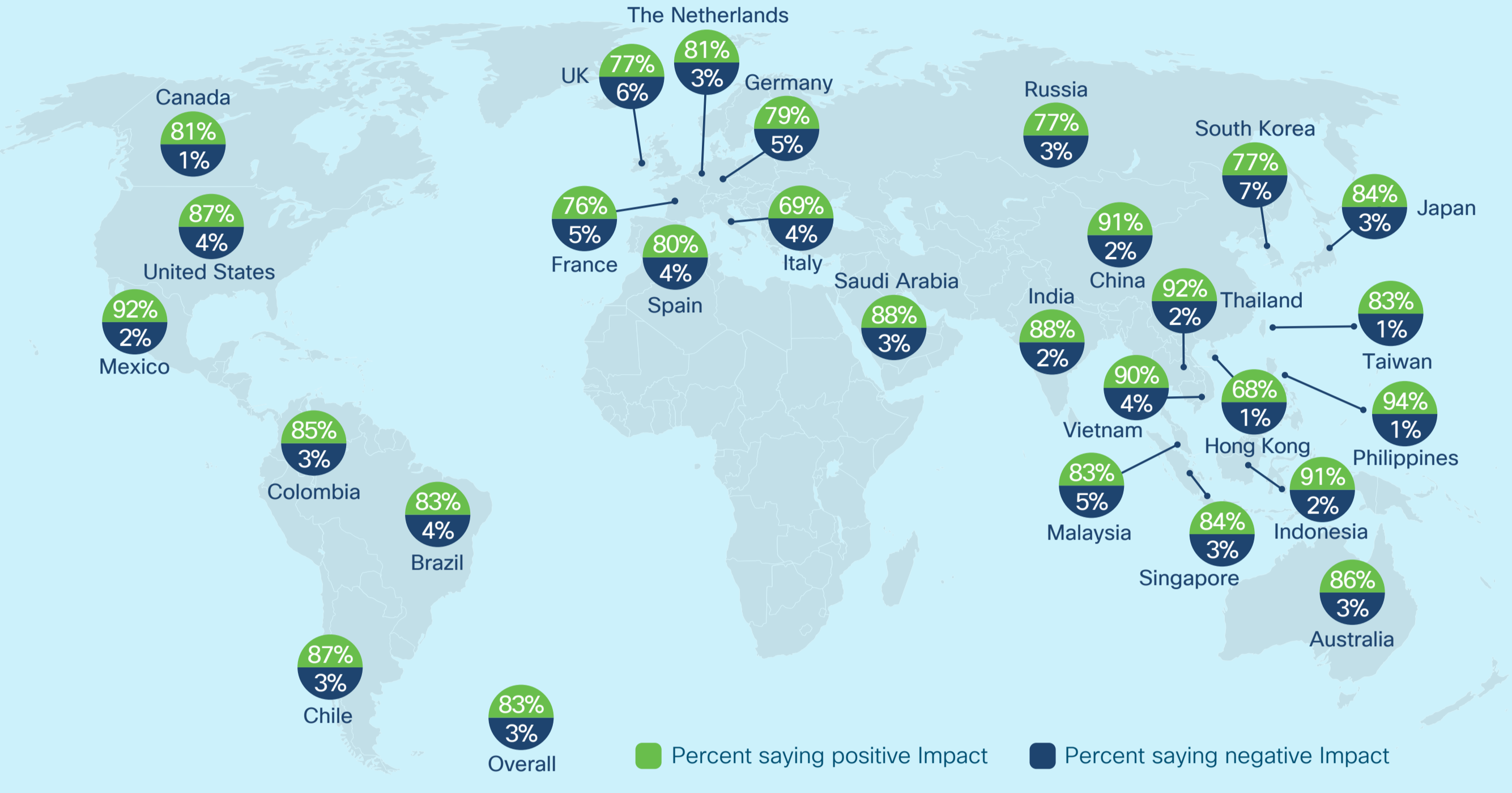
External privacy certifications are a factor in our buying process



Privacy is integral to our culture

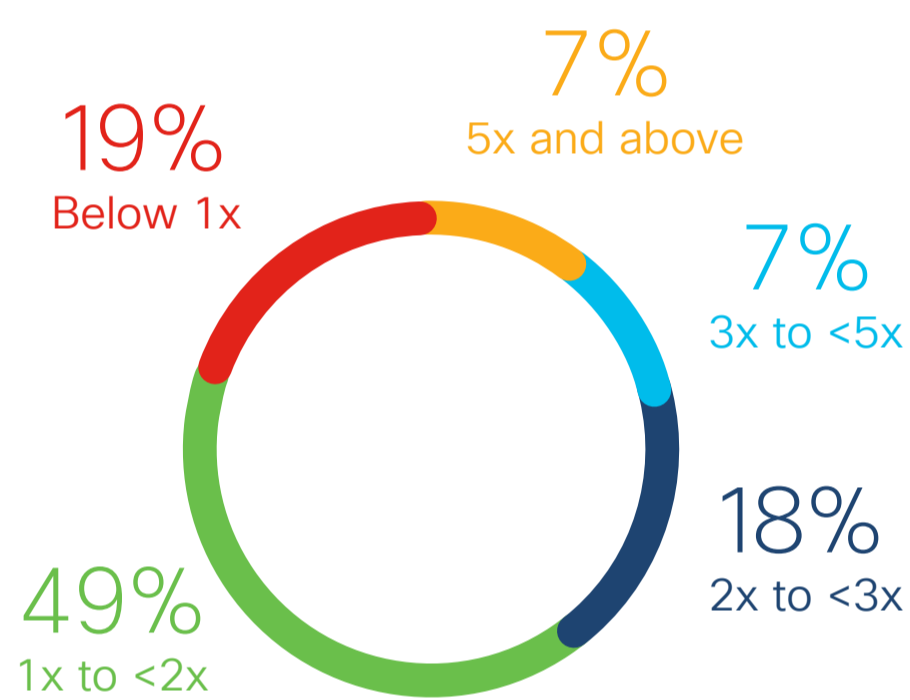


## Privacy Laws Seen Positively Around the World

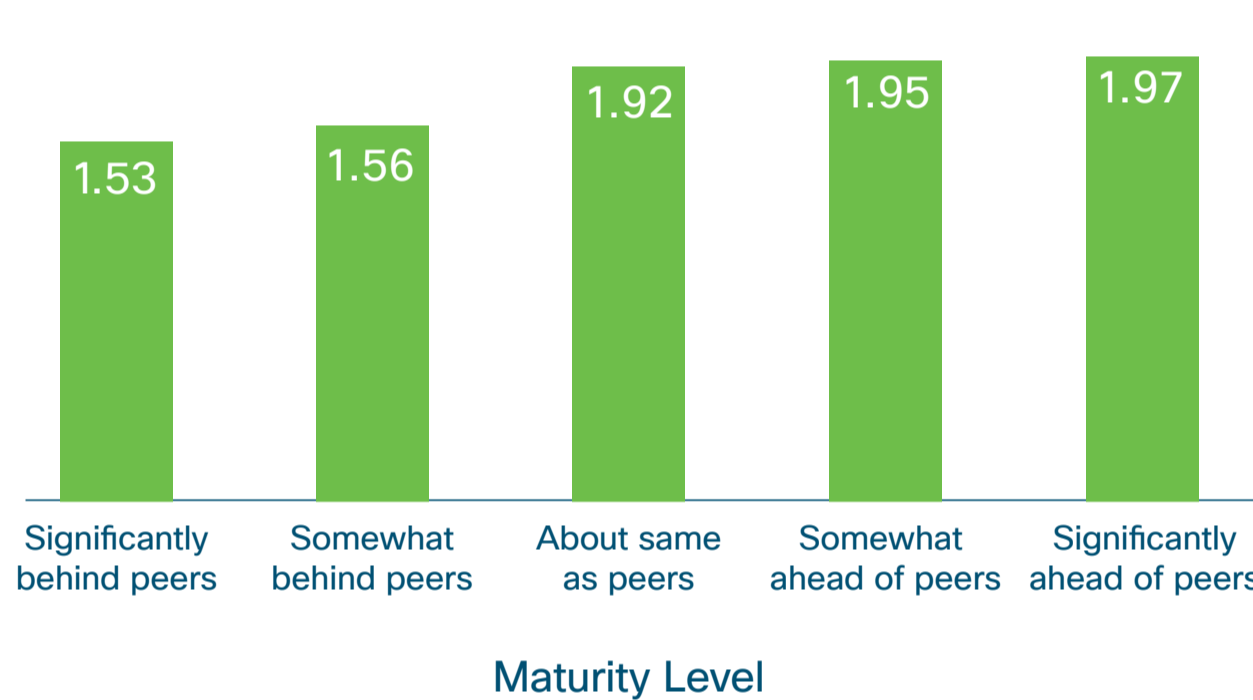


## Privacy Investment Brings Attractive Returns

Ratio of Privacy Benefits to Investment



Privacy-Mature Organizations Achieve Higher ROI



## Privacy is a Boardroom Issue

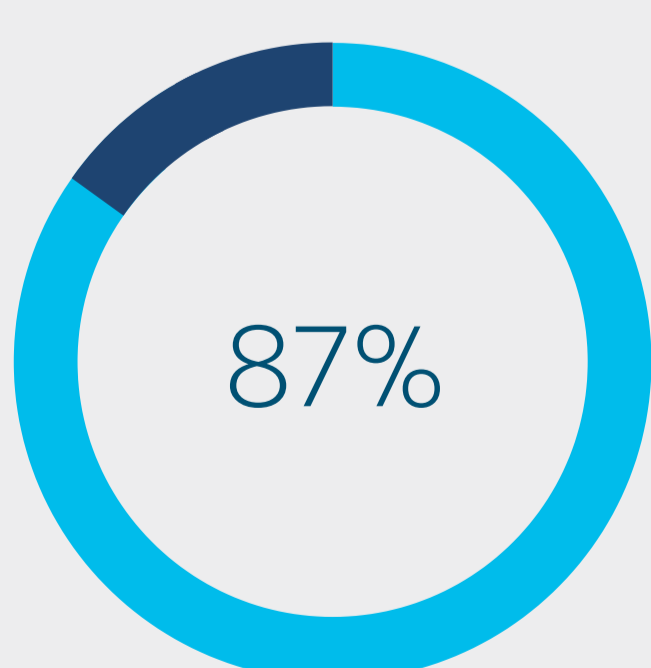


Organizations are Reporting 1 or More Privacy Metrics to the Board of Directors

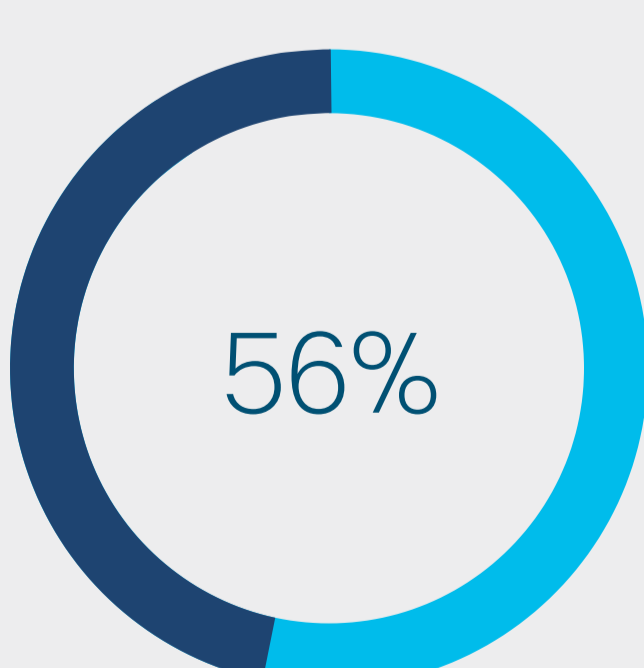
## Privacy has Become a Core Area of Responsibility for Security Pros



## Organizations and Consumers Differ on Using Personal Data for Artificial Intelligence



Organization says they have processes in place to meet customer expectations on use of AI



Consumers 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](https://trust.cisco.com).