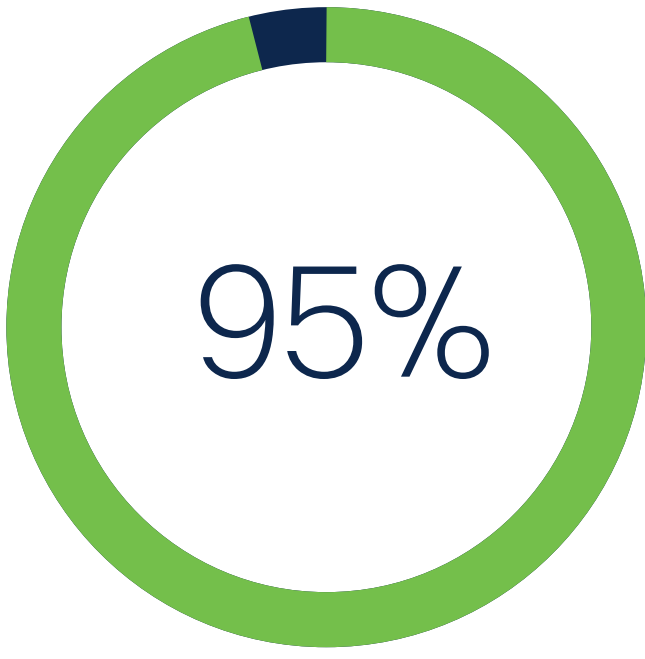


# Privacy’s Growing Importance and Impact

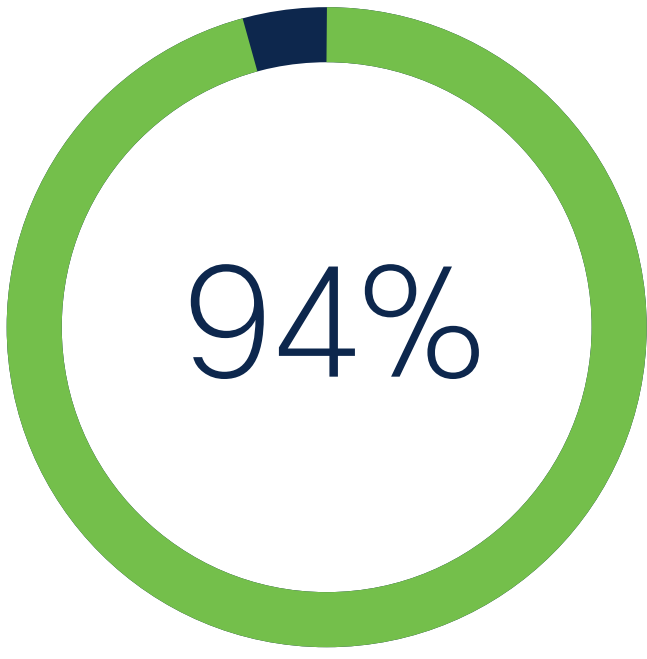
Cisco 2023  
Data Privacy Benchmark Study

## Importance of privacy to organizations

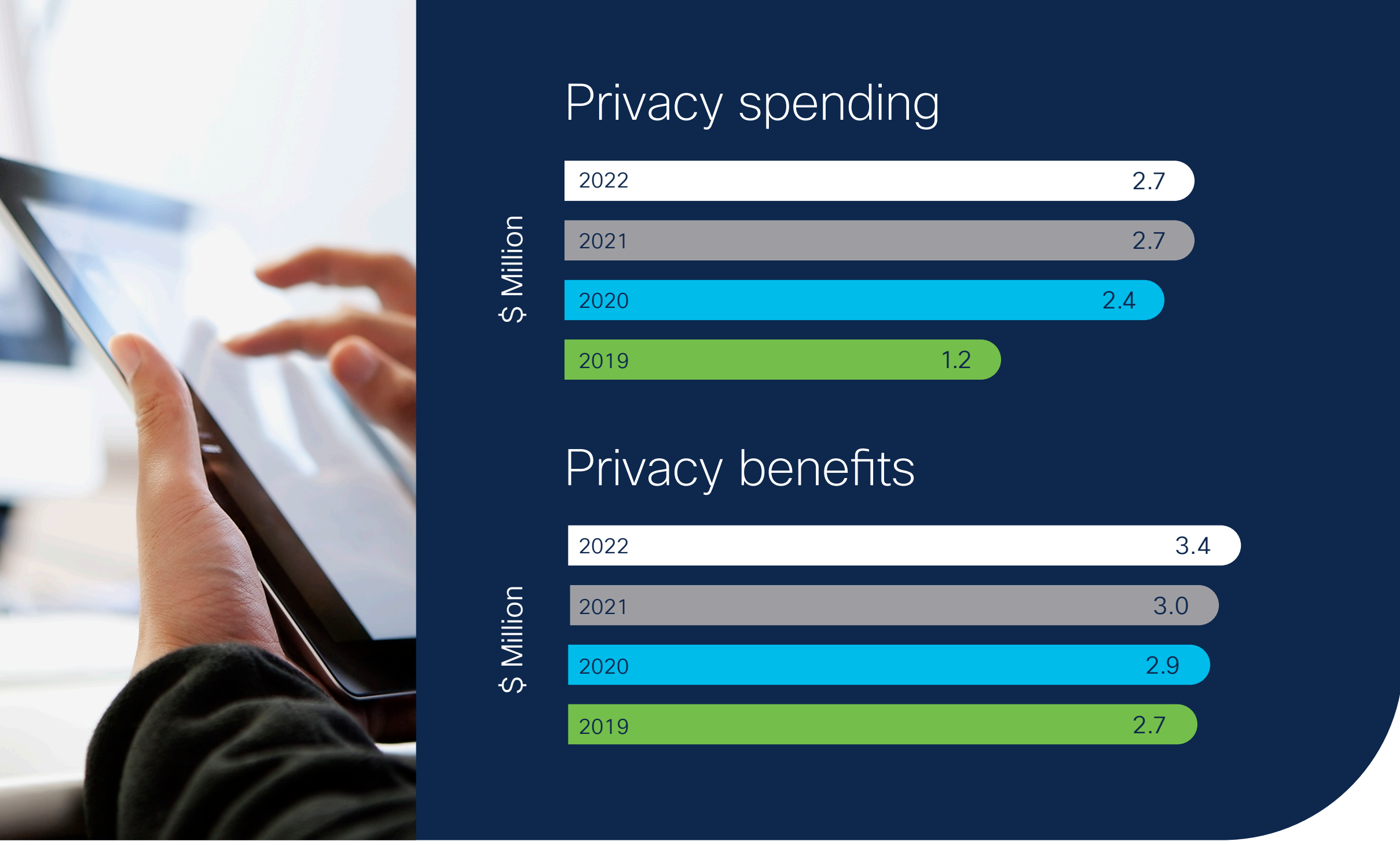
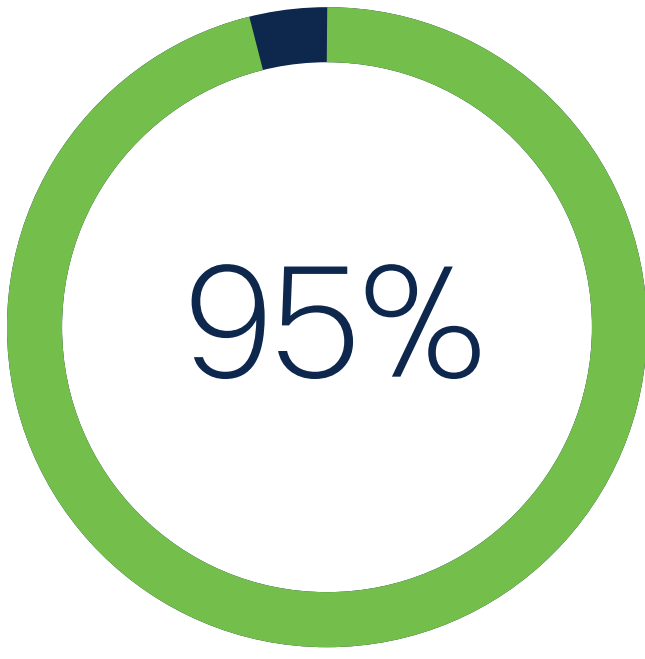
Privacy is a **business imperative**



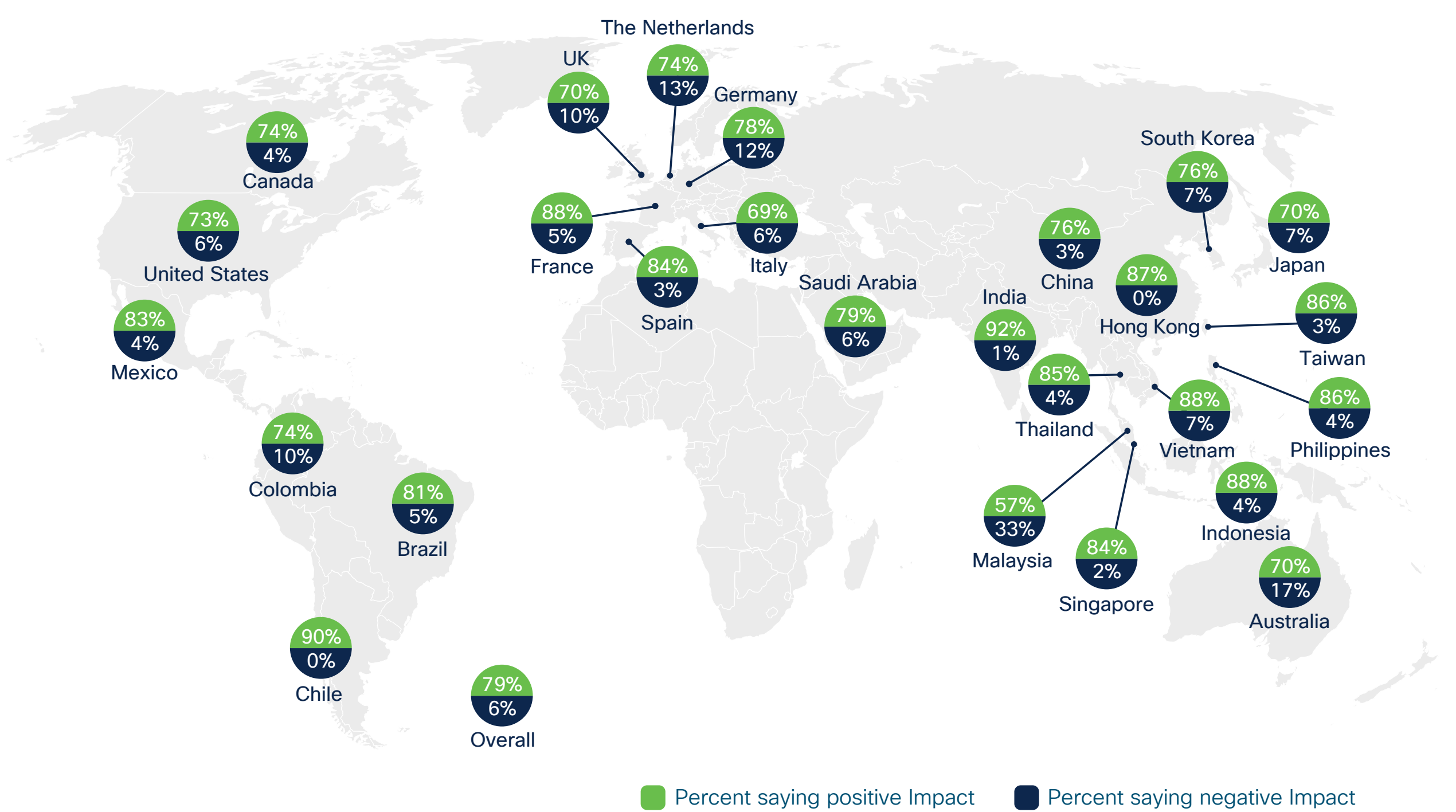
Our customers **won’t buy** from us if their data is not properly protected



Privacy is an **integral** part of our culture



## Reaction to privacy laws globally



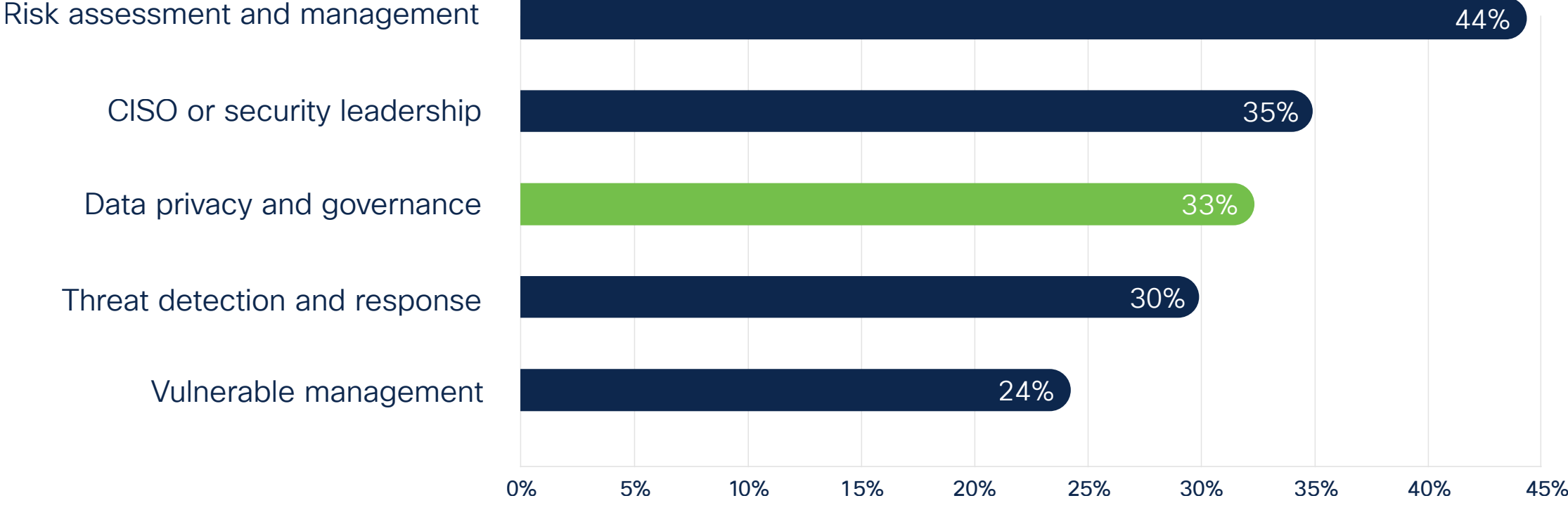
## Privacy is a boardroom issue



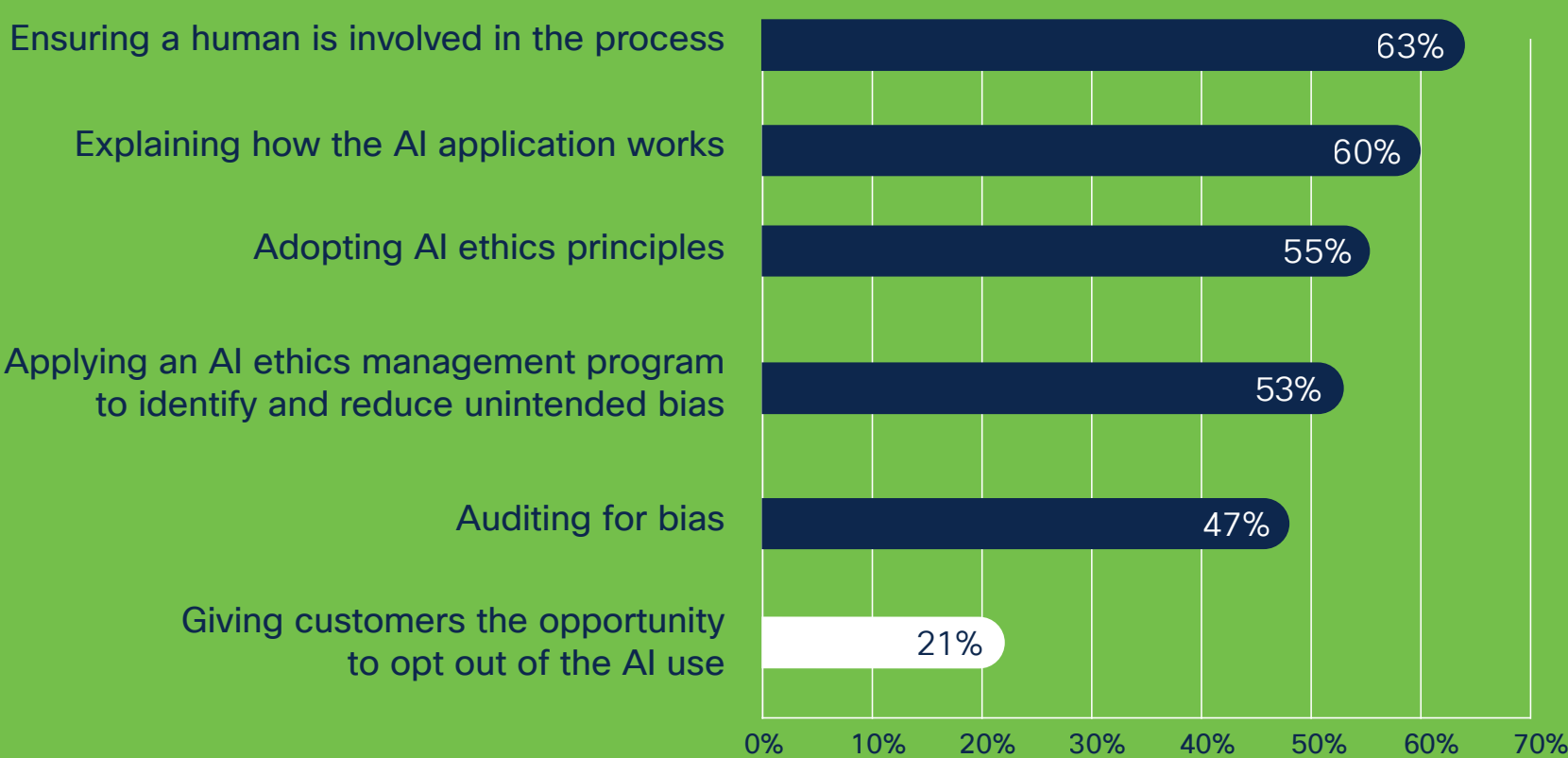
Organizations are reporting 1 or more privacy metrics to the Board of Directors



## Top job responsibilities among security professionals



## What organizations have done to make customers more comfortable with AI



Our organization needs to do more to reassure our customers about their data

Download the full study [here](#)

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