cisco SECURE

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

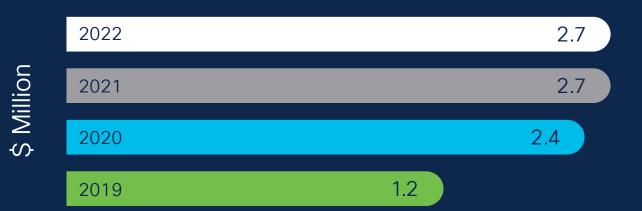


Privacy is an integral

part of our culture



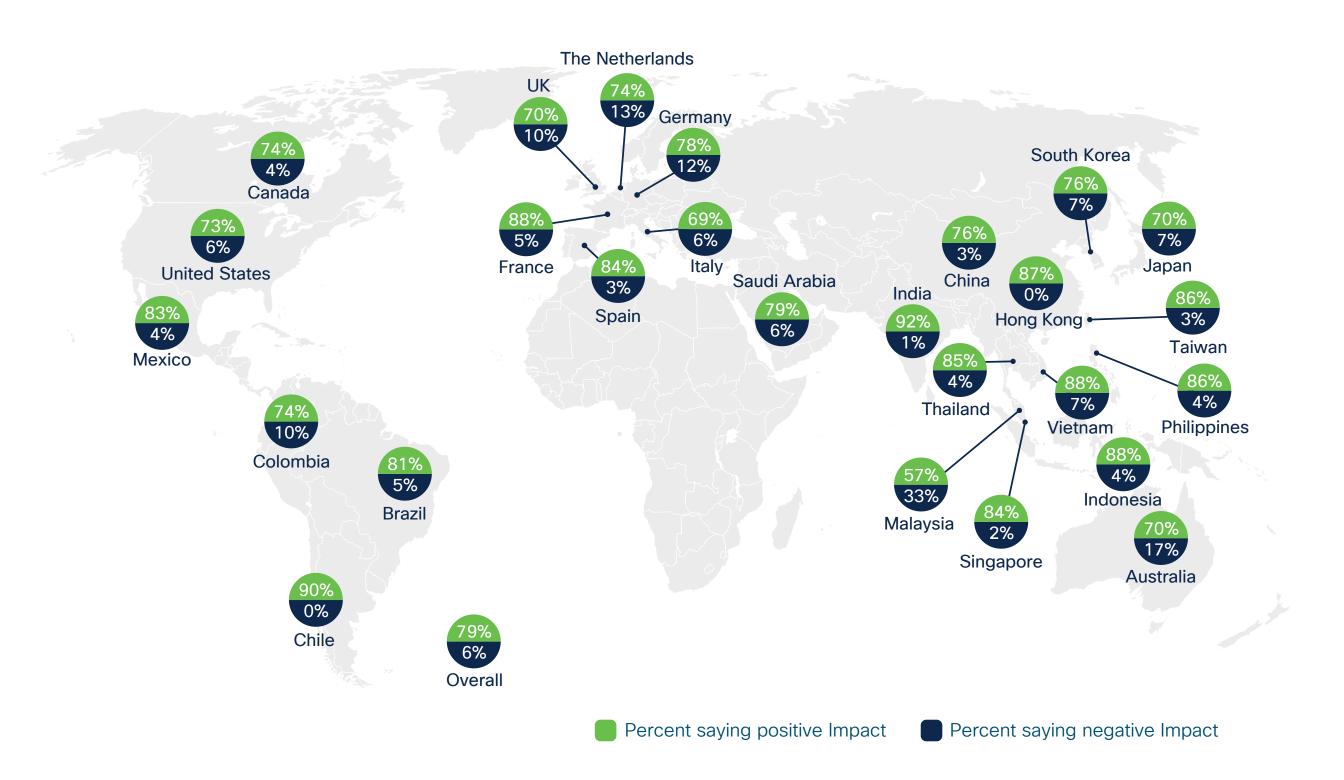
Privacy spending



Privacy benefits



Reaction to privacy laws globally

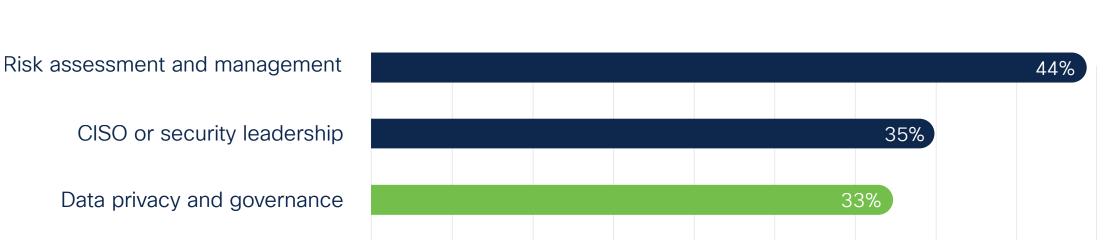


Privacy is a boardroom issue



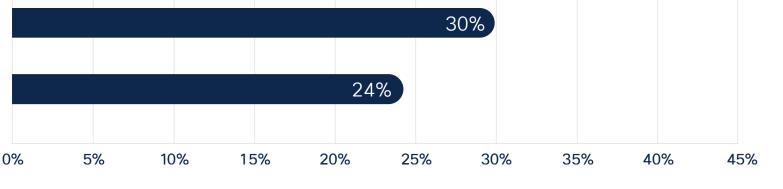
Organizations are reporting 1 or more privacy metrics to the Board of Directors

Top job responsibilities among security professionals

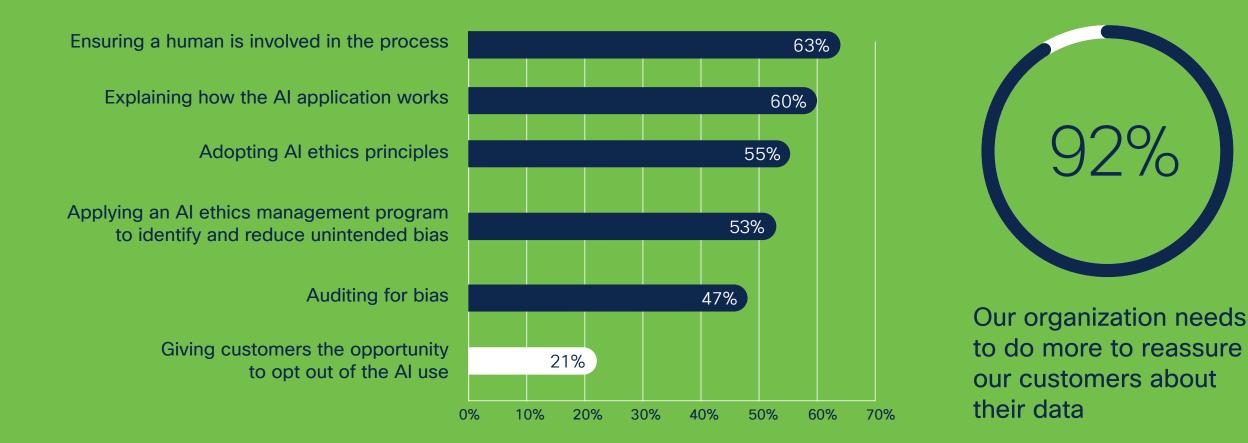


Threat detection and response

Vulnerable management



What organizations have done to make customers more comfortable with AI



Download the full study here

For more information on Cisco's approach to data privacy, visit trust.cisco.com

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