#### 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

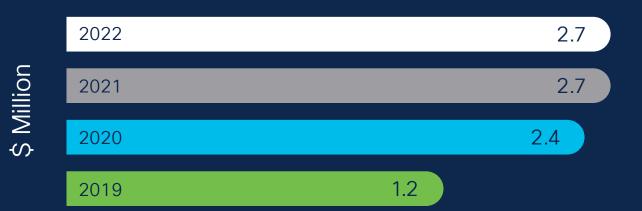


Privacy is an integral

part of our culture



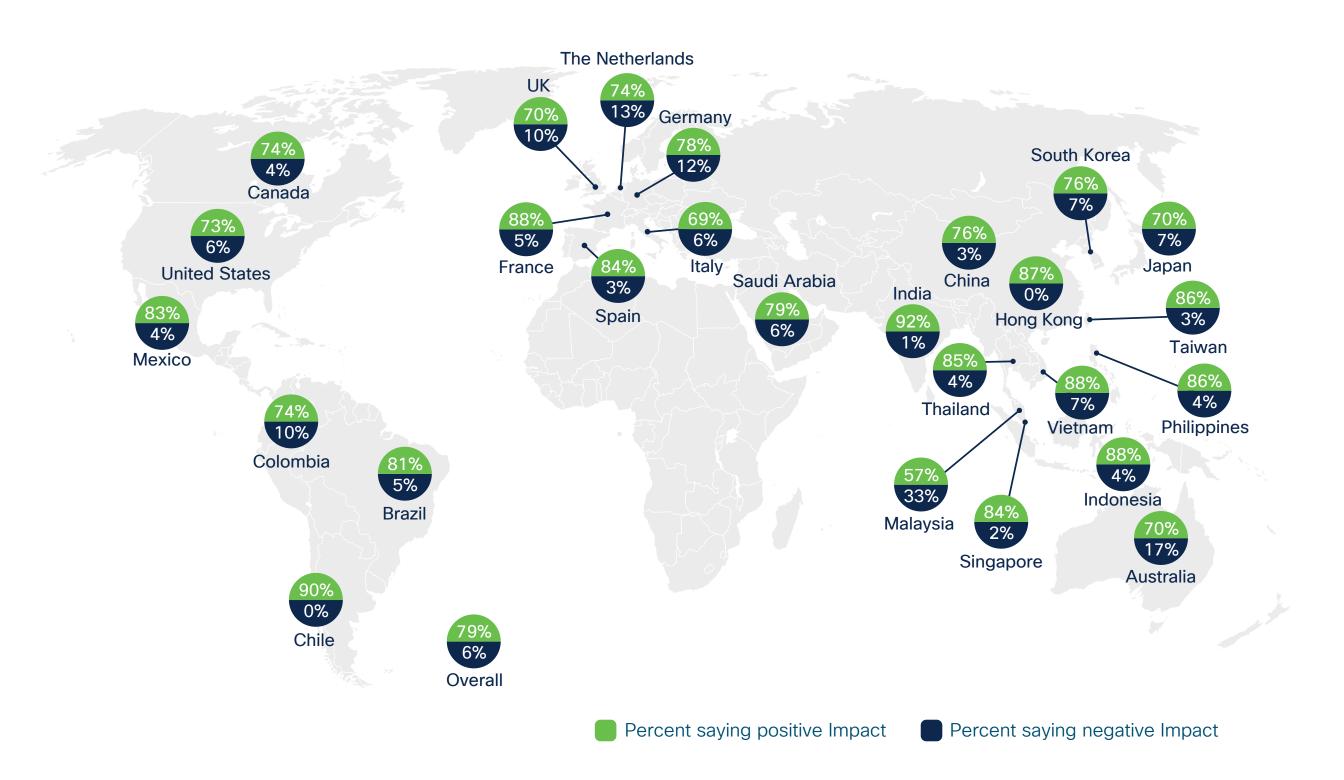
#### Privacy spending



#### Privacy benefits



## Reaction to privacy laws globally

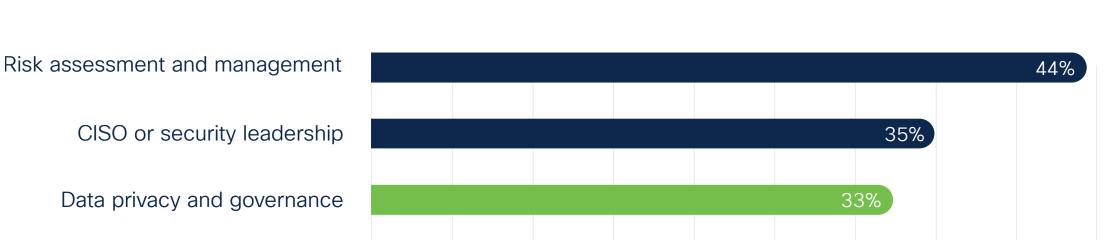


#### Privacy is a boardroom issue



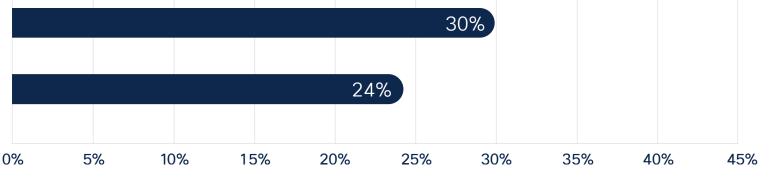
Organizations are reporting 1 or more privacy metrics to the Board of Directors

# Top job responsibilities among security professionals

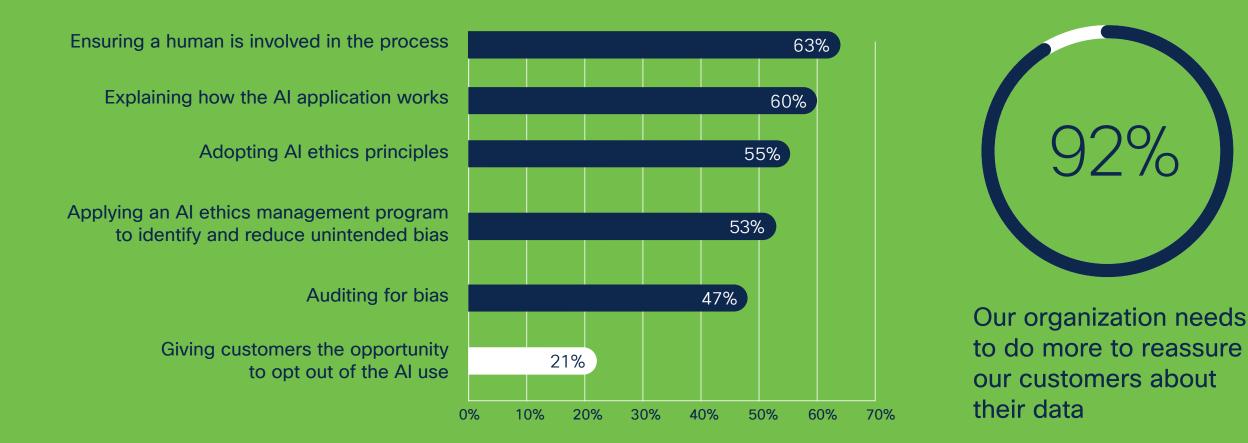


Threat detection and response

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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