CISCO

# Privacy as an Enabler of Customer Trust

Cisco 2024 Data Privacy Benchmark Study

#### Privacy's importance to customer trust



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



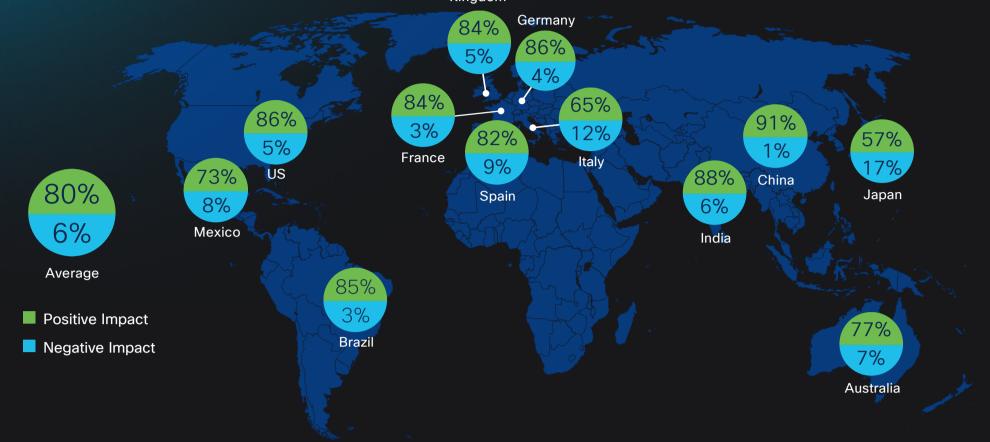
External privacy certifications are important when choosing a vendor



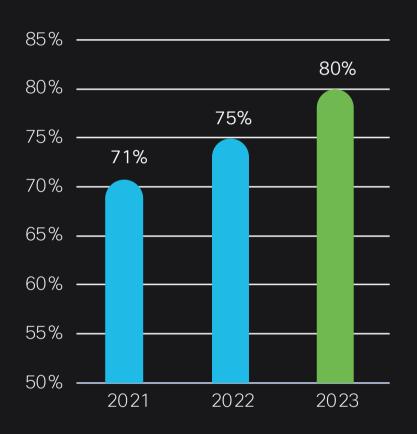
Our organization has a responsibility to use data ethically

### Very positive reaction to privacy laws

United Kingdom



#### Significant trust and loyalty benefits from privacy investment









## Global providers better at protecting data

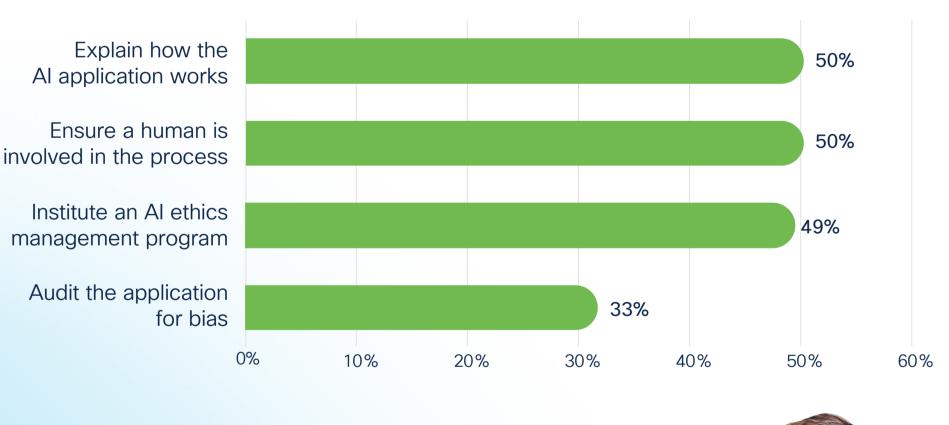
# 91%

Data would be inherently safer if it can be stored within our country or region

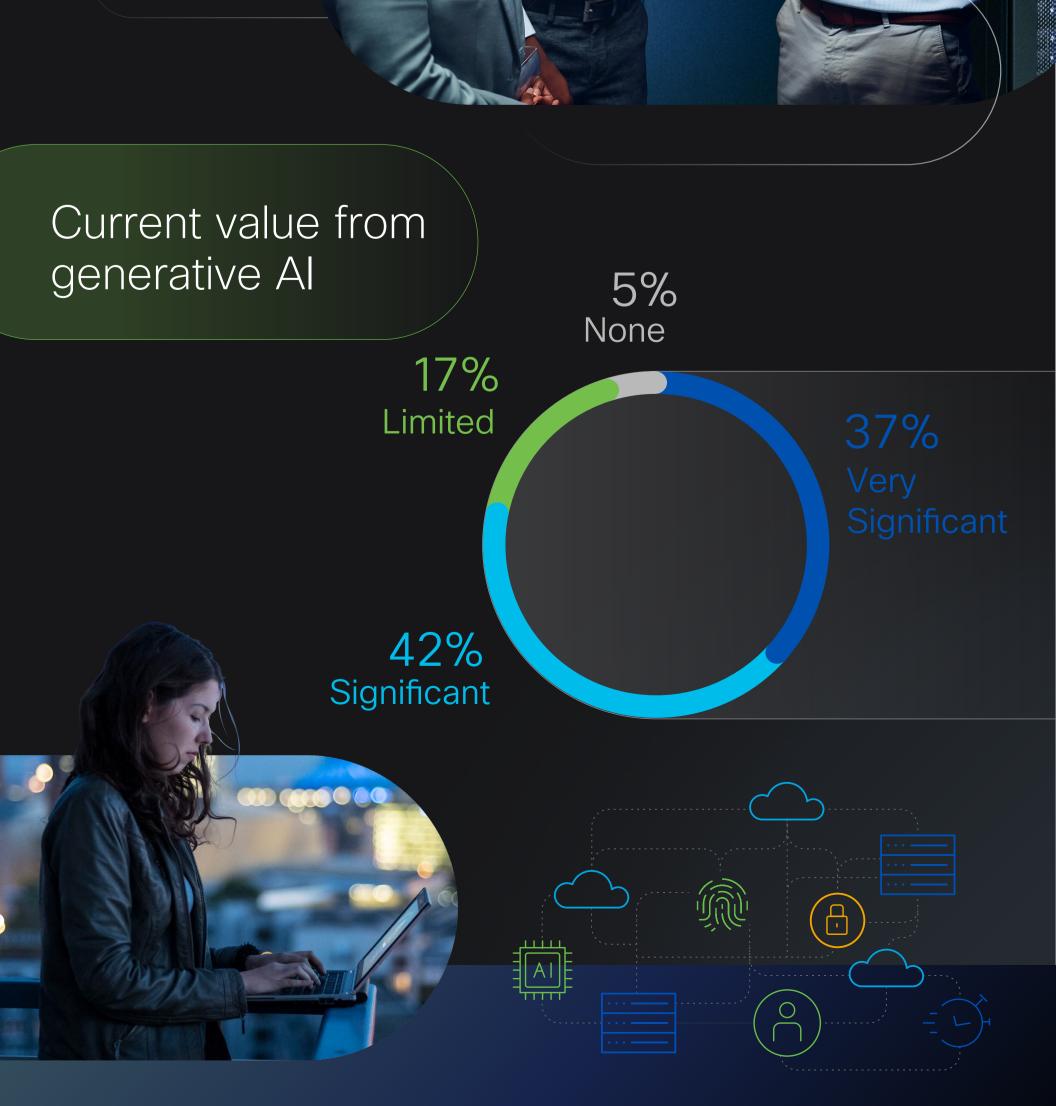
# 86%

Global providers can better protect our data compared to local providers

### What organizations have done to maintain trust with AI applications







#### Download the full study here

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

