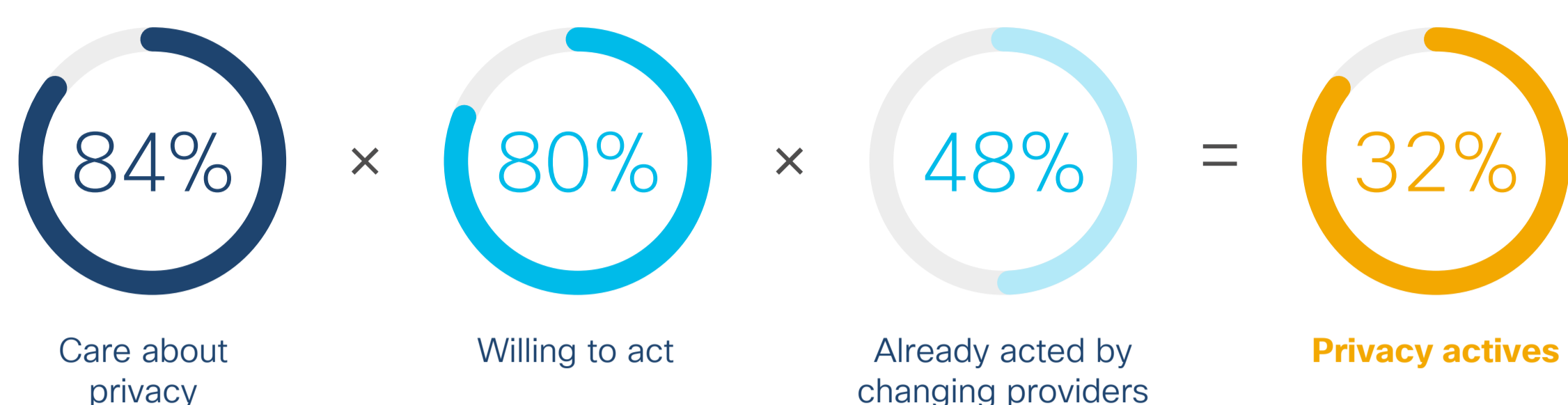


The Growing Imperative of Getting Data Privacy Right

Emergence of “privacy active” consumers



Attitudes of Privacy Actives

90%

How they treat data is how they treat me

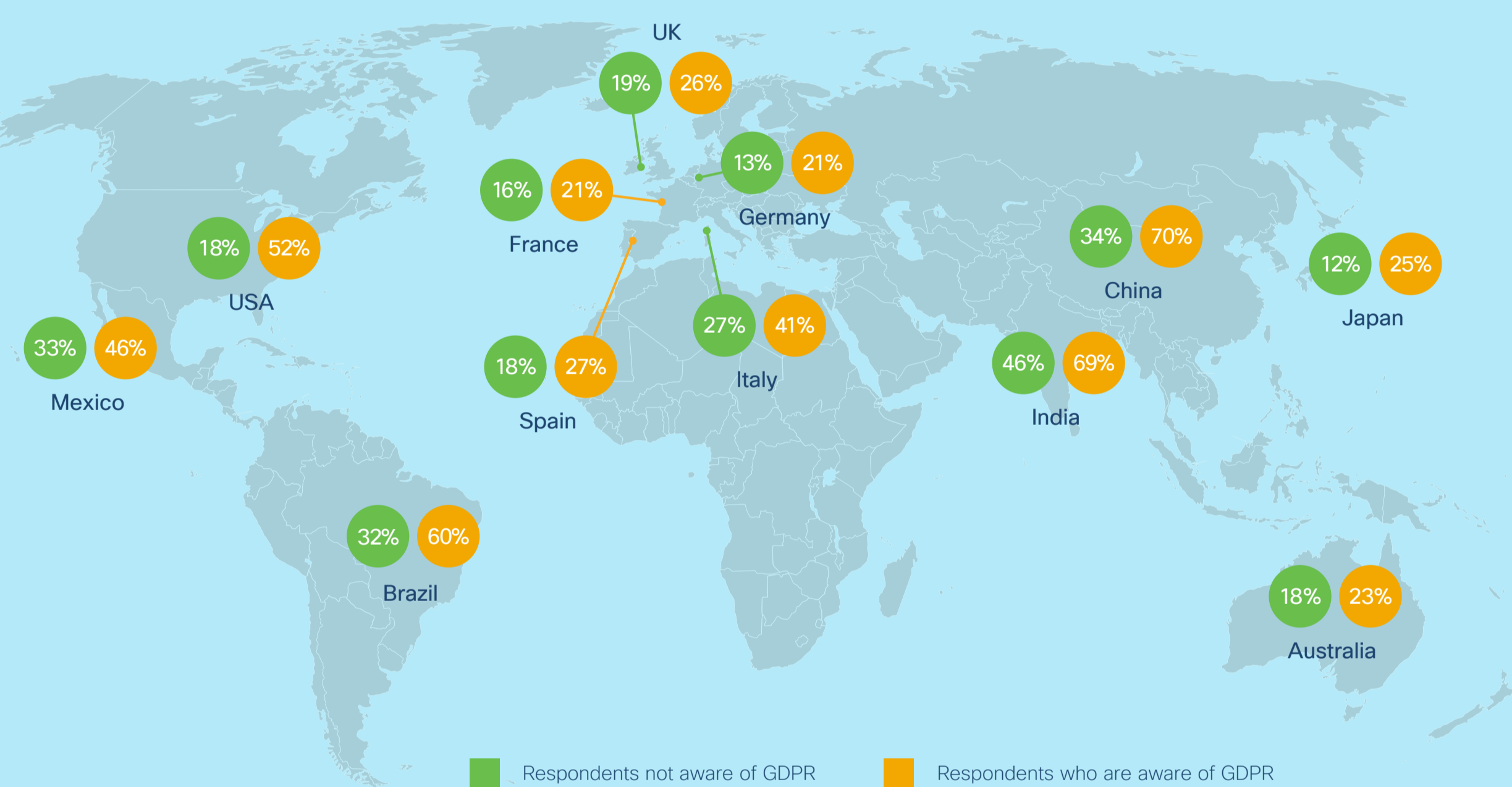


91%

Won't buy if don't trust how data is used



Those that are aware of regulation like GDPR are more comfortable with new uses of their data



Government role + GDPR

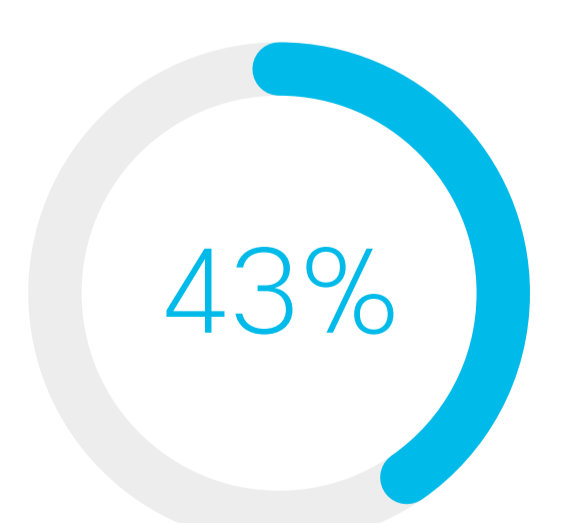


GDPR Sentiment

How has GDPR been received by consumers?



Challenges going forward



43% feel they still aren't able to effectively protect their data today

This is why Cisco works hard to explain clearly to customers exactly how data is used in our products and services

Why not?

