

Put Your Money Where Your Trust Is

Personal data has become like a currency in our digital age. Large companies of all sorts seek it out for both our, and their own, benefit.

When it comes to data privacy, the buying decisions we make matter. We all trust companies to be ethical keepers of our personal data, but some will be better than others. Here are some stats to keep in mind as you choose which companies to give your money, and your personal information, to.

79%

of us

aren't confident that companies are protecting personal data, or that companies would even take responsibility if the data were compromised.

Source: Pew Research Center. *Americans and Privacy Report*. 2019.



70%

of us

feel that our data is less safe now than it was several years ago.

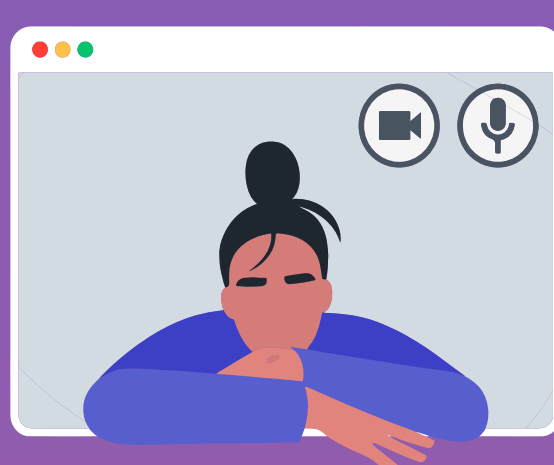
Source: Pew Research Center. *Americans and Privacy Report*. 2019.

48%

of consumers

have switched away from companies because of data policies.

Source: Cisco. *Consumer Privacy Survey*. 2019.



9 in 10

are more loyal to companies they trust.

Source: Salesforce. *State of the Connected Consumer Report*. 2020.

97%

of companies

see benefits to privacy investments.

Source: Cisco. *Data Privacy Benchmark Study*. 2020.



7 in 10

companies

say they're more efficient, agile, and collaborative because of privacy compliance.

Source: Cisco. *Data Privacy Benchmark Study*. 2020.



70%

of companies

find new growth resulting from regulations.

Source: Cisco. *Data Privacy Benchmark Study*. 2020.



47%

of people have greater trust

in companies that commit to privacy compliance.

Source: Cisco. *Consumer Privacy Report*. 2019.

66%

of all countries

have privacy laws. More are joining them every year.

Source: United Nations Conference on Trade and Development. *Data Protection and Privacy Legislation Worldwide*. 2020.

