

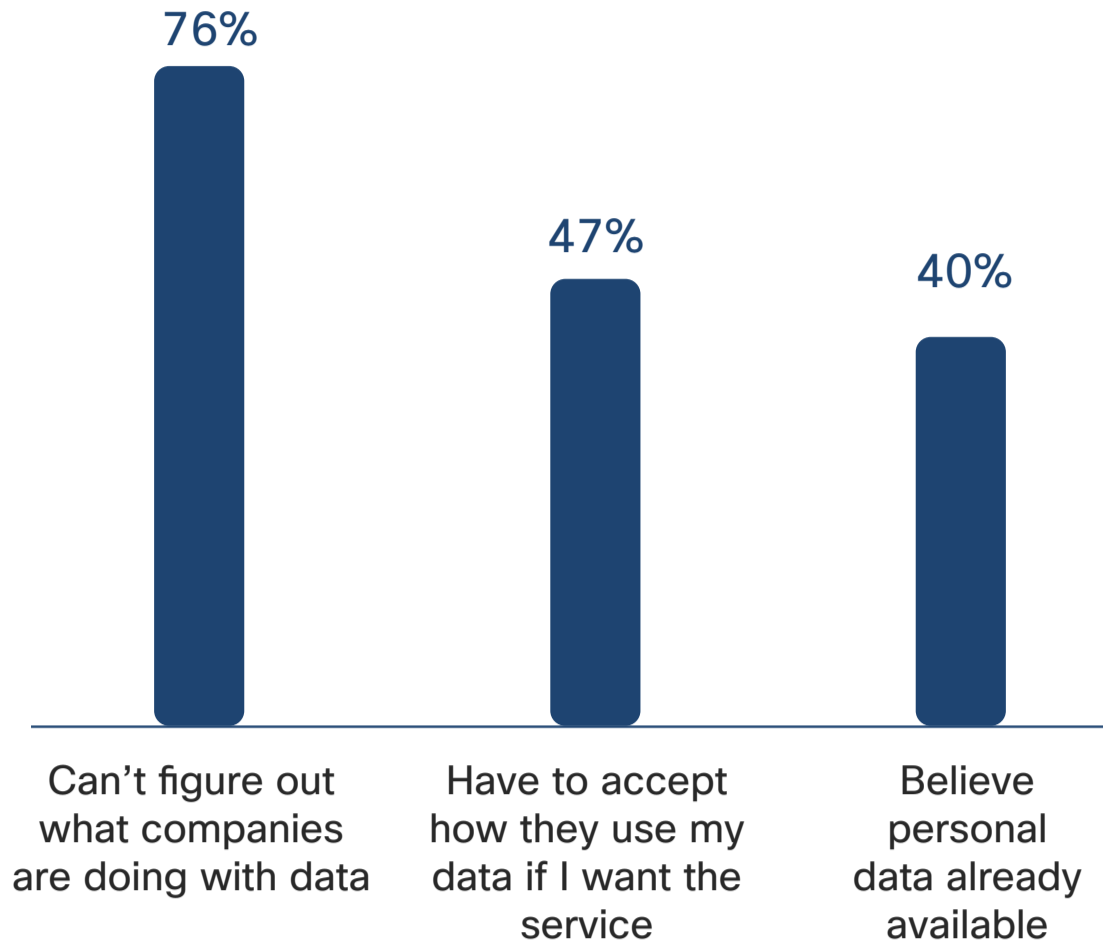
# Building Consumer Confidence Through Transparency and Control



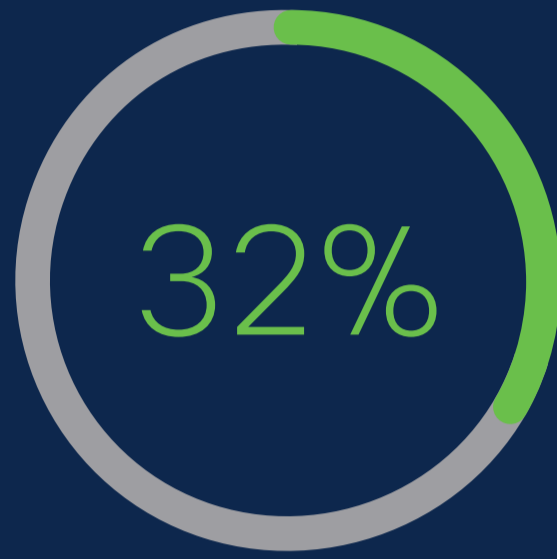
## Consumers Want Transparency and Control

Do Consumers Feel They Can Adequately Protect Their Data Today

Reasons Why Not?



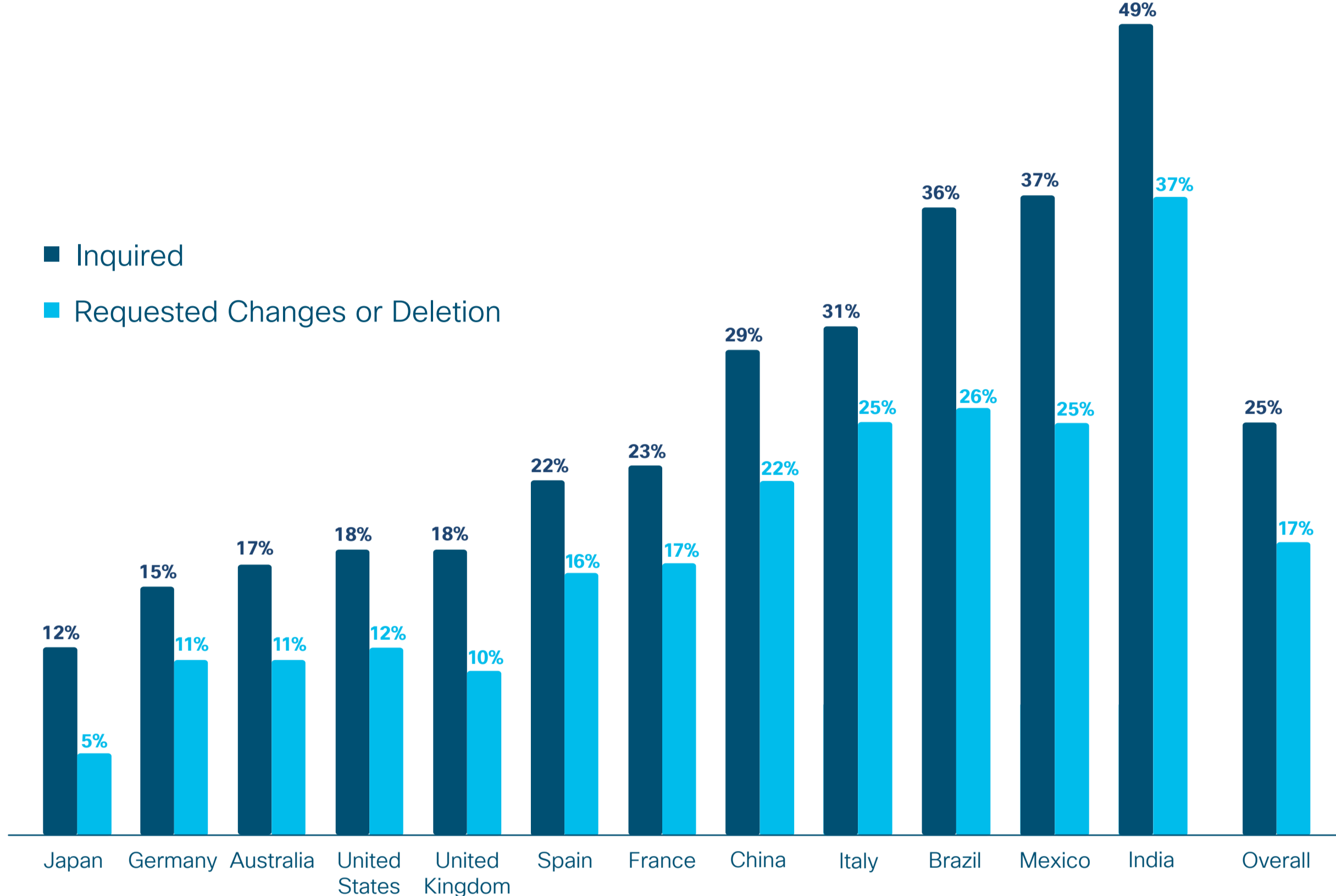
## Consumers Abandon Companies Over Data Practices



...Are Privacy Actives:

- Care about data privacy
- Willing to act to protect it
- Have already switched brands due to data practices

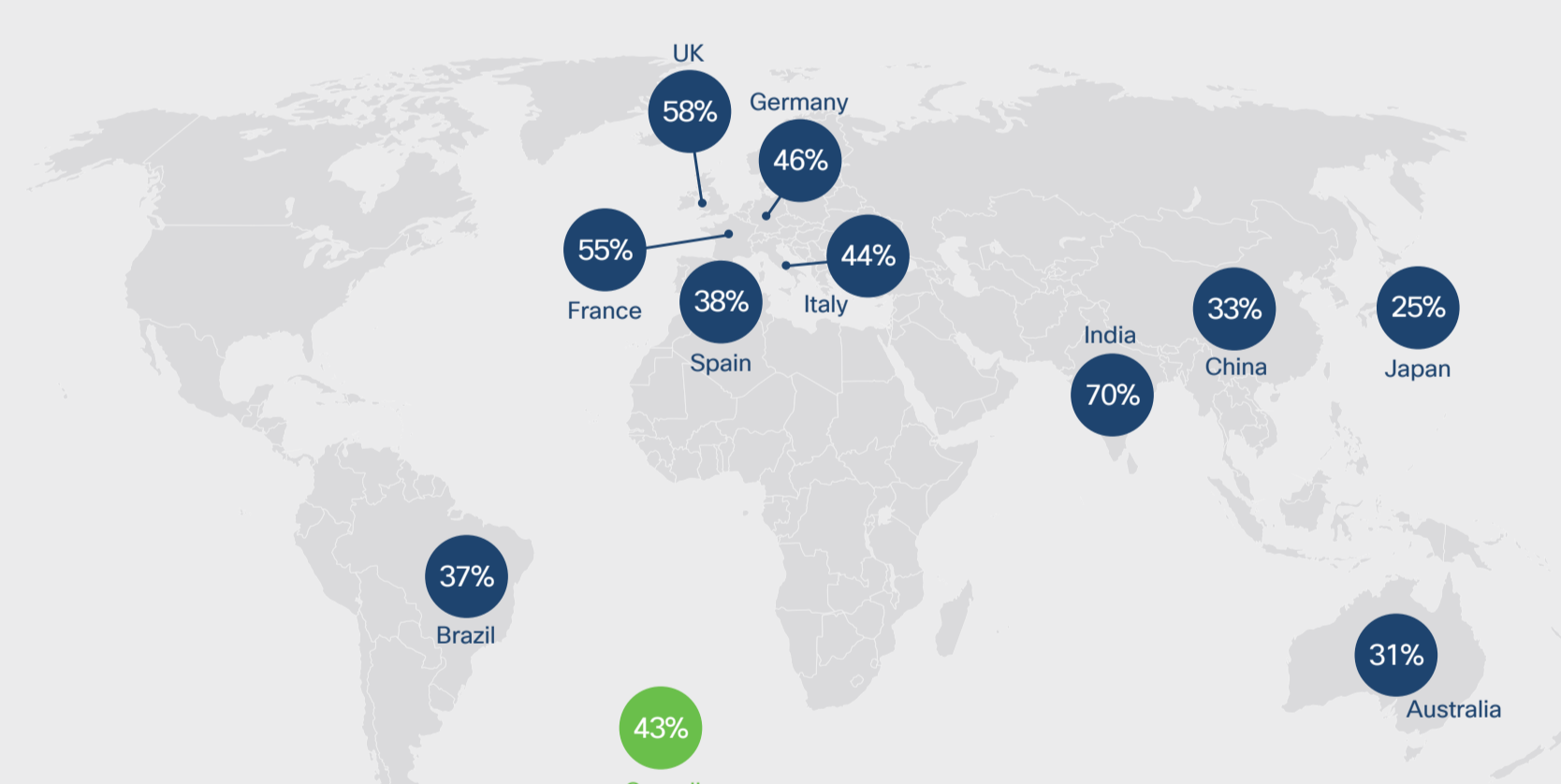
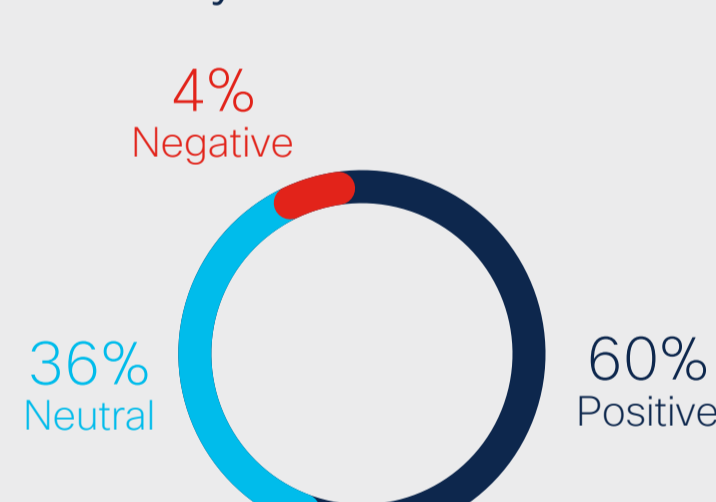
## Consumers Who Inquired About or Requested Changes or Deletion to Their Data, by Country



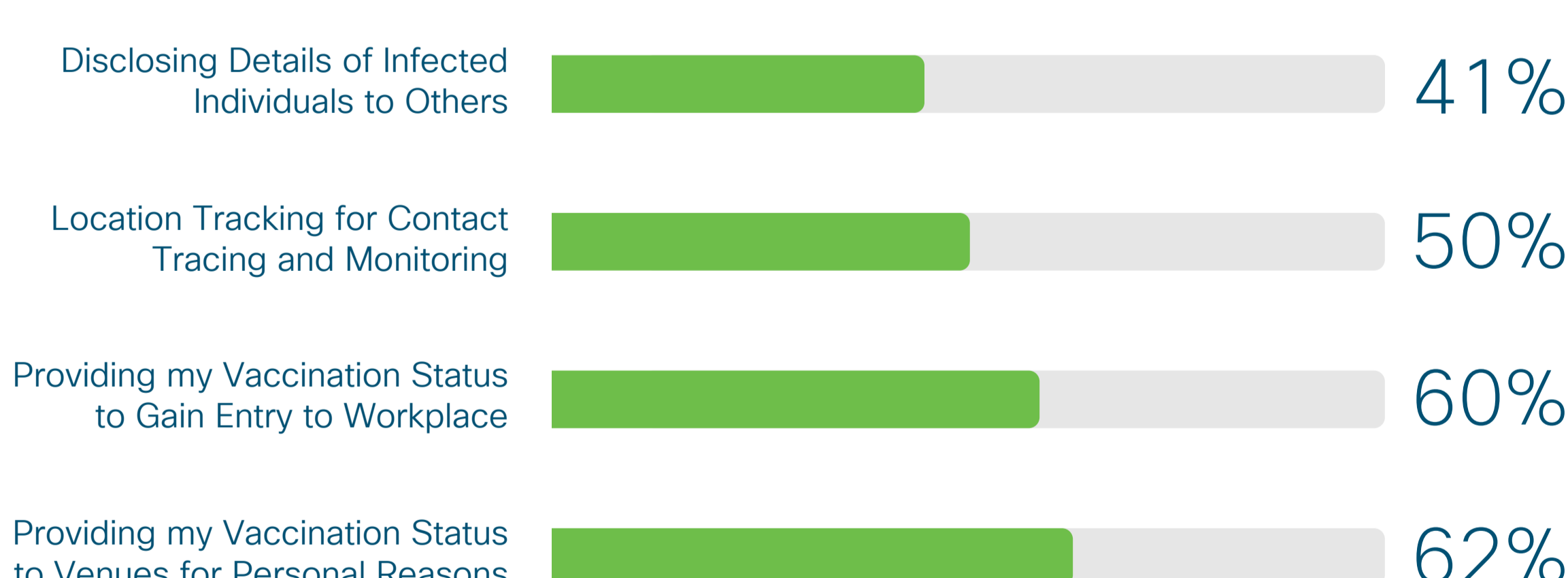
## Impact and Awareness of Privacy Laws

Impact of Country's Privacy Laws

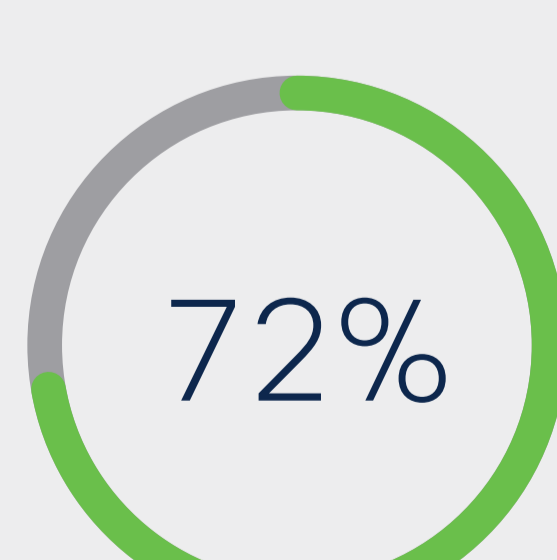
Awareness of Laws



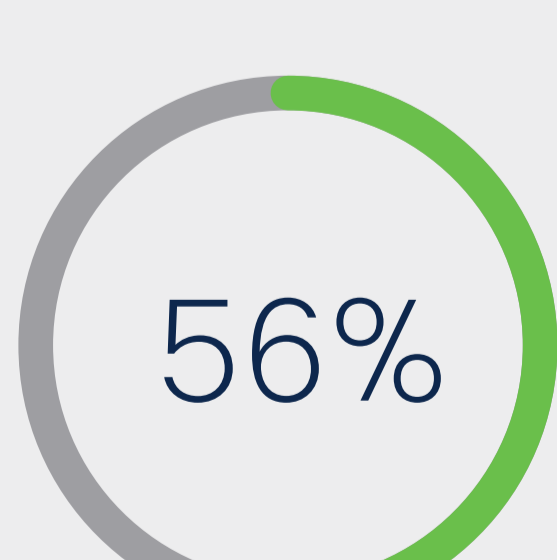
## Mixed Support for COVID-Related Information Sharing



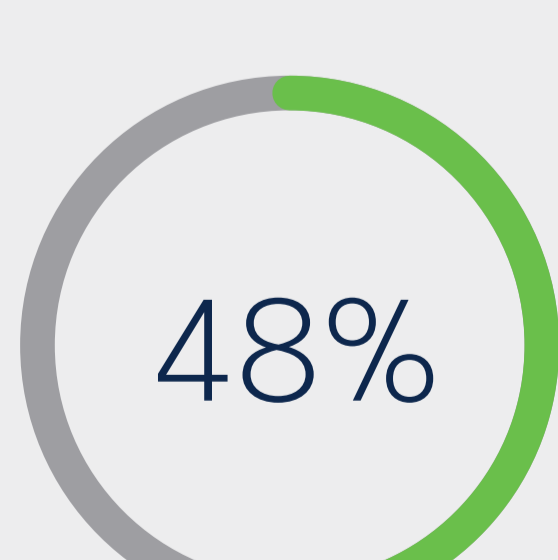
## Consumers Concerned About Use of Personal Data in AI



Organizations have ethical responsibility when using AI



Concerned about current use of AI



Would trust an organization less that uses Personal Data in AI use cases

[Download the full study here](#)

For more information on Cisco's approach to data privacy, visit [trust.cisco.com](https://trust.cisco.com).