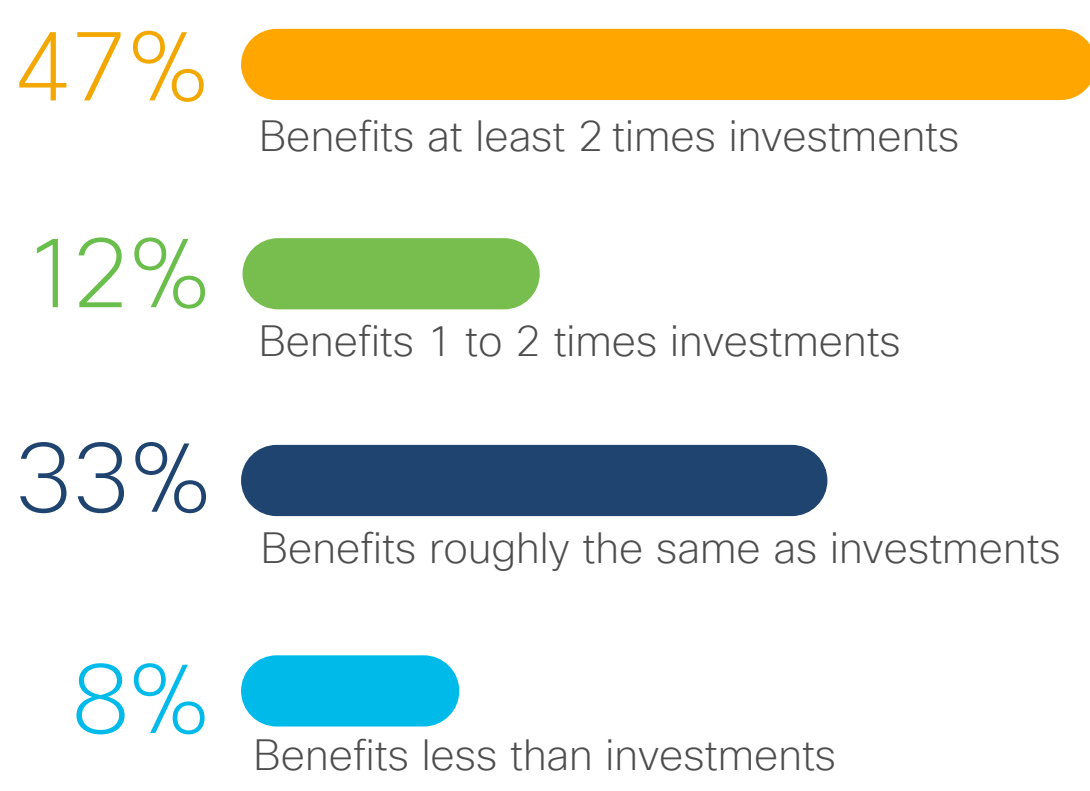
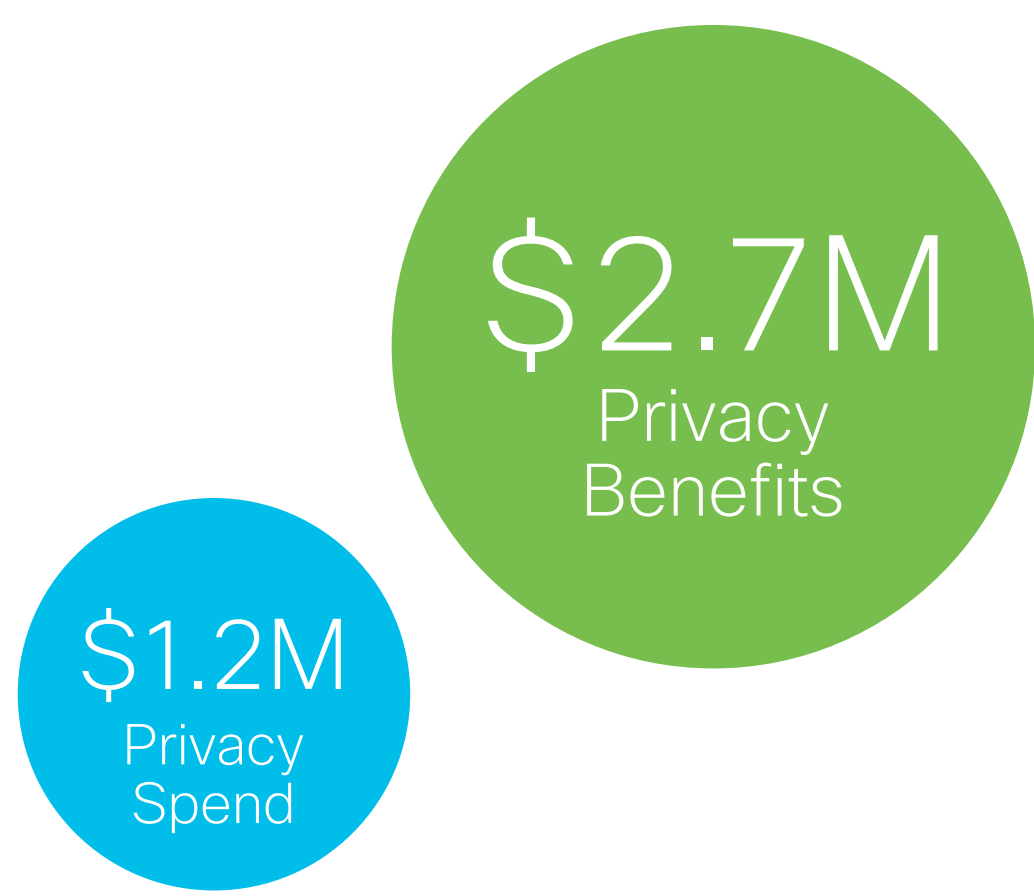


Cisco Data Privacy Benchmark Study 2020

Return on Privacy Investment

Average Organization

Privacy Benefits Compared to Investments
(% of Organizations)

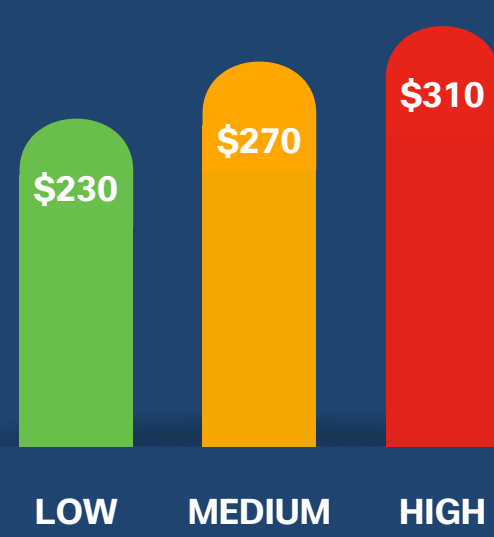
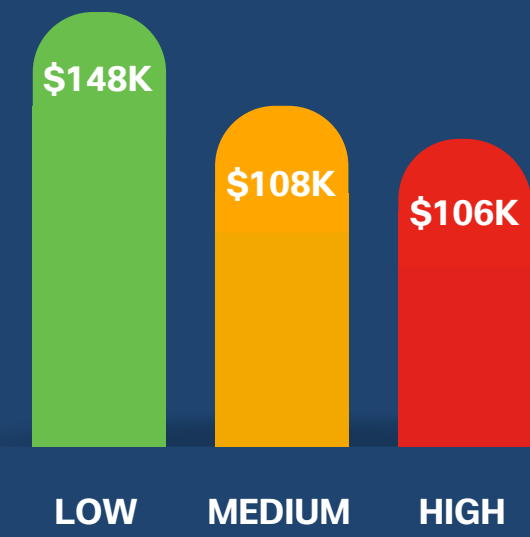
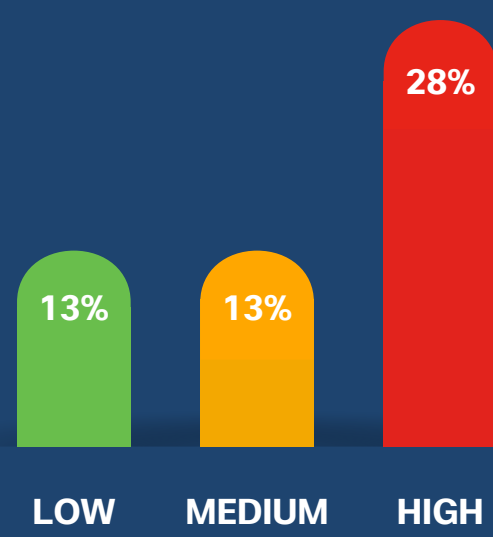


Value of Privacy Maturity

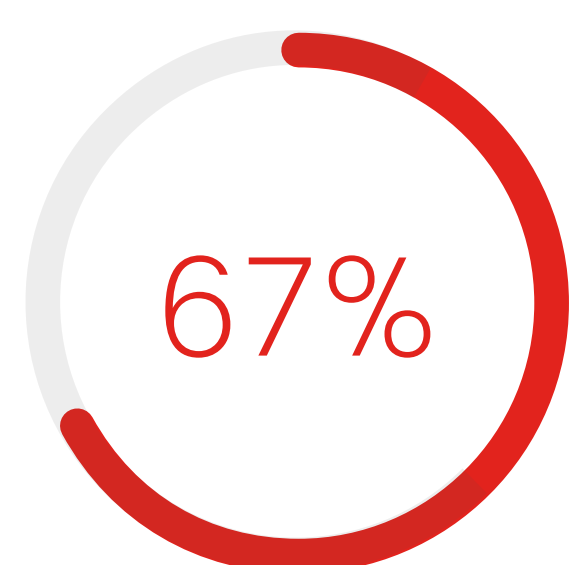
Probability of No Breach

Breach Records Impacted

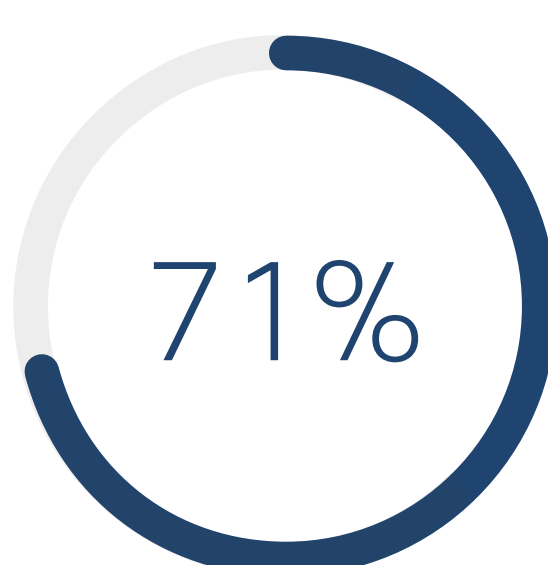
Average Return per \$100 Investment



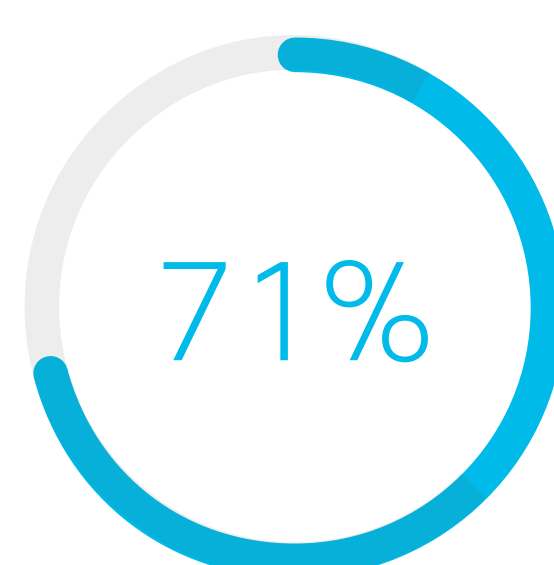
Business Impact



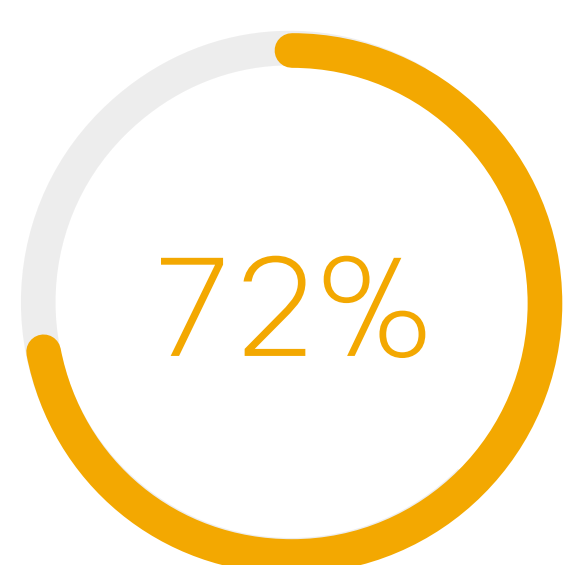
Reduced sales delays



Decreased losses from data breaches



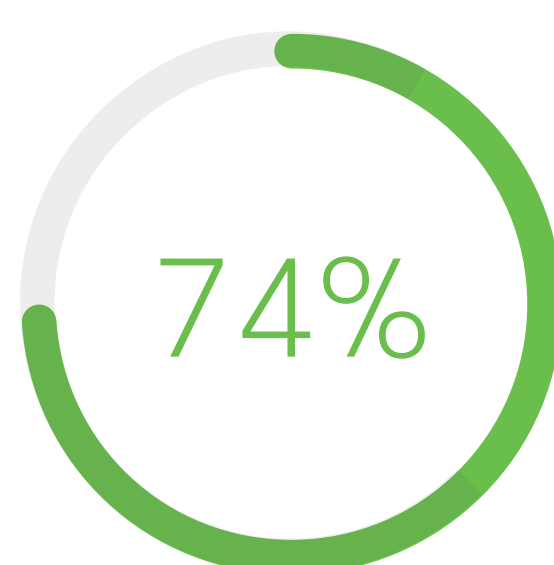
Greater agility and innovation



Enhanced operational efficiency



Increased company attractiveness to investors



Greater customer loyalty and trust

Value of Privacy Certifications

82%

Believe certifications are a buying factor

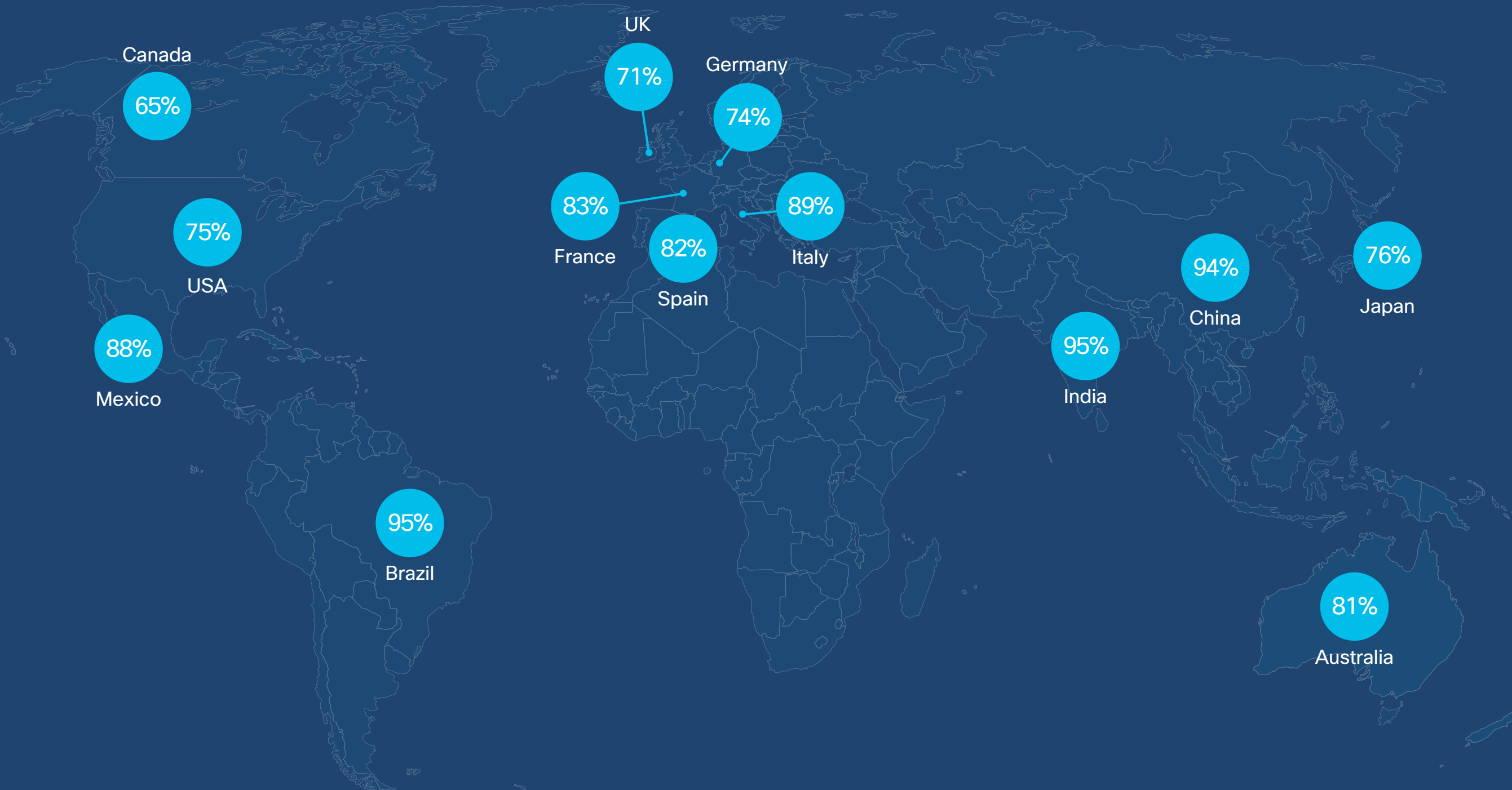
14%

Not a buying factor

4%

Don't know

Certifications are a buying factor



[Download the full study here](#)

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