

Privacy as an Enabler of Customer Trust

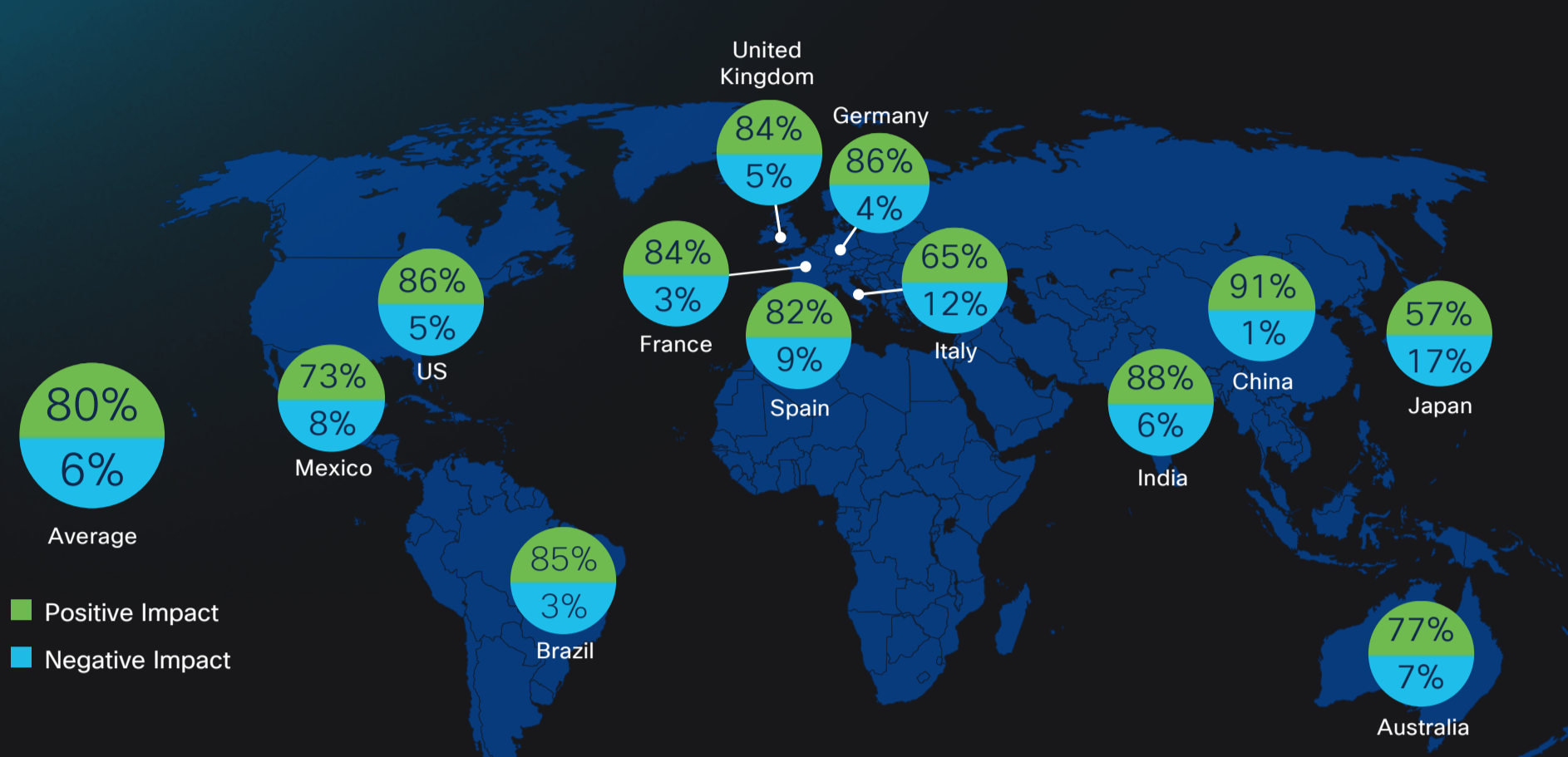
Cisco 2024
Data Privacy Benchmark Study



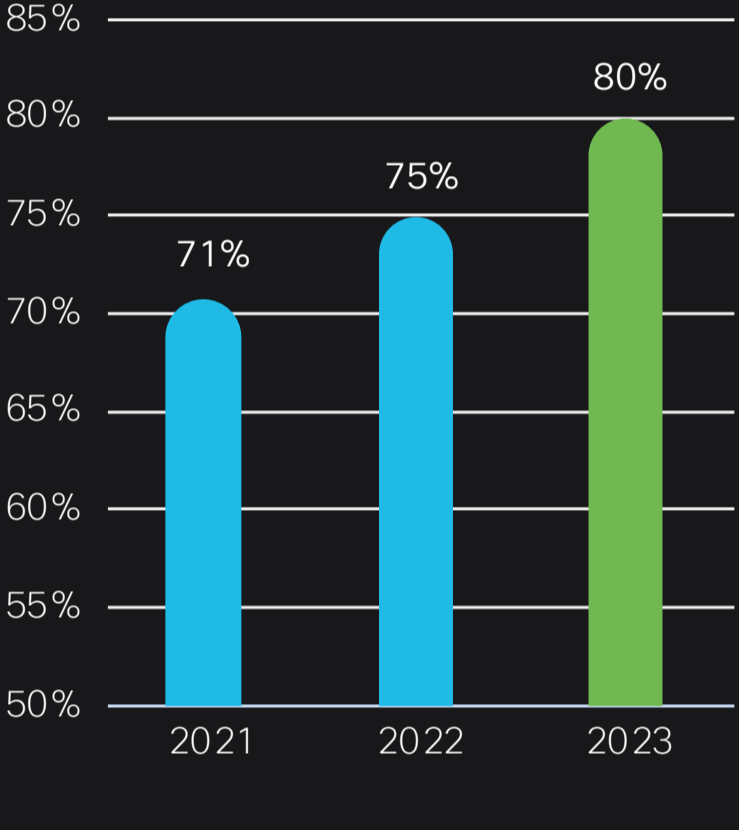
Privacy's importance to customer trust



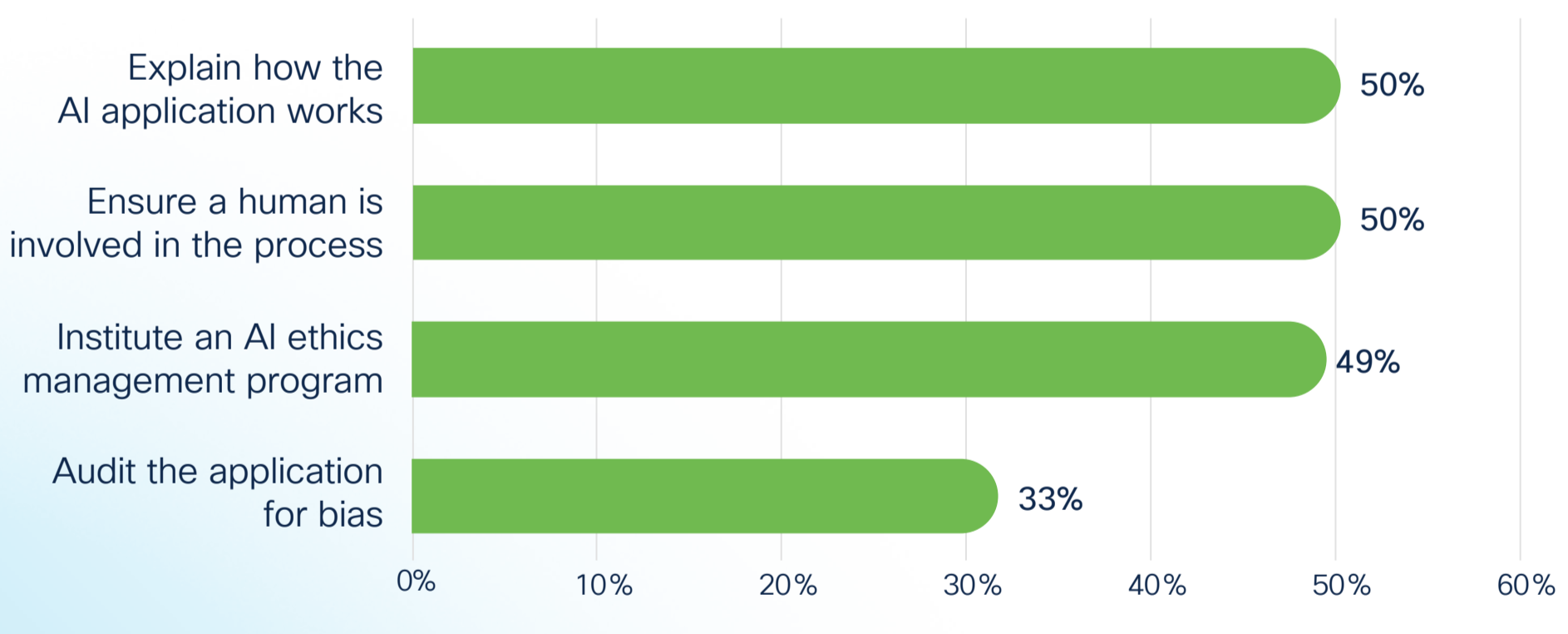
Very positive reaction to privacy laws



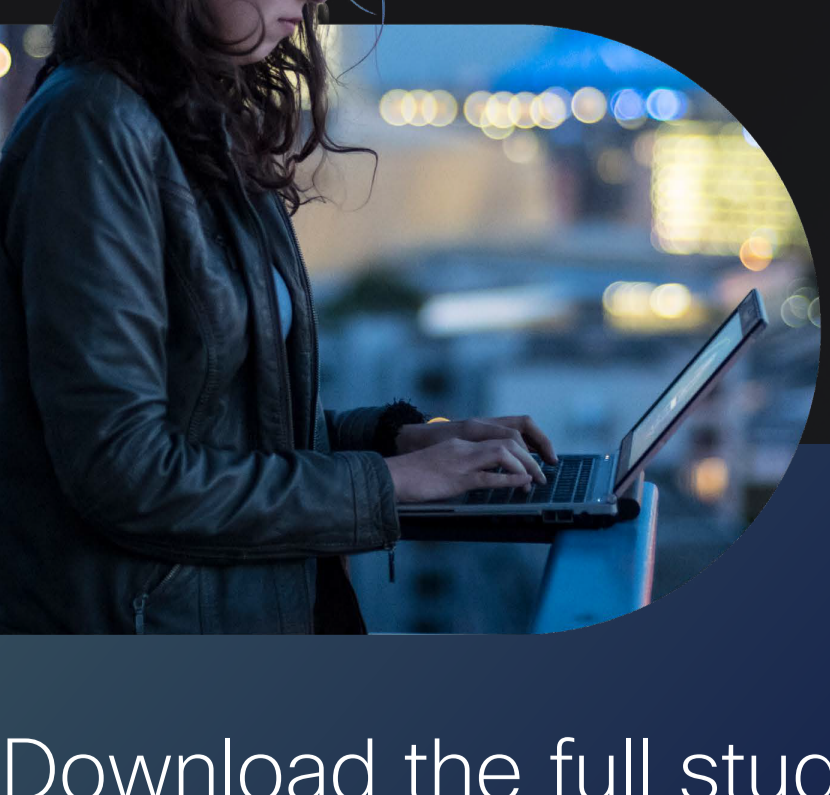
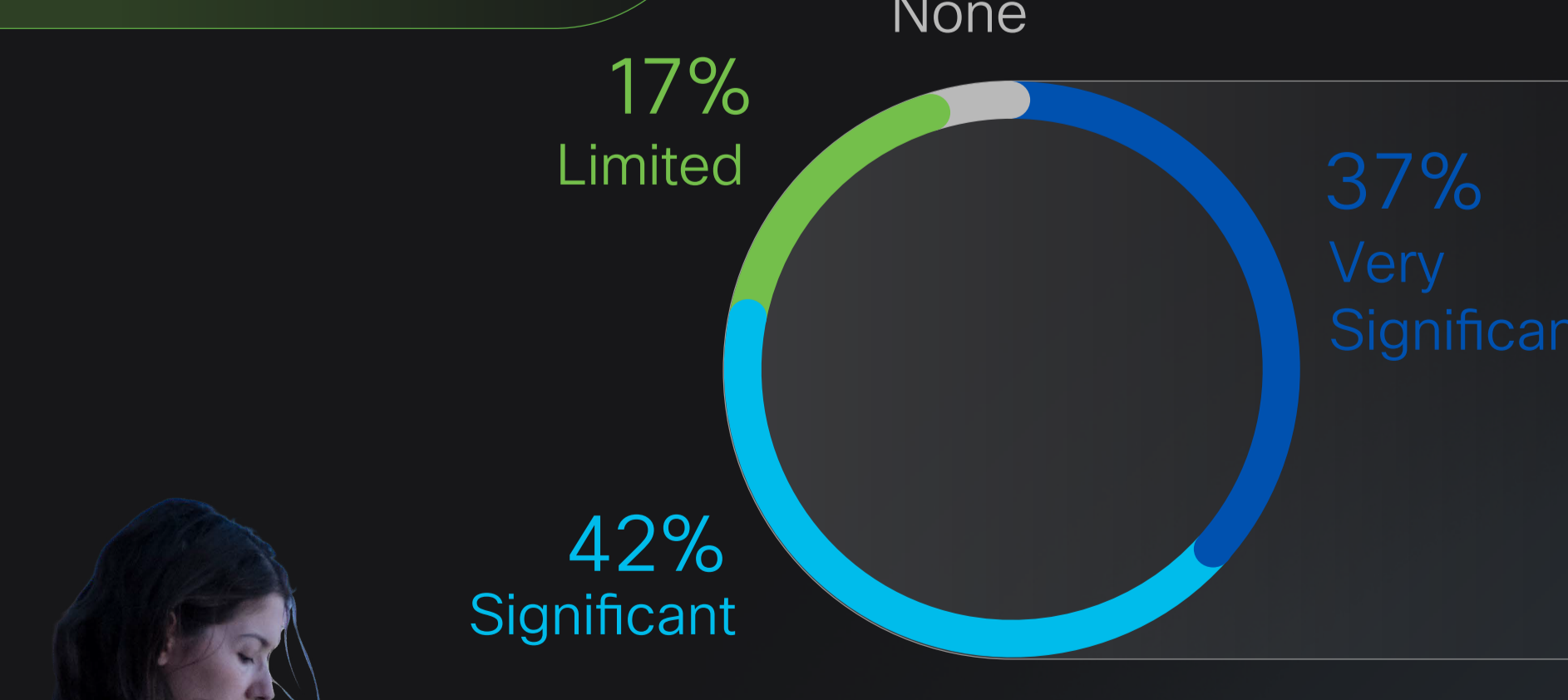
Significant trust and loyalty benefits from privacy investment



What organizations have done to maintain trust with AI applications



Current value from generative AI



Download the full study [here](#)

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