

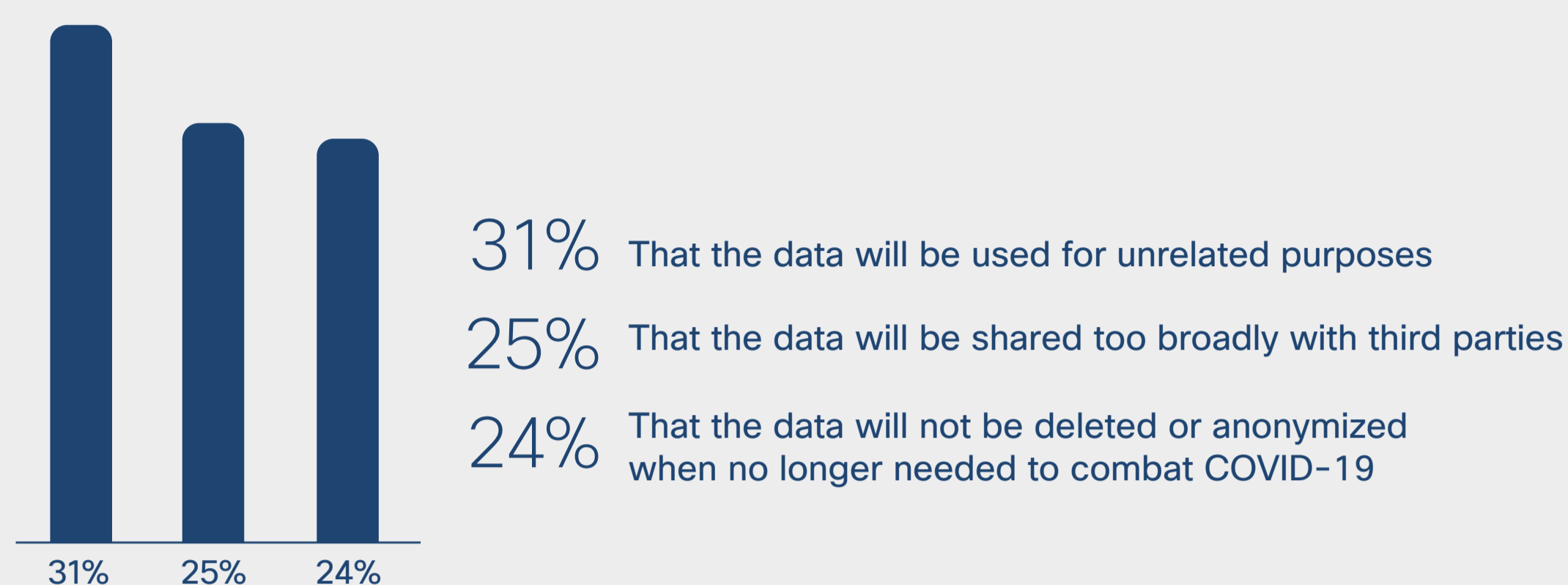
Protecting Data Privacy During the Pandemic and Beyond



60% of people expressed concern about their data being protected in the tools they are using while

Remote Working & Learning

Top Concerns with Sharing Data During Pandemic



Permissible Data Sharing During a Pandemic

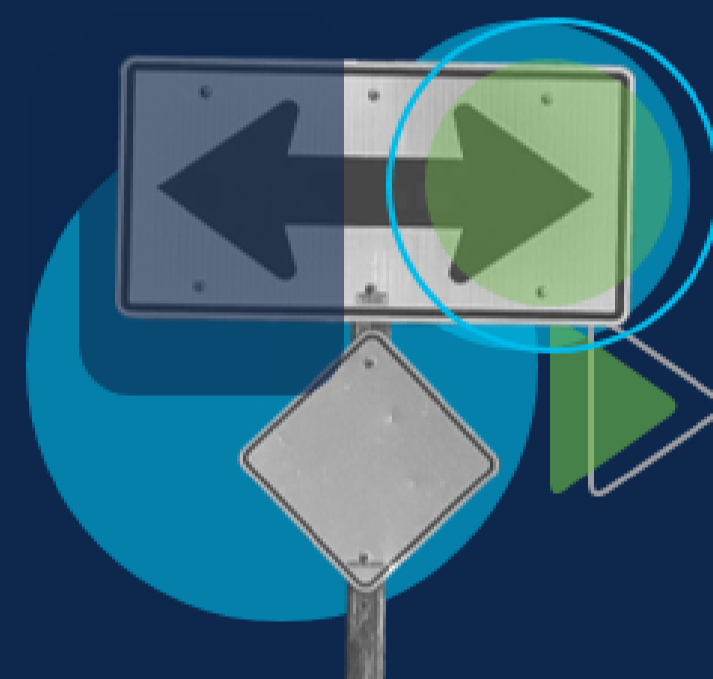


Consumers Abandon Companies Over Data Practices

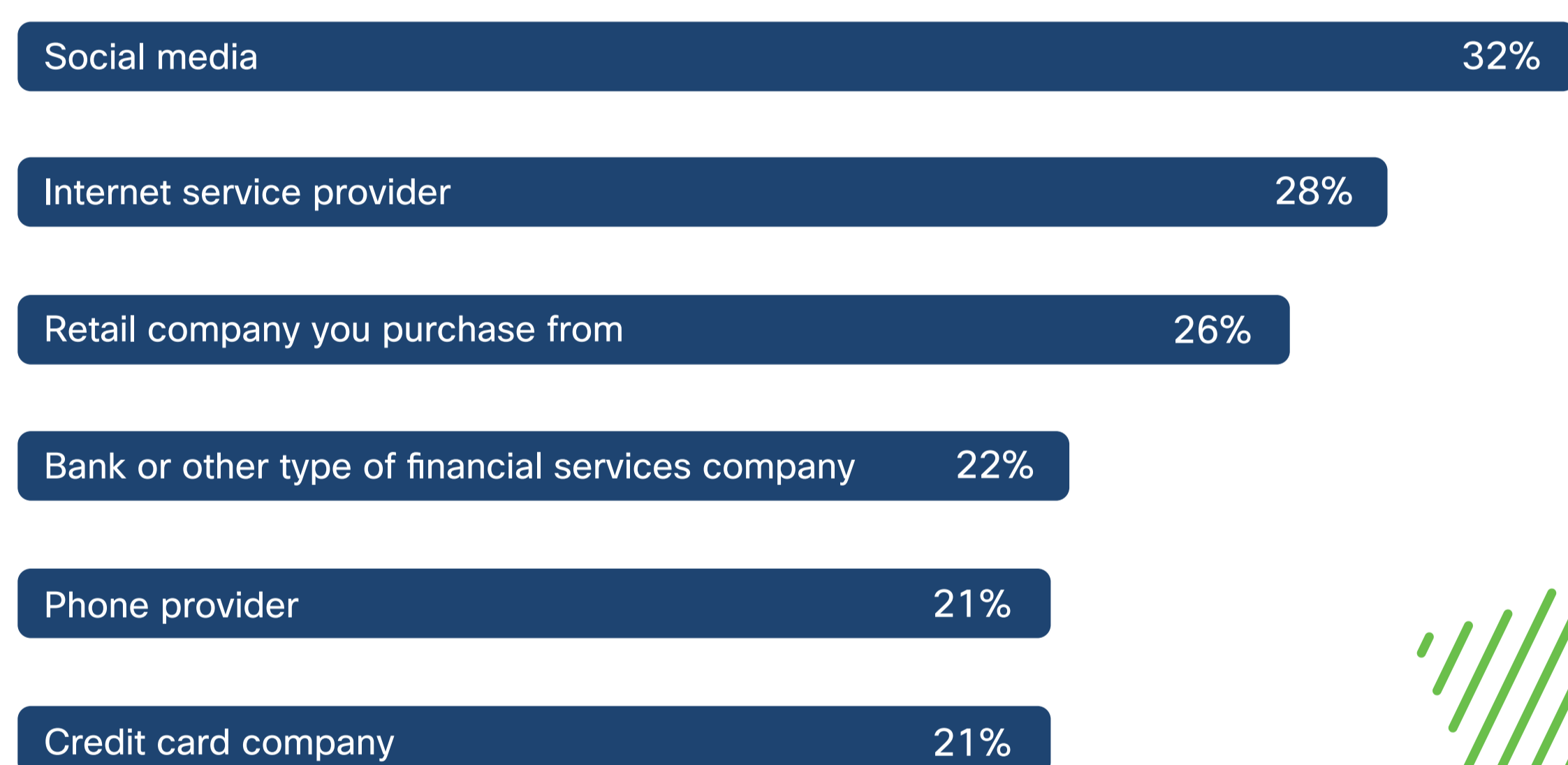


...Are Privacy Actives:

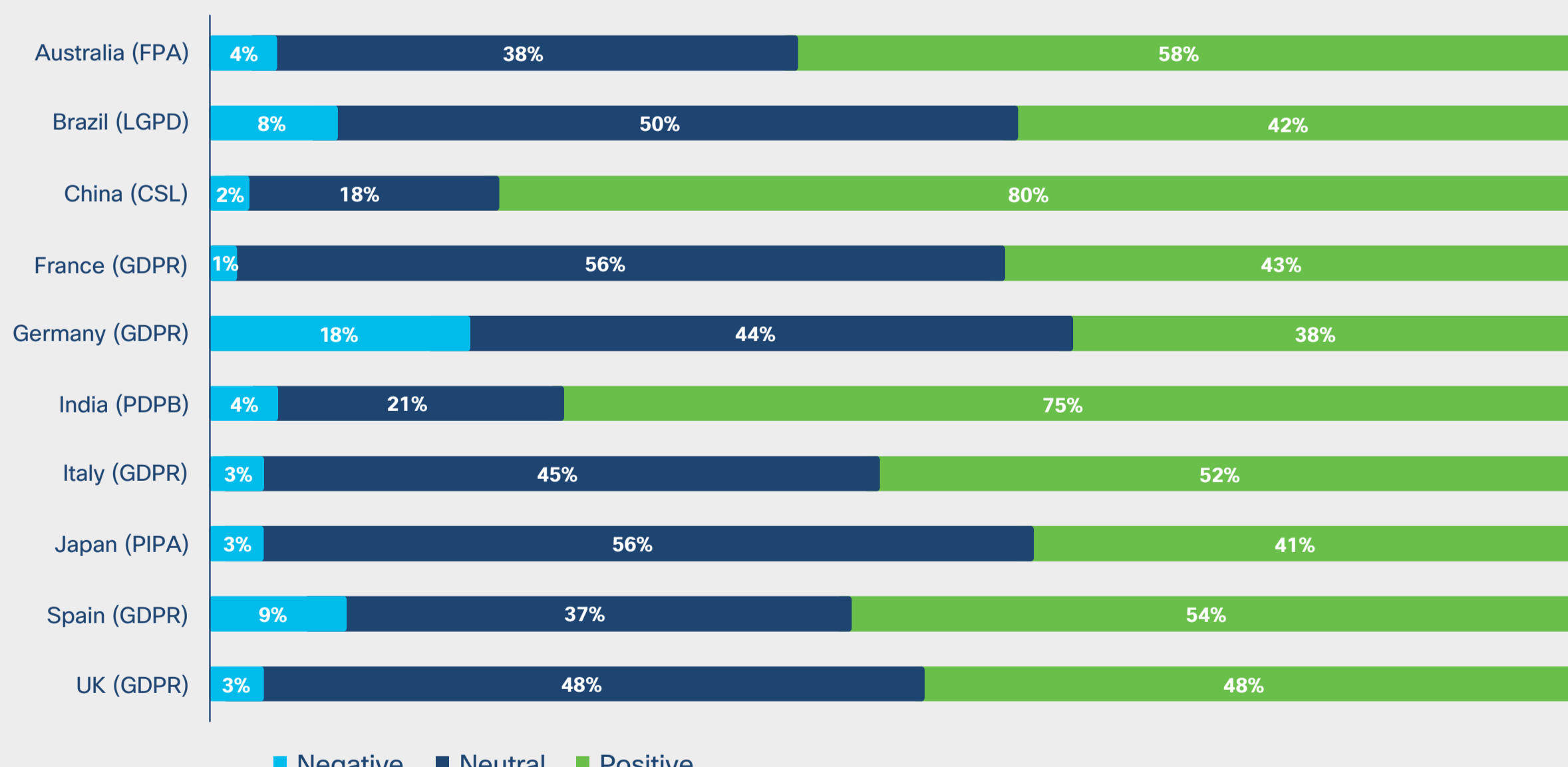
- Care about data privacy
- Willing to act to protect it
- Have already switched brands due to data practices



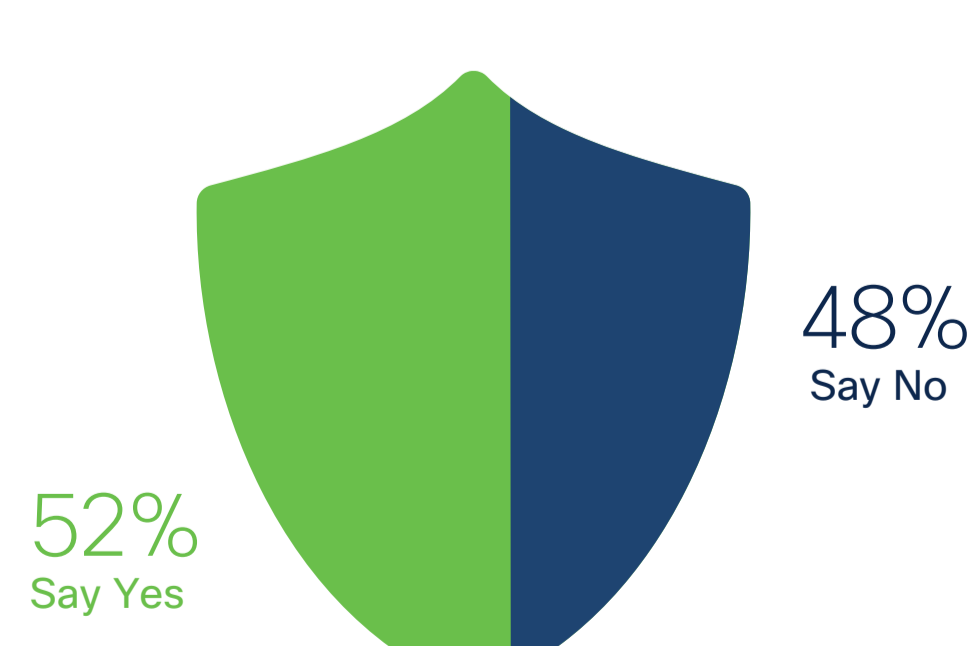
Types of Companies Privacy Actives Abandon



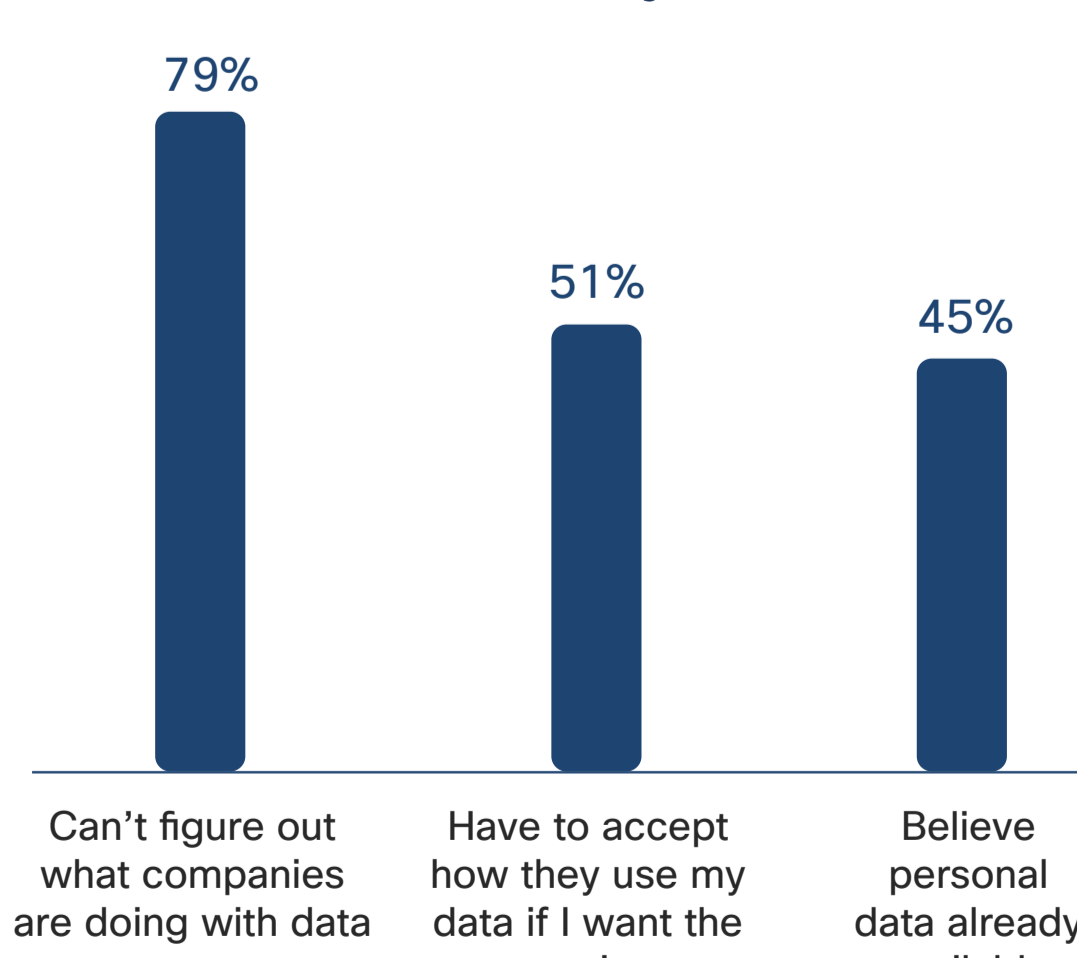
Respondents in Every Country View Their Country's Privacy Laws Very Favorably



Do Consumers Feel They Can Adequately Protect Their Data Today



Reasons Why Not?



[Download the full study here](#)

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