

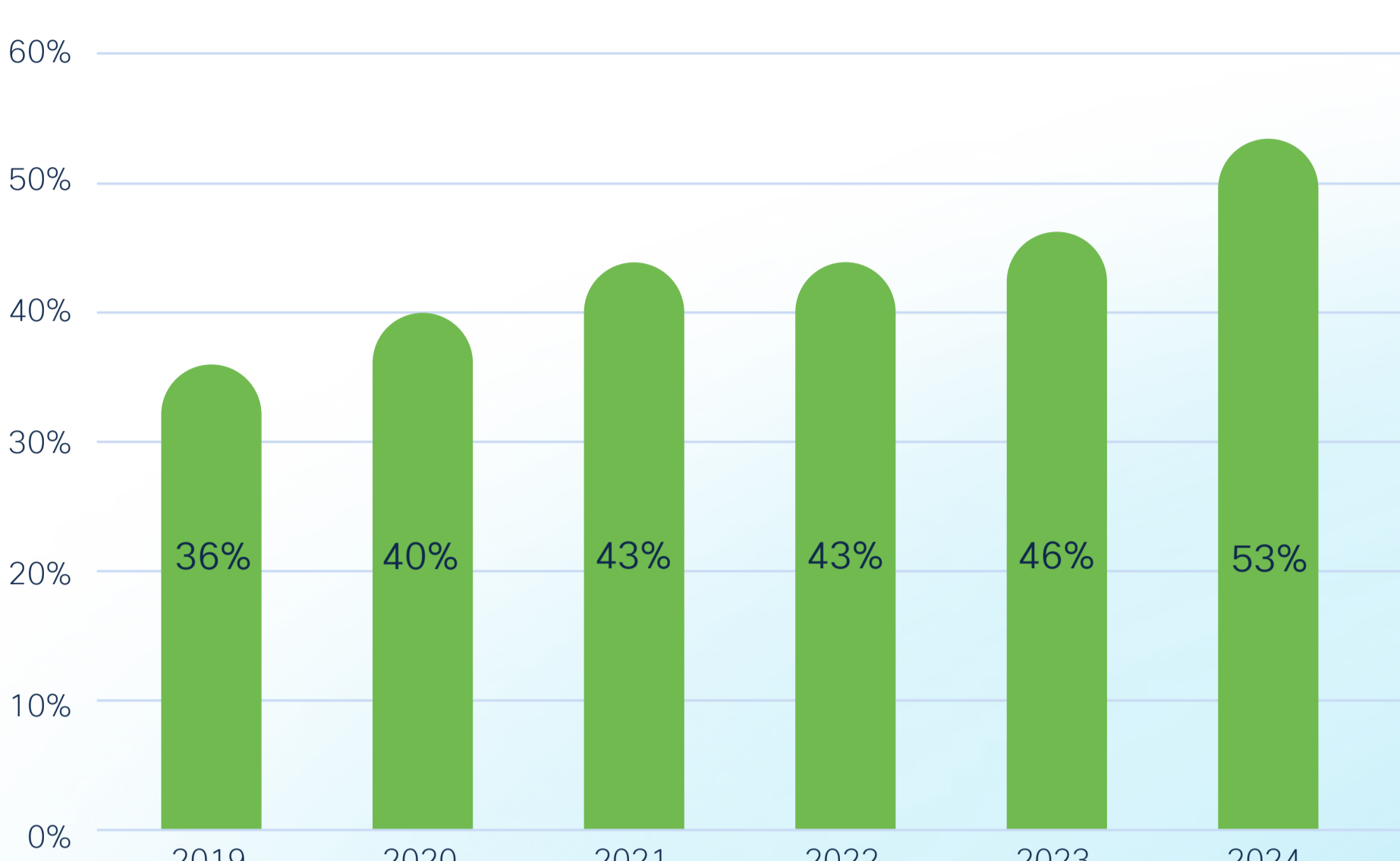
Privacy Awareness: Consumers Taking Charge to Protect Personal Information

CISCO 2024 CONSUMER PRIVACY SURVEY

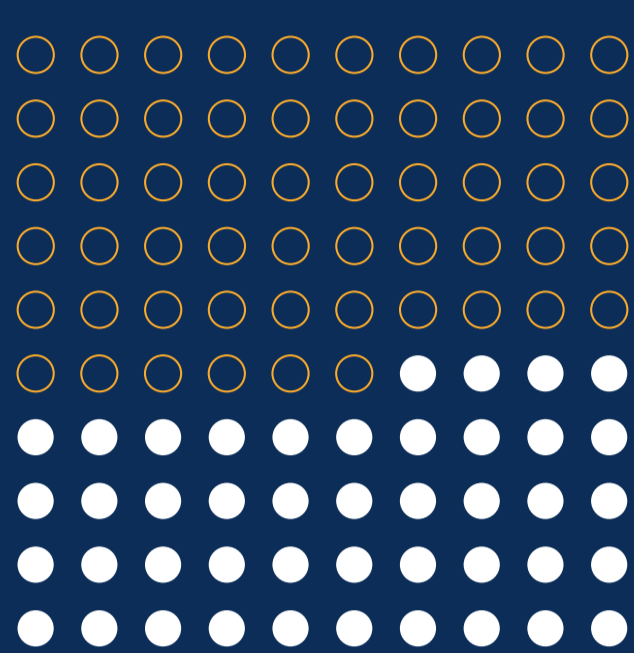


Awareness of privacy laws and ability to protect data

Consumers aware of local privacy law



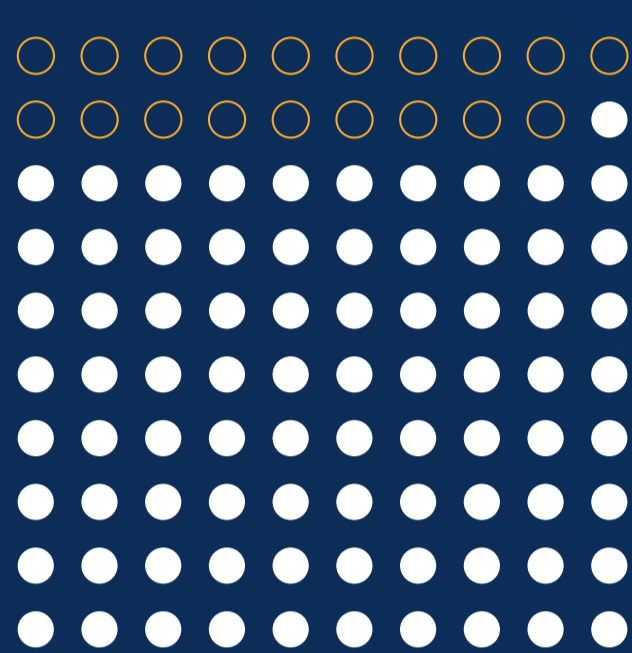
Among consumers **not aware** of country's privacy law



56%
Not able to protect their data

44%
Able to protect their data

Among consumers **aware** of country's privacy law



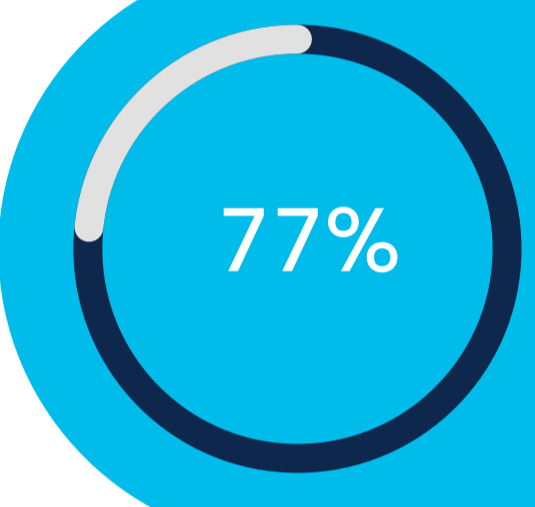
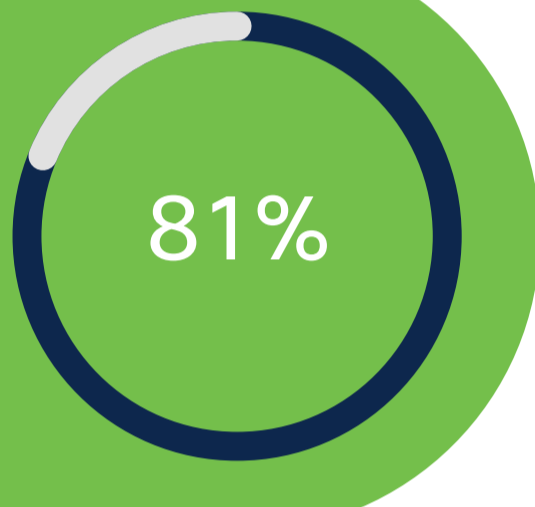
19%
Not able to protect their data

81%
Able to protect their data



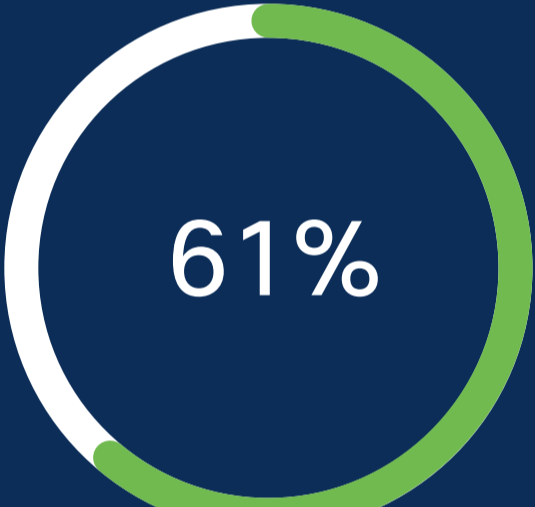
Consumers in favor of more unified privacy laws

Respondents in the U.S. who support the U.S. enacting a federal privacy law

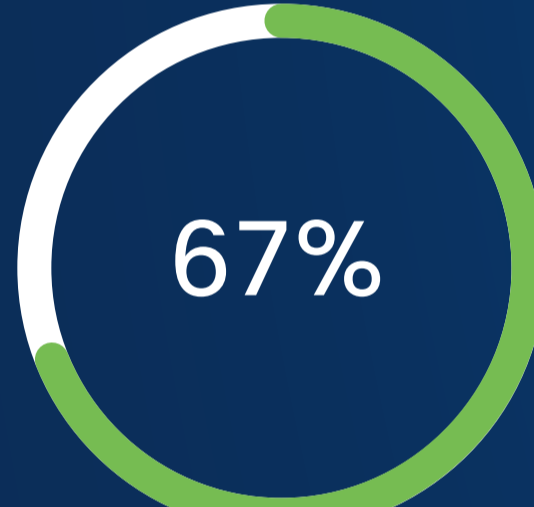


Respondents who support consistency in privacy laws across countries and regions

Actions consumers are taking to protect privacy



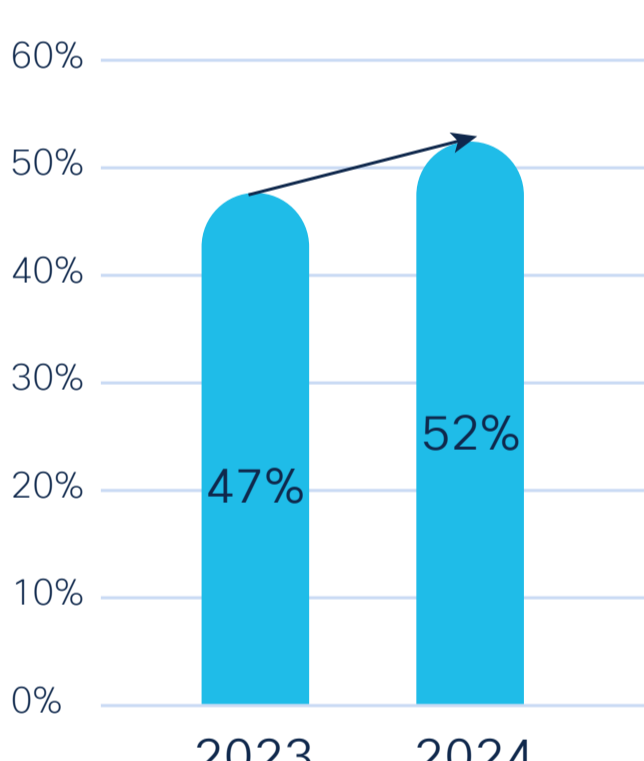
Use a password manager to protect and keep track of passwords



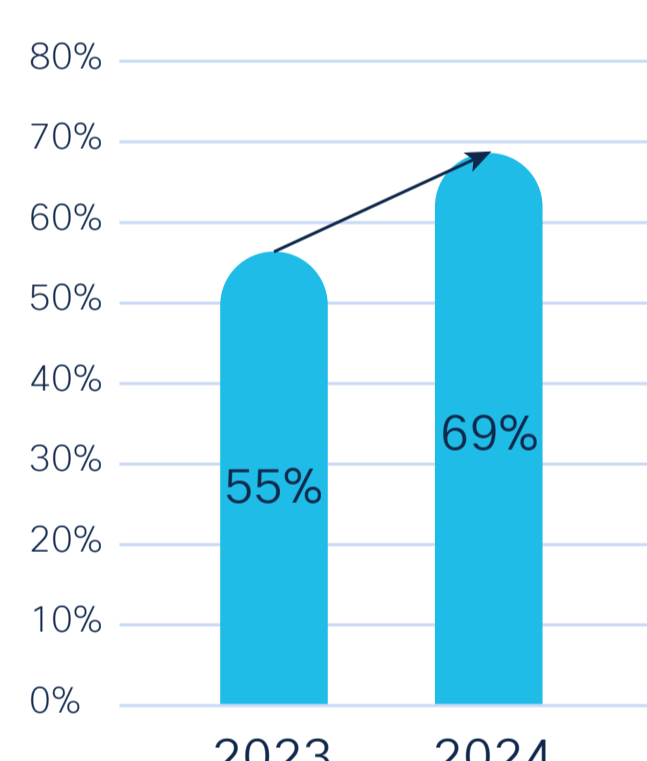
Reviewed or updated privacy settings in the past 12 months



Use multi-factor authentication when possible

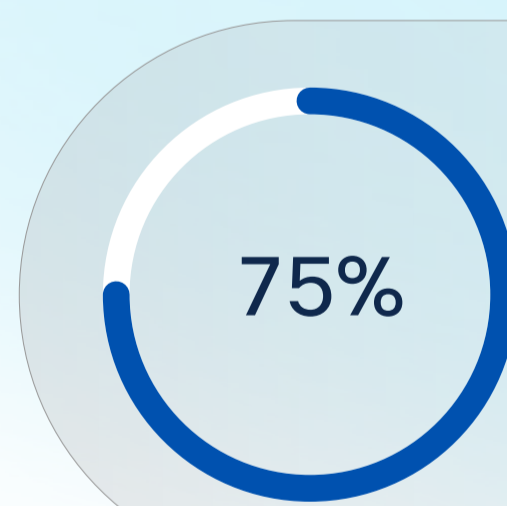


Turn off home assistant at times to protect privacy



Manage cookie preferences and don't automatically accept all

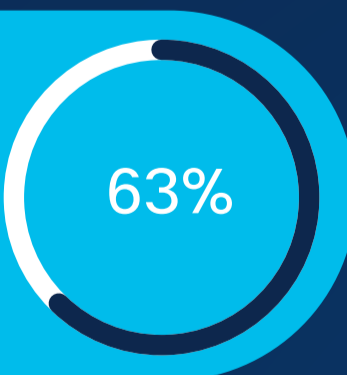
Consumers prioritize privacy when making purchasing decisions



I will not purchase from organizations I don't trust with my data

Consumers recognize the value of AI and expect responsible treatment of their data

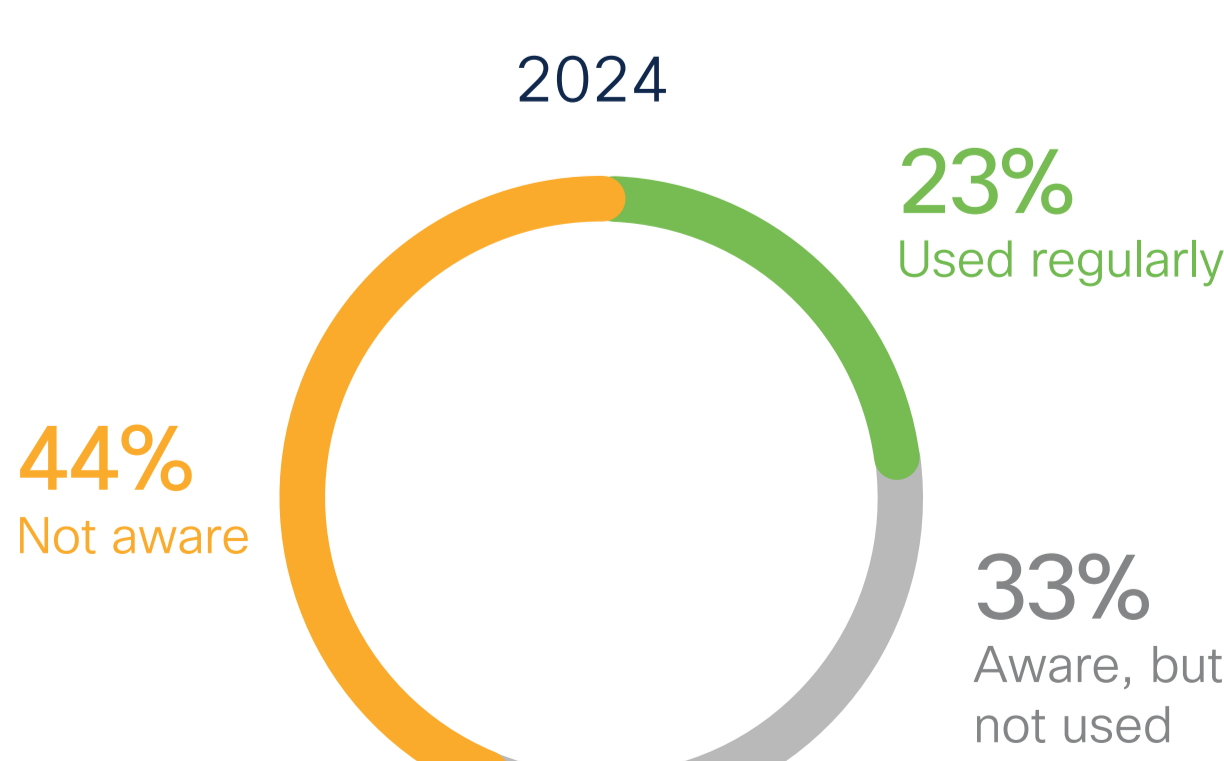
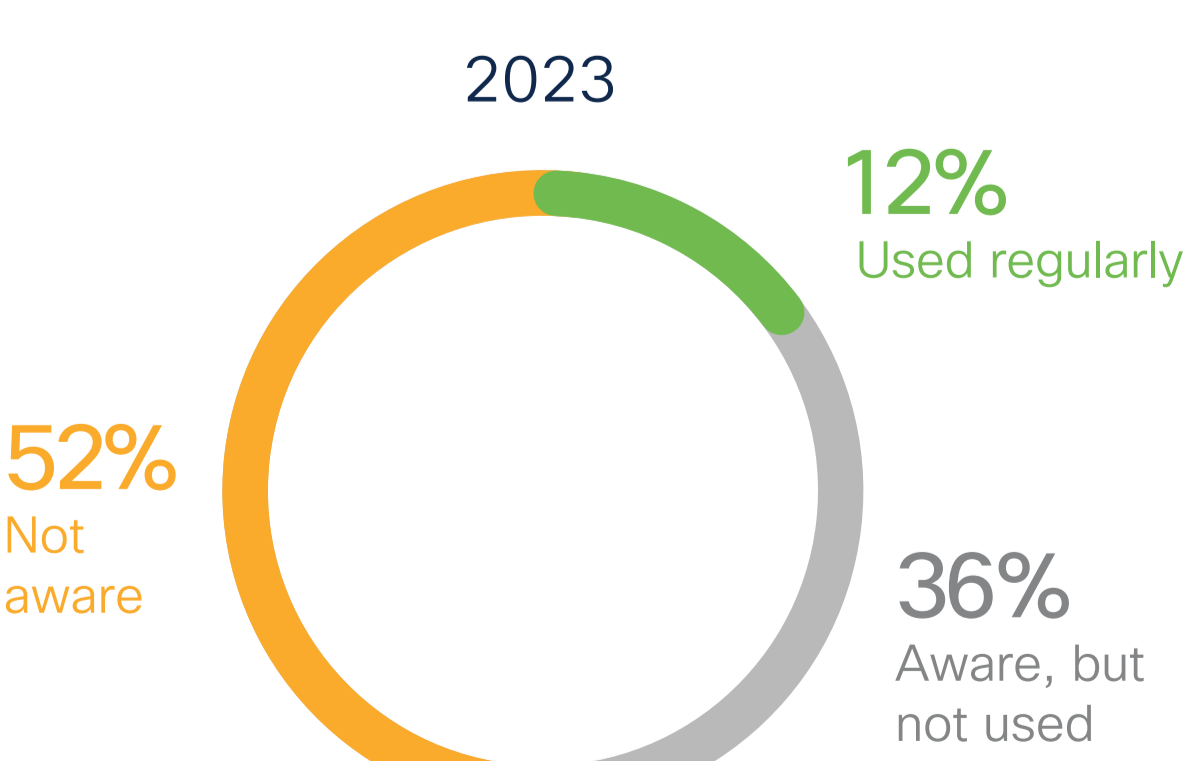
AI can be useful in improving our lives



Organizations have a responsibility to only use AI in an ethical manner



Gen AI awareness and use growing but still limited



Download the full report [here](#)

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