

CISCO 2025

DATA PRIVACY BENCHMARK STUDY

4 Key Insights



91% believe global providers
are better at **protecting data**
compared to local providers

2024

91%

+5

An increase of
5 percentage
points YoY

2023

86%





Privacy remains core
to customer trust



95%



Of customers **won't buy** from
businesses if their data is not
properly protected



Privacy is foundational
to Responsible AI



90%

Believe **strong privacy laws**
make customers more
comfortable sharing their
data in AI applications