Respecting Your Customer's Privacy

Data Privacy Week

2.5 quintillion

bytes of data were generated by internet users in 2020

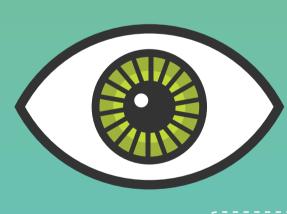https://www.domo.com/learn/infographic/data-never-sleeps-5

70%

of business leaders say their company increased collection of consumer personal data over the last year but

62%

say their company should do more to strengthen existing data protection measures.

Source: KPMG

75%

of the consumers said they wanted greater transparency about how their data is used.

Source: KPMG

68%

of consumers are concerned about the level of data being collected by businesses and

40%

don't trust companies to ethically use their data

Source: KPMG

92%

of customers appreciate companies giving them control over what information is collected about them.

Source: Salesforce

You have a responsibility to protect your customer data.

Your brand and reputation depend on it. Learn More at:

staysafeonline.org/programs/data-privacy-week/

NATIONAL CYBERSECURITY ALLIANCE