

The Data Privacy Priority

As firms look to serve privacy-savvy customers in an evolving regulatory landscape, scalable data protection capabilities have become critical.

Driven by consumers' heightened data privacy expectations, **75%** of organizations identify data privacy as a strategic imperative . . .

82%

"Our consumers expect transparency over their personal data"

65%

"Our consumers are becoming more aware of their privacy rights"

. . . but more work lies ahead to bring this vision to life:

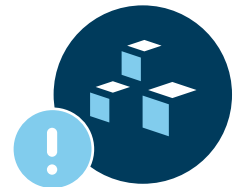
Percent with "complete confidence" in their ongoing ability to comply with emerging data privacy regulations

28%

Percent who agree that the number of data privacy regulations they are/will be subject to is on the rise

77%

TOP BARRIERS TO SUSTAINED COMPLIANCE:



Addressing data privacy compliance in a piecemeal fashion



Rate of regulatory change outstrips capacity to respond



Ambiguity around what it means to be compliant

CONFIDENT FIRMS USE SCALABLE TACTICS

While few have full confidence in their ongoing data privacy compliance abilities, those that do prioritize these tactics.



Holistic privacy programs



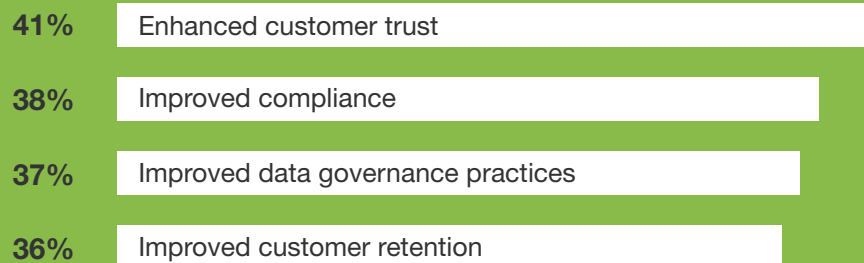
Automated tools



Help from partners

TOP BENEFITS OF HOLISTIC DATA PRIVACY STRATEGIES

Holistic programs — ones that are proactive, strategic, and global in scope — deliver benefits beyond compliance.



Methodology

Source: A study conducted by Forrester Consulting on behalf of IBM, May 2019

Base: 218 global enterprise decision makers with responsibility over privacy/data protection

Read the full study