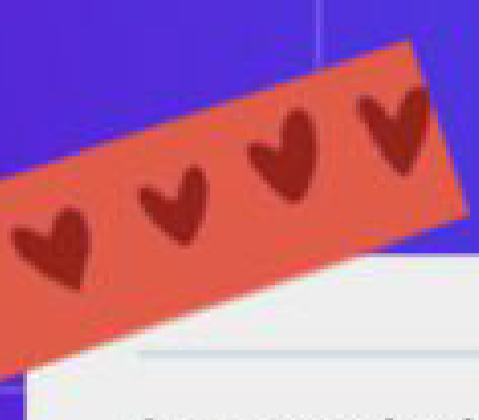


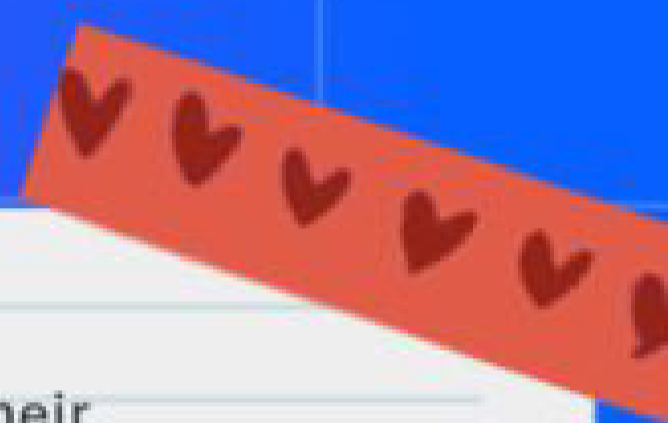
Data Privacy: From Obscurity to Spotlight



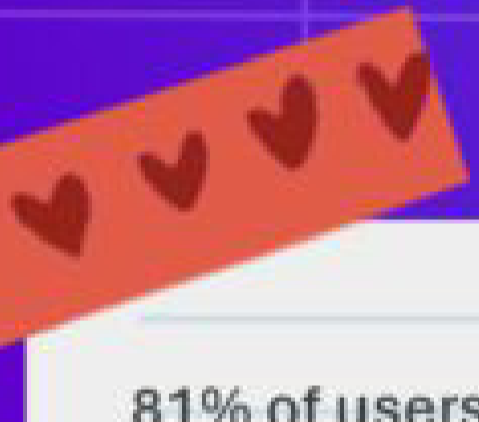
The global average data breach cost between March 2022 and March 2023 was 4.45 million U.S. dollars. (Source: Statista)
Don't let this happen to you. Proactive, layered data protection with continuous monitoring and incident response planning can save you millions.



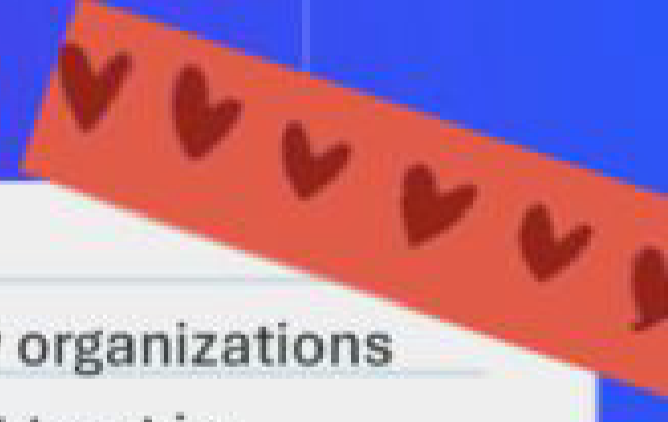
A survey by KPMG found that 60% of consumers believe companies routinely misuse their personal data. (Source: KPMG)
Time to clean up your act! Strict data controls, anonymization, and transparent consent protocols can win back trust.



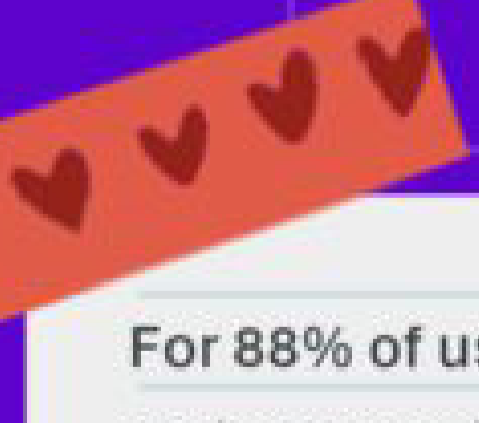
85% of global adults want to do more to protect their online privacy. (Source: Norton)
Put privacy first. Prioritize user privacy controls, data transparency, and robust security measures. It's a win-win.



81% of users say the potential risks they face from companies collecting data outweigh the benefits. (Source: Pew Research Center)
Less is more. Focus on delivering value, not vacuuming up data. Data minimizing and retention compliance is a must.



60% of consumers expressed concern about how organizations apply and use AI today, and 65% have already lost trust in organizations over their AI practices. (Source: Cisco)
Make AI your ally, not adversary. Prioritize Privacy Management With Intelligent Data Classification for AI Models.



For 88% of users, their willingness to share personal data depends on how much they trust a company. (Source: PwC)
Clear rules and data governance policies will help protect user rights. It's good for business and good for users.

