

Rethinking Privacy and Compliance in 2025 and Beyond



The Current Landscape of Data Security

Fact: 80% of enterprise data is unstructured, making it harder to secure.
Challenge: Increased cyber threats and fragmented data environments.
Insight: Businesses are shifting towards proactive security models.

Emerging Trends Shaping Data Privacy

- Trend 1: Rise of global data sovereignty regulations (e.g., DPDP Act, GDPR).
- Trend 2: Shift to zero-trust architecture for robust security frameworks.
- Trend 3: AI-driven compliance tools improving policy enforcement.



Key Challenges in Privacy and Compliance

1. Non-compliance could lead to fines reaching up to 4% of global turnover.
2. Lack of centralized visibility increases risks of data breaches.
3. Managing unstructured data complicates governance efforts.

The Path Forward – Solutions for 2025 and Beyond

1. Harness AI for real-time risk analysis, governance automation, and enhanced data protection.
2. Implement solutions that unify privacy, security, and compliance for simplified management.
3. Enable decentralized ownership of data, empowering teams with secure, actionable control.
4. Proactively monitor and manage risks with Data Security Posture Management solutions.



Preparing for a Privacy-First Tomorrow

Why It Matters: Privacy is no longer a compliance checkbox; it's a strategic differentiator for businesses.

Steps to Take:

1. Build resilient, scalable data infrastructures.
2. Invest in privacy-first and AI-driven technologies.
3. Foster a culture of shared responsibility across teams.



Driving Business Success with Data Responsibility

1. **Building Trust:** 87% of consumers see data privacy as a fundamental right, influencing loyalty.
2. **Driving Growth:** Companies prioritizing responsible data management are 63% more likely to lead in innovation.
3. **Ensuring Resilience:** Aligning privacy and compliance boosts efficiency, reduces risk, and fuels sustainable growth.



Read More – Rethinking Data Security: Improving Privacy and Compliance with a Shared Approach