Data Privacy & Security: Guardrails for Trust in a Shifting Digital World

Data in the Digital Era

Global data to reach 181 zettabytes by end of 2025.
80% of this is unstructured, making it hard to manage and secure.
Rising ransomware (+148% YoY) and $3B+ compliance fines globally.

Takeaway: Unstructured data demands smarter, secure management.

Top Challenges to Privacy & Security

Unstructured Data Chaos: Sensitive data spread across silos.
Dynamic Regulations: Constantly evolving global compliance mandates.
Insider Threats: 70% of breaches involve insider activities.

Insight: Reactive data management won't protect against these threats.
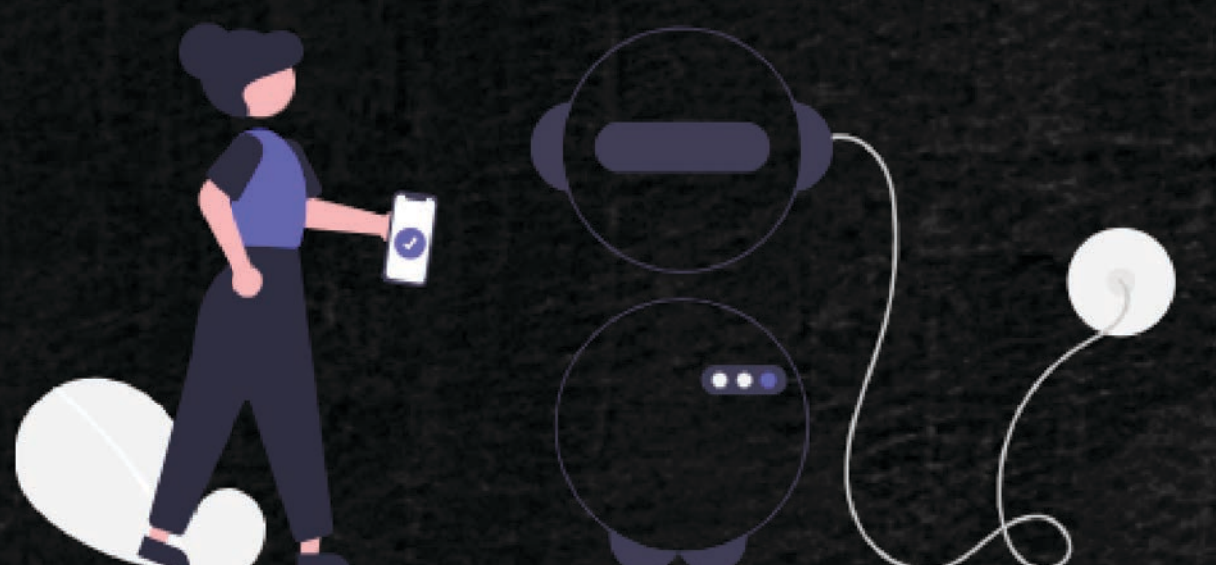
Building Blocks for Trust

Privacy: Real-time classification and automated consent management.
Security: AI-powered risk detection and automated encryption.
Compliance: Localize and protect data to meet global regulations.

Takeaway: Strong foundations enable adaptability to threats.

Business Benefits of Privacy-First Strategy

Stat: 91% of consumers base purchases on data trust.
Competitive Edge: Trusted brands retain 50% more customers.
Efficiency: Automated compliance cuts costs by 30%.
Scalability: Seamless global operations via interoperable tools.

Takeaway: Trust drives customer loyalty and transformation ROI.
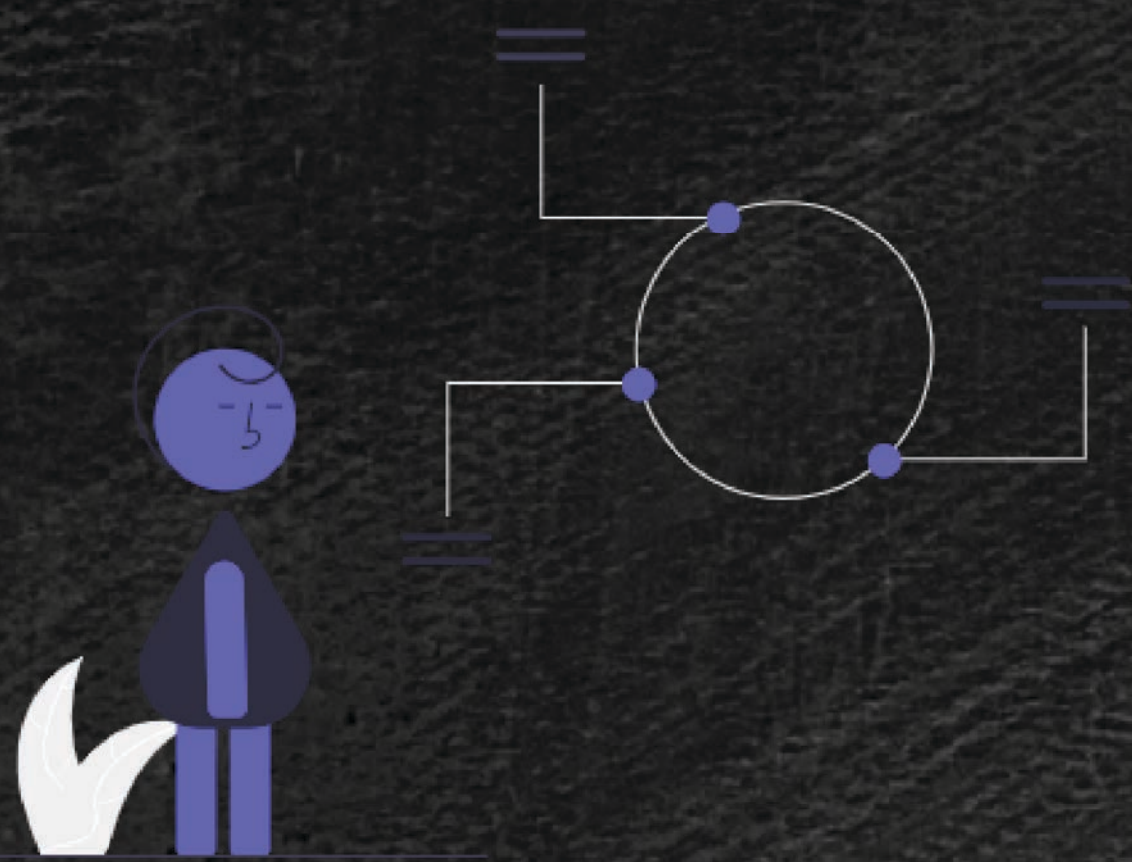
Roadmap to Resilience

1. Discover: Map unstructured data to identify risks.
2. Automate: AI tools for classification and risk monitoring.
3. Educate: Build a privacy-first employee culture.
4. Collaborate: Align operations with regulatory frameworks.
5. Monitor: Use automation for continuous threat detection.