# IT'S DATA PRIVACY WEEK

Here is why your business should care

What is Data Privacy?

Data privacy involves the protection of data with regards to its collection, usage, and distribution. "Data", in this case, typically refers to any information that could personally identify someone, such as their name, address, phone number, social security number, credit card information, or their username and password.
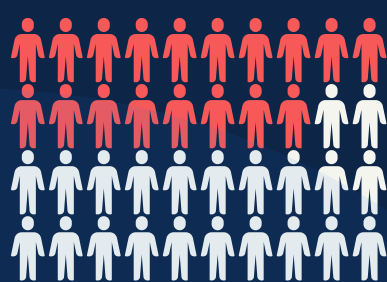
The Growing Concern

46% of consumers feel they've lost control over their own data. (Salesforce)

53% 53% of companies have more than 1,000 sensitive files open to every employee. (Varonis)

Why Businesses Should Take Privacy Seriously

92% 92% of consumers say companies must be proactive about data protection. (PwC)

48% 48% of consumers have stopped buying from a company over privacy concerns. (Tableau)

64% 64% of Americans would blame the company, not the hacker, for the loss of personal data. (RSA)

$3.92M

The average data breach costs $3.92 million. (IBM)

279 DAYS

The average time to detect and contain a breach is 279 days. (IBM)

The Business ROI of Strong Data Privacy

97% 97% of companies have seen benefits, like a competitive advantage or investor appeal, from investing in privacy. (Cisco)

84% 84% of consumers are more loyal to companies that have strong security controls. (Salesforce)

70% More than 70% of organizations say they receive significant business benefits from privacy, including operational efficiency, agility and innovation. (Cisco)