# Cisco's 2024 Consumer Privacy Survey reveals rising awareness and concerns over data privacy



Cisco has published its 2024 Consumer Privacy Survey, an annual global assessment of consumer attitudes and behaviours towards data privacy, unveiling a growing awareness of privacy rights and its effects on consumer confidence in emerging technologies, especially in Artificial Intelligence (AI).

The survey reveals that consumer awareness of national privacy laws has significantly increased, with 53% of respondents indicating they are informed about these laws, which represents a notable 17-percentage point spike since 2019. This heightened awareness correlates strongly with perceptions of data protection; 81% of informed consumers feel their data is secure, compared to just 44% of those who are not aware of the laws. Harvey Jang, Cisco’s Vice President and Chief Privacy Officer, emphasised the survey's findings, stating, “Our survey highlights the importance of privacy awareness in building consumer trust in brands and AI technologies.”

The report also explores the opportunities and challenges presented by Generative AI (GenAI). Approximately 63% of participants believe that AI has the potential to enhance their daily lives. The usage of GenAI has surged, with regular use climbing to 23% from 12% the previous year. Nonetheless, 44% of consumers remain unaware of GenAI. While those utilising GenAI find value, especially for content creation, there are prevalent concerns regarding safety, potential misuse, and broader societal repercussions. Dev Stahlkopf, Cisco’s Chief Legal Officer and Executive Vice President, remarked, “AI’s growing influence in our daily lives brings attention to the need for its responsible and safe use. 78% of surveyed consumers feel that it is the responsibility of businesses to employ AI ethically, which underscores the vital relationship between Responsible AI and consumer trust.”

A noteworthy point of concern arises from the fact that 30% of GenAI users report entering personal or sensitive data—including financial and health details—into GenAI tools, while 84% express worry about this information being made public.

The survey highlights a pronounced generational divide in attitudes towards privacy. Over 75% of consumers state they would refrain from purchasing from an organisation they do not trust with their data. The survey indicates a trend towards heightened vigilance among younger consumers; 49% of those aged 25-34 have changed companies due to data policies, a figure significantly higher than the 18% in the 75+ age group. Additionally, younger consumers demonstrate greater awareness of their privacy rights, with 64% acknowledging them compared to only 33% of individuals aged 65 and older.

The movement towards assertive data protection behaviours is reflected in an increase in consumers exercising their rights through Data Subject Access Requests (DSARs), with 36% of respondents saying they have done so, an increase from 28% the previous year. Notably, 46% of younger consumers have undertaken these actions, compared to just 16% of seniors.

In response to privacy concerns, many consumers reported proactive measures to protect their data. According to the survey, 67% of respondents reviewed or updated their privacy settings on platforms in the year preceding the survey, while 68% employ multi-factor authentication and 61% utilise password managers to secure their information. Anthony Grieco, Cisco’s Senior Vice President and Chief Security and Trust Officer, commented, “Data is an asset we all must actively work to protect. From using multi-factor authentication to making sure that users know very clearly and easily who can access information as it is shared, we are encouraged by respondents taking action to protect their personal information.”

The survey results also reveal widespread support for robust privacy protections. A significant 70% of consumers perceive a positive impact of privacy laws, with only 5% believing they have a negative effect. Moreover, there is considerable support for uniform privacy regulations globally, as 77% of respondents advocate for consistent rules across countries to guarantee baseline privacy protections. In the United States, support for a federal privacy law stands at 81%.

The insights from Cisco’s survey underscore the dynamic interplay between consumer privacy awareness, the growing integration of AI in daily life, and the evolving regulatory landscape, highlighting significant implications for business practices moving forward.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.cisco.com/c/dam/en_us/about/doing_business/trust-center/docs/cisco-consumer-privacy-report-2024.pdf> - This PDF provides detailed insights into the Cisco 2024 Consumer Privacy Survey, including increased awareness of privacy laws and their impact on consumer confidence in emerging technologies like AI.
* <https://www.bigdatawire.com/this-just-in/ciscos-2024-data-privacy-benchmark-study-spotlights-growing-concerns-and-trust-issues-in-generative-ai/> - This article discusses Cisco's 2024 Data Privacy Benchmark Study, focusing on growing privacy concerns with Generative AI and the importance of responsible AI use.
* <https://www.cisco.com/c/en/us/about/press/press-releases.html> - Cisco's press releases page may contain announcements related to their privacy surveys and studies, offering additional context on consumer privacy trends.
* <https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/privacy-trust.html> - This webpage provides insights into Cisco's perspective on privacy and trust, aligning with the themes explored in their consumer privacy surveys.
* <https://www.cisco.com/c/en/us/about/doing_business/trust-center/privacy.html> - Cisco's privacy page offers information on their commitment to privacy and how it relates to their surveys and studies on consumer privacy awareness.
* <https://www.cisco.com/c/en/us/solutions/executive-perspectives/ai-ethics.html> - This webpage discusses AI ethics, which is relevant to the survey's findings on consumer expectations for responsible AI use.
* <https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/generative-ai.html> - Cisco's perspective on Generative AI highlights its potential and challenges, aligning with the survey's exploration of GenAI's impact on privacy.
* <https://www.cisco.com/c/en/us/about/doing_business/trust-center/docs/cisco-consumer-privacy-report-2023.pdf> - The previous year's consumer privacy report provides a baseline for comparing changes in consumer attitudes and awareness over time.
* <https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/data-protection.html> - Cisco's data protection strategies align with the proactive measures consumers are taking to secure their personal information, as highlighted in the survey.