

A Shifting Paradigm: Governance in the Age of AI

CISCO 2026 DATA AND PRIVACY BENCHMARK STUDY

Privacy delivers tangible value



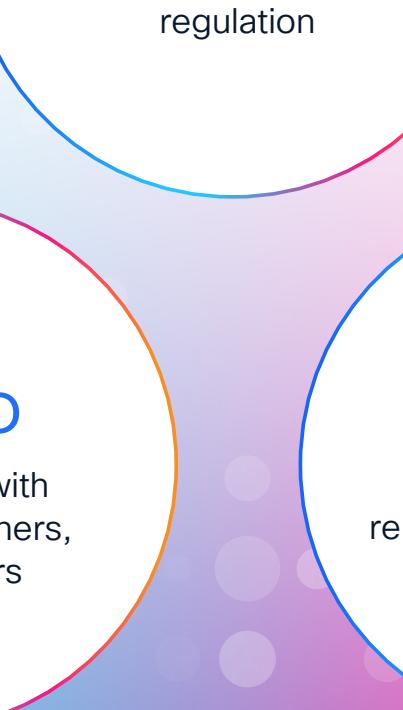
99%

of organizations report measurable benefits from their privacy investments

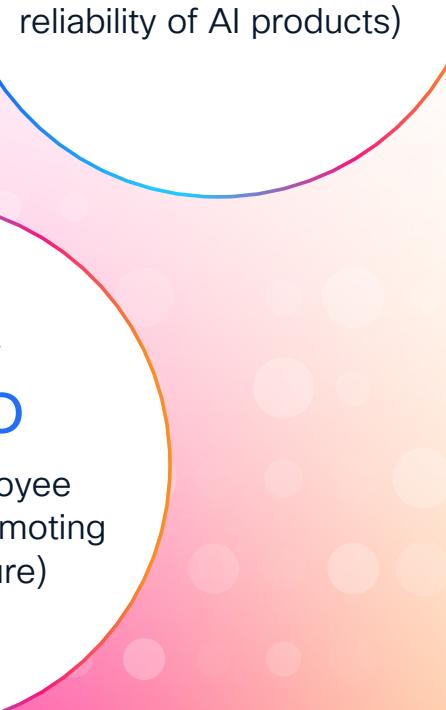
AI reshapes privacy's scope



report their privacy programs have expanded due to AI

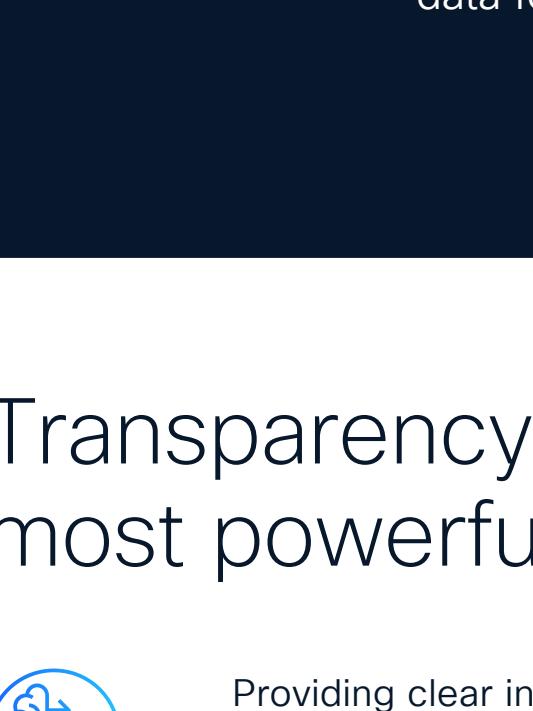


increased privacy spending in the past year

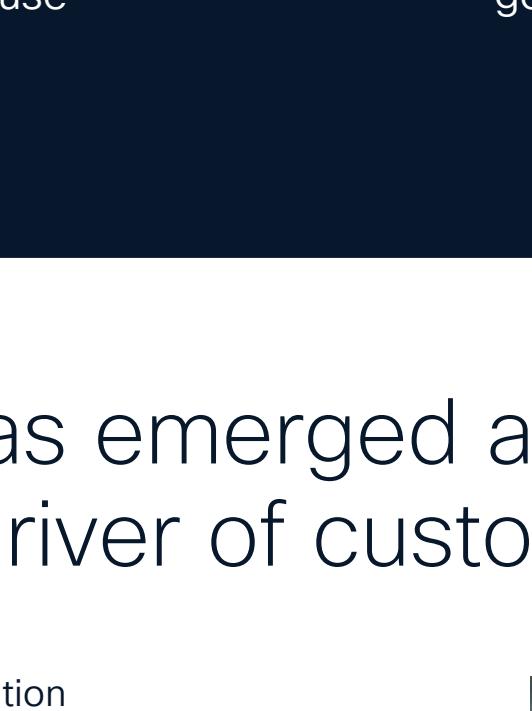


plan to allocate more resources into privacy and data governance over the next two years

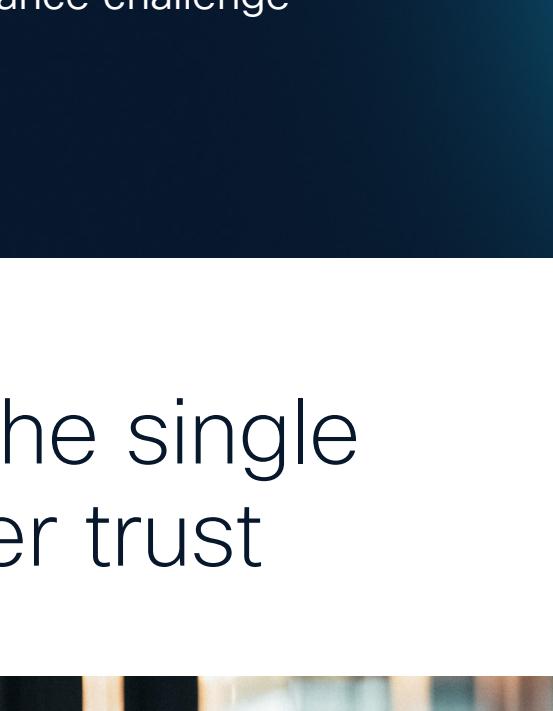
Top benefits of AI governance



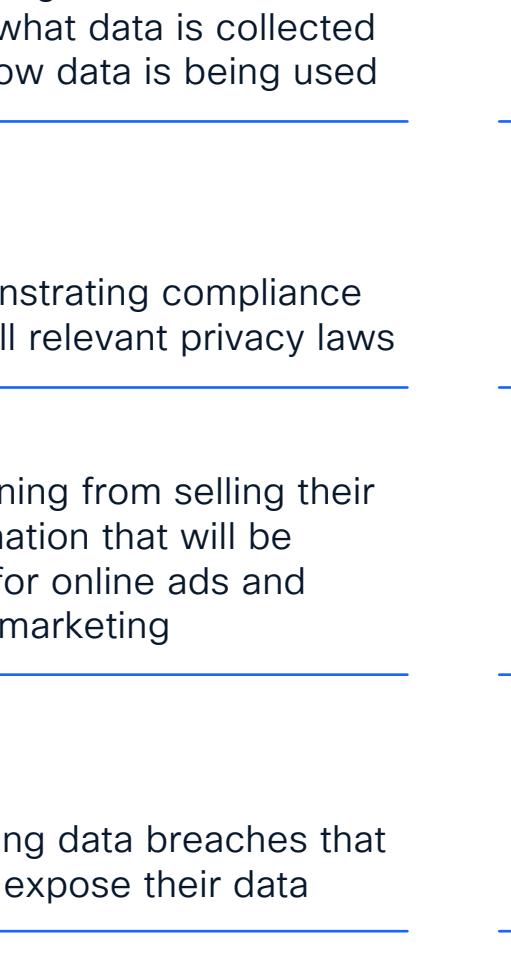
Achieving corporate values (e.g., social responsibility, ethical conduct)



Preparing for regulation



Improving product quality (e.g., performance and reliability of AI products)



Building trust with customers, partners, and regulators



Enhancing employee relations (e.g., promoting an ethical culture)

Data discipline under pressure



report difficulty accessing relevant, high-quality data for AI use



say IP protection of datasets is a top governance challenge

46%

18%

16%

14%

6%

Transparency has emerged as the single most powerful driver of customer trust



Providing clear information as to what data is collected and how data is being used

46%



Demonstrating compliance with all relevant privacy laws

18%



Refraining from selling their information that will be used for online ads and other marketing

16%



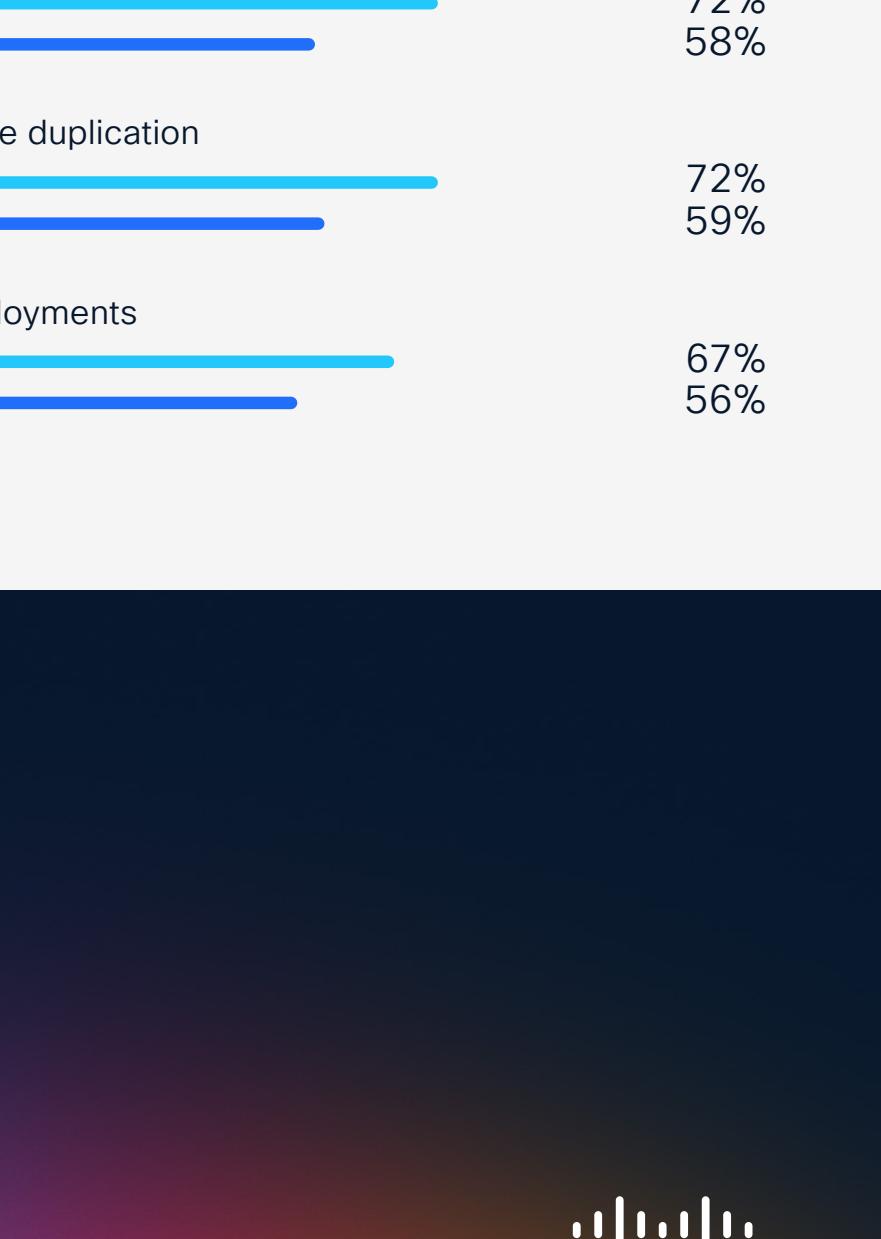
Avoiding data breaches that might expose their data

14%



Allowing them to configure their privacy settings the way they want

6%



Localization raises operational challenges

85%

say data localization adds cost, complexity, and risk to cross-border service delivery

Source: Cisco 2026 Data and Privacy Benchmark Study

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