

# Data Privacy

## by the Numbers

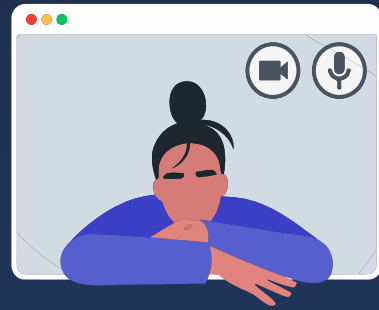
Protecting personal data, both your own and the data handled at work, is becoming increasingly important in our digital world.

Don't see the big deal? Check out these stats to glimpse the importance of data privacy and how protecting personal data is a team sport.

# 4 in 5 people

think the risks of sharing data outweigh the benefits.

Source: Pew Research Center. *Americans and Privacy Report*. 2019.



# 81%

of us

feel that we have no control over when data is collected about us.

Source: Pew Research Center, *Americans and Privacy Report*. 2019.

# 74%

of us

rarely or never read a company's privacy policy before accepting it.

Source: Pew Research Center. *Americans and Privacy Report*. 2019.



# 84%

of us

want more control over how our data is being used.

Source: Pew Research Center. *Americans and Privacy Report*. 2019.



# Data

about your health

can be used to commit fraud, contributing to \$68 billion in losses to the U.S. economy each year.

Source: National Health Care Anti-Fraud Association. *The Challenge of Healthcare Fraud*. 2020.

# Stolen

financial data,

like your credit card number, accounts for nearly half of all identity theft.

Source: Cisco. *Consumer Sentinel Network*. 2019.



# 66%

of all countries

have privacy laws. More are joining them every year.

Source: United Nations Conference on Trade and Development. *Data Protection and Privacy Legislation Worldwide*. 2020.