



**TrustArc**  
GLOBAL PRIVACY  
BENCHMARKS SURVEY



# Table of Contents

1. Survey Overview
2. Overall Privacy Focus of Companies
3. Top 3 Privacy Initiatives
4. Transparency and Communication
5. TrustArc Privacy Confidence Indices
6. Privacy Solution Sets
7. CCPA Readiness
8. COVID-19
9. Privacy Budgets
10. New Technologies
11. Conclusion

# Executive Summary

In the center of the unforeseen COVID-19 storm, TrustArc set out to capture not only the *challenges* but also the *opportunities* that have arisen in the complex world of data protection and privacy. TrustArc commissioned\* a first-ever Global Privacy Benchmarks Survey. The opinions of more than 1,500 senior executives, privacy office leaders, privacy team members, middle management, and full-time employees outside the privacy function were gathered in May 2020.

The findings capture:

- Decision-making and strategic approaches to data security and privacy
- Approaches to the most challenging elements of privacy management
- Preparedness to address privacy and security risks, including budgets
- CCPA compliance readiness and key challenges
- Value of privacy investments
- Impact of COVID-19
- Impact of adoption of new technologies

\*The survey was conducted by Golfdale Consulting using MaruHub for fieldwork execution.

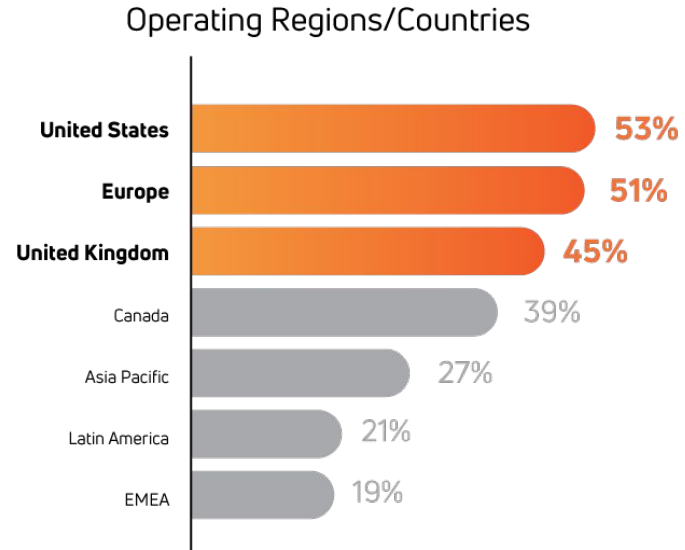
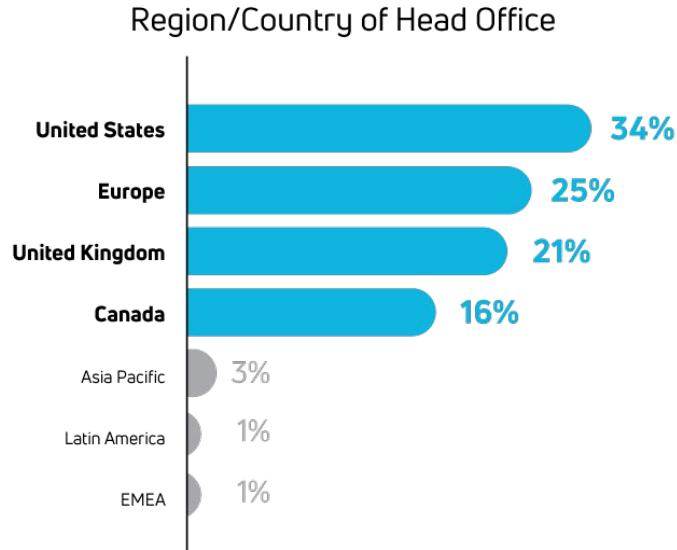


# Survey Overview

# A Global View From Top to Bottom

## Survey included employees from around the world

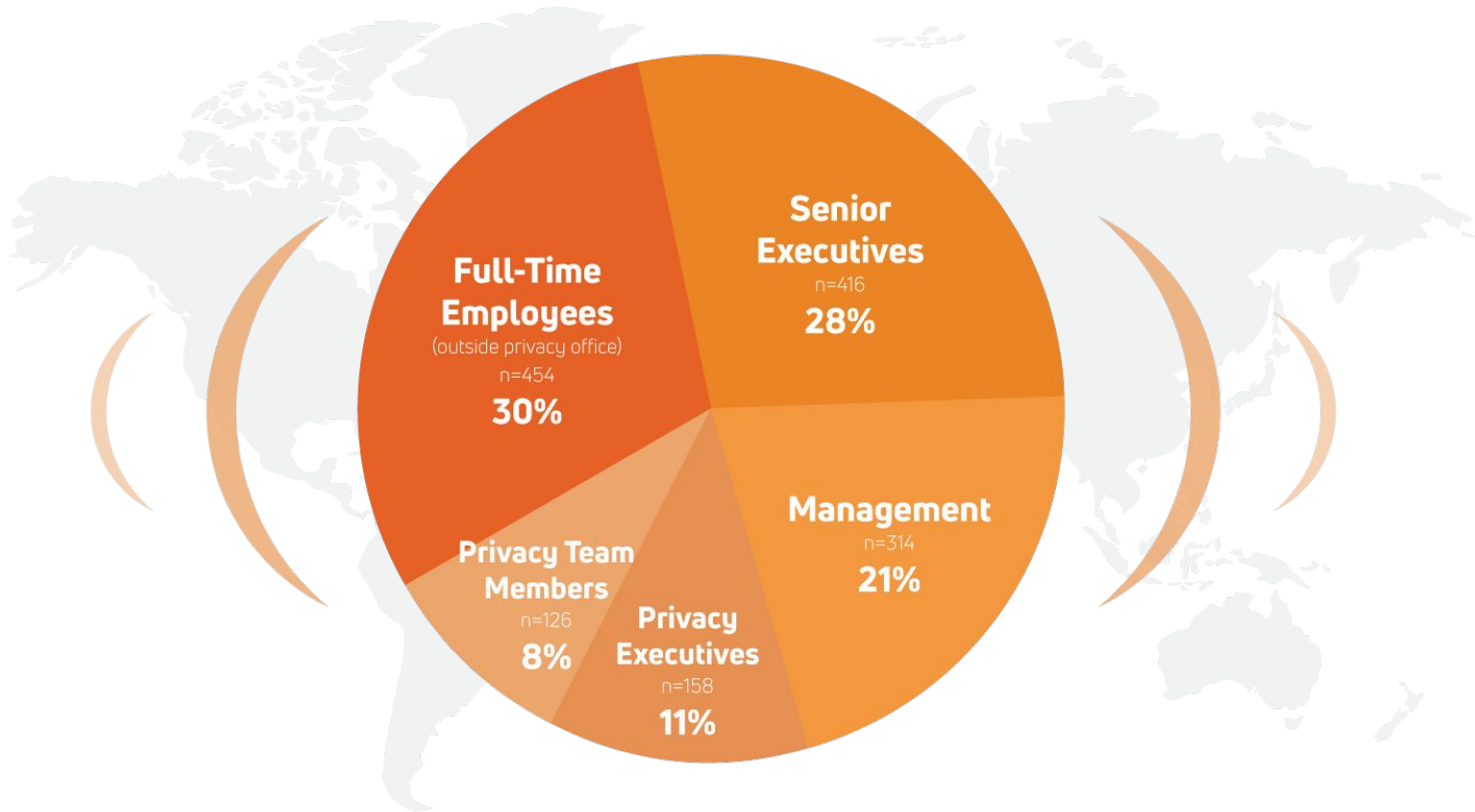
Over 1,500 respondents were surveyed around the globe, including senior leadership both in and outside the privacy office, privacy officers, middle management, and full-time employees.



Almost all respondents were from companies with head offices located in North America, UK and Europe, with many operating globally – mostly in the United States, the EU, the United Kingdom and Canada, but also in Asia Pacific (27%), Latin America (21%), and the Middle East and Africa (19%).

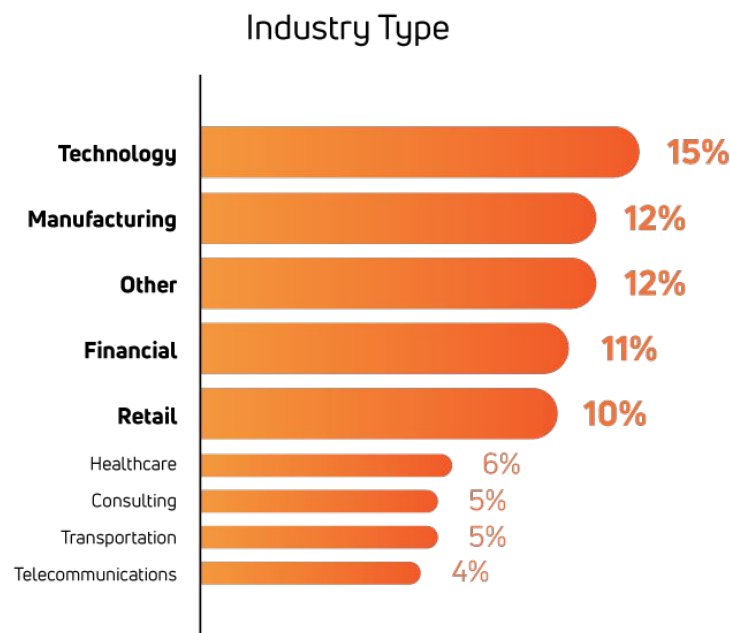
# All Major Roles Represented in the Survey

Survey included a cross-section of employees from around the world

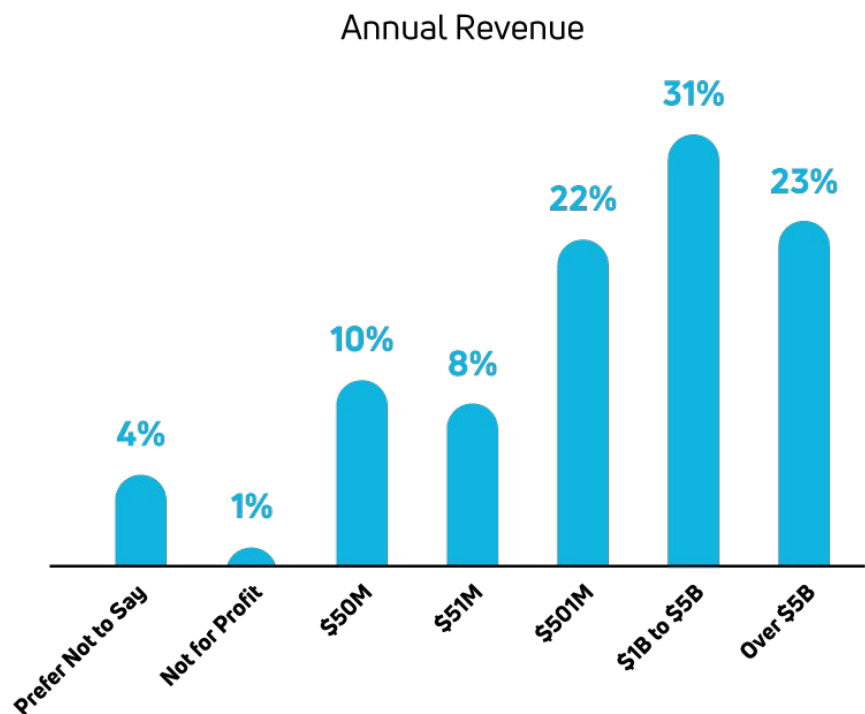


# Firmographics

Survey included firms from a cross-section of industries and sizes



Education (3%), Consumer Goods (3%), Food & Beverage (3%), Insurance (3%),  
Biotechnology (3%), Agriculture (2%), Entertainment (2%), Media (2%).



n=1503



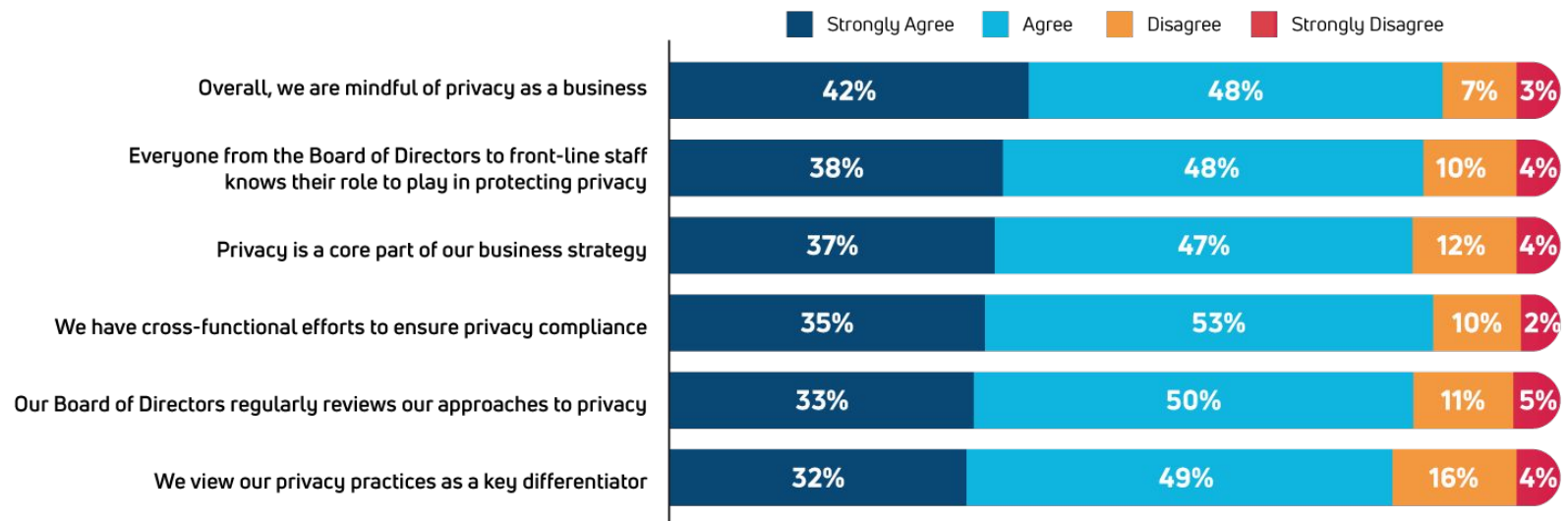
# Privacy Focus



# Most Believe Privacy is of Great Importance

Most view their company's approach to privacy in a positive light; many view it as a key differentiator for their business

More than 9 out of 10 believe their organization is mindful of privacy as a business. On all other key measures shown below, more than 8 out of 10 view their company in a positive light when it comes to approaches to privacy at all levels of the company. Notably, there is a gap with some 20% not viewing privacy practices as a key differentiator, double that of the 10% of skeptics who do not believe their company is mindful of privacy.

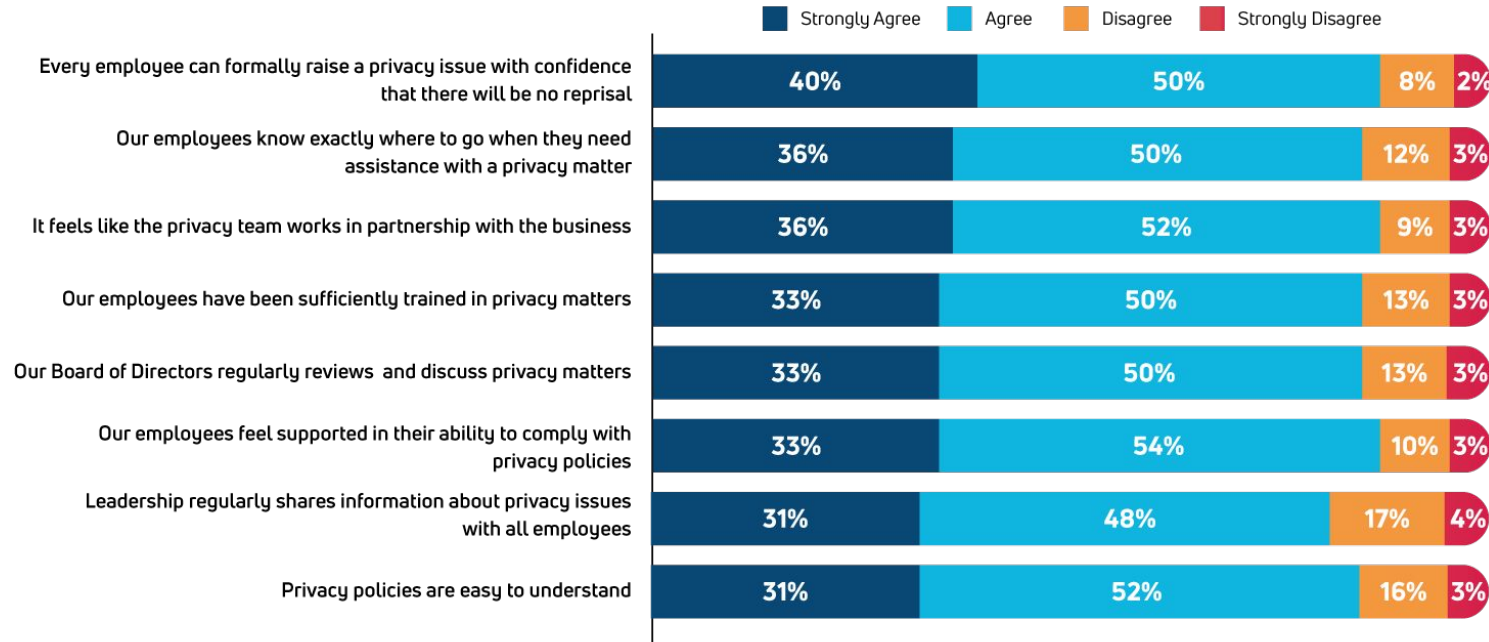


Paradoxically, much of this skepticism comes from the privacy function itself: 28% among privacy executives and 31% among privacy team members.

# Privacy Involvement Spans from Employees to Board of Directors

## Almost Half (45%) are Strong Advocates of their Organization's Privacy Approach

In day to day approaches to managing privacy, again we find positive results with 9 out of 10 reporting no fear of reprisal in raising a privacy issue. The vast majority claim to know where to go when they need assistance and that their privacy team is a partner (not a rival or opposing interest) in the business. There is a modest but notable drop to 83% who believe that their company's privacy policies are easy to understand.



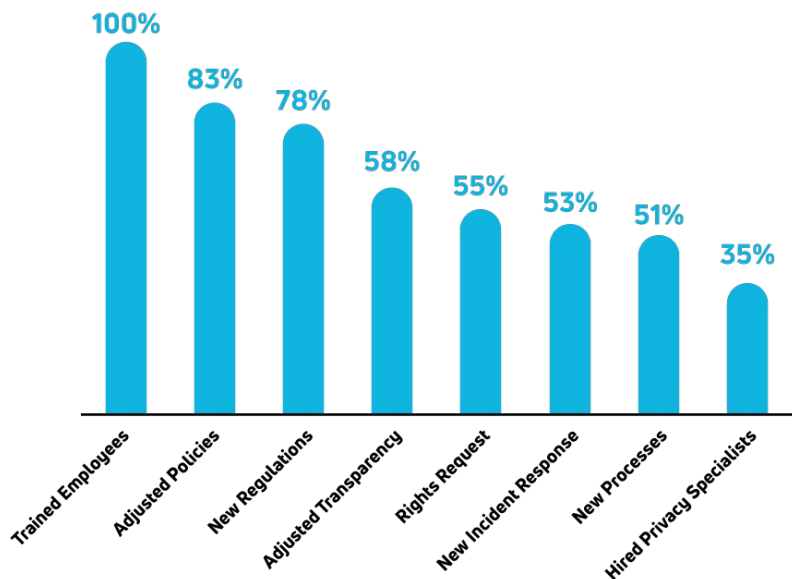


# Top 3 Initiatives

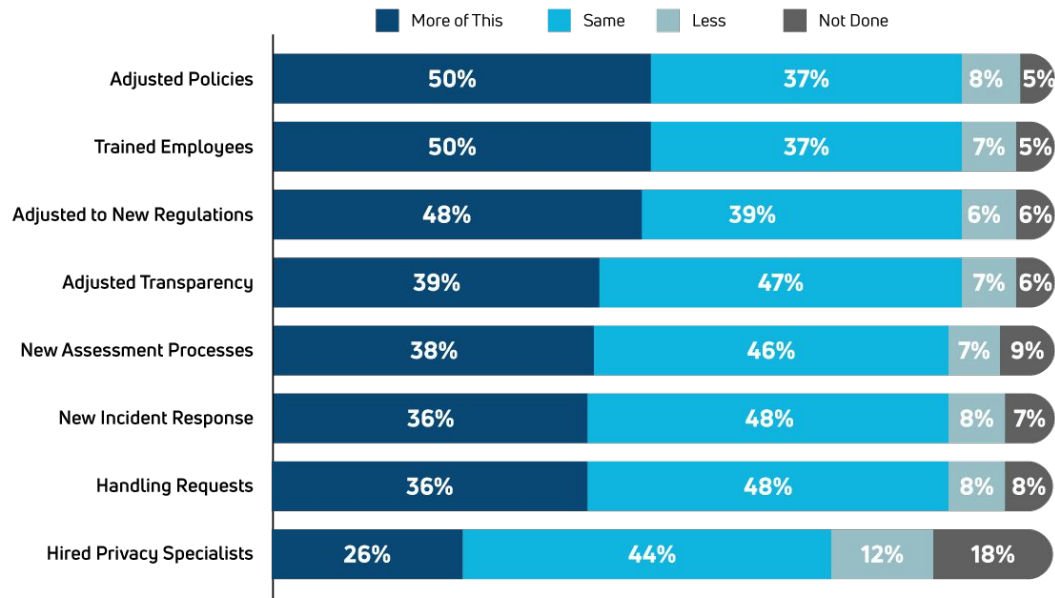
# Top Initiatives Undertaken

Looking at organizations' top initiatives and the changes afoot in 2020, the results were consistent and clear. Adapting to new regulations, adjusting privacy and data protection policies, and training staff on how to get this work done are top priorities. Indeed, about half intend to increase their efforts on these measures above current levels.

## % Chosen as One of Top 3 Initiatives







## During 2020, which of the following has your organization undertaken more or less of to protect data security and consumer privacy?








# Priority Gaps in the Organization

We noted some large differences in priorities across roles...

## Adjusting Transparency % Chosen as #1 Initiative

	Senior Executive	26%
	Privacy Executive	43%
	Management	26%
	Privacy Team Member	44%
	FTE Outside Privacy Function	26%

## Changes Underway in 2020: Adjusted Policies

	More of This	Same	Less	Not Done	Don't Know
	49%	36%	8%	5%	2%
	47%	30%	14%	8%	1%
	53%	34%	7%	3%	2%
	61%	33%	3%	1%	2%
	40%	39%	6%	5%	10%



# Global Benchmark Privacy Confidence Indices

# Global Benchmark Privacy Confidence Indices

In total, we obtained 21 ratings on privacy attitudes and opinions from a cross-section of organizational roles around the globe. We used advanced statistical modeling to determine the underlying constructs that revealed how these concepts are organized in the 'real world'.



**Overall Privacy  
Confidence of Companies**



**Privacy Confidence of  
External Stakeholders**



**Privacy Confidence  
in Leadership**



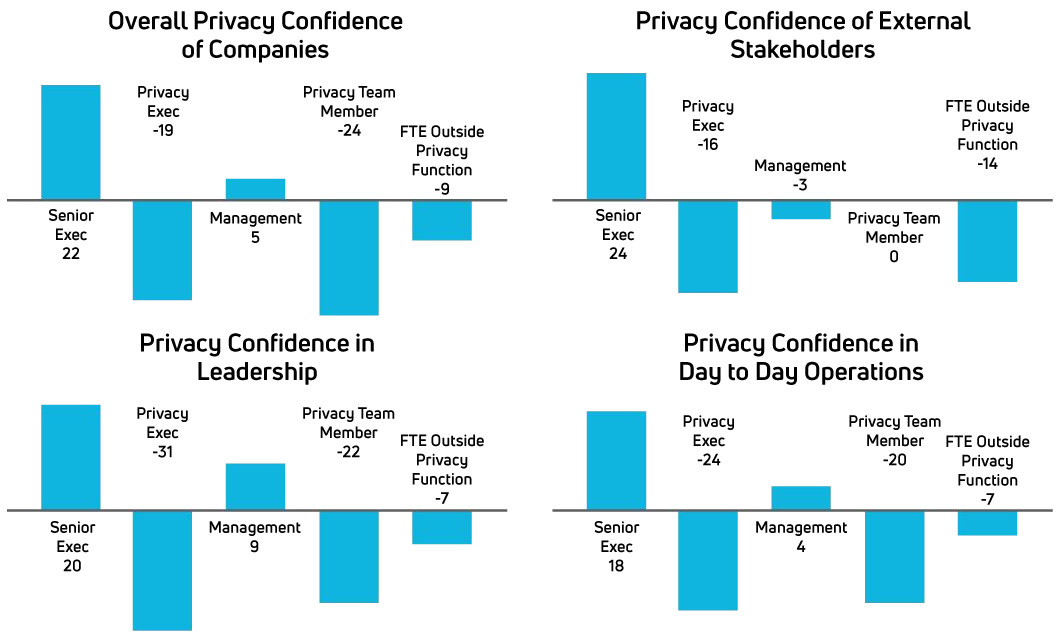
**Privacy Confidence in  
Day to Day Operations**

**Each individual measure was standardized to allow inter-item comparisons, and each final construct was then further indexed such that the mean equals zero and the theoretical range of scores can be from -100 to +100.**

# Global Privacy Confidence Indices Validation

We obtained further color on the differences observed across various organizational roles. Senior executives tend to view privacy matters quite positively, middle management views their companies as doing “average”, and employees outside the privacy function a little less so. By strong contrast, privacy executives and privacy team members have more negative views of their own performance. It is encouraging to see privacy teams being hard on themselves and pushing themselves to do better in light of a myriad of challenges currently facing these teams.

## Privacy Benchmarks for Various Roles







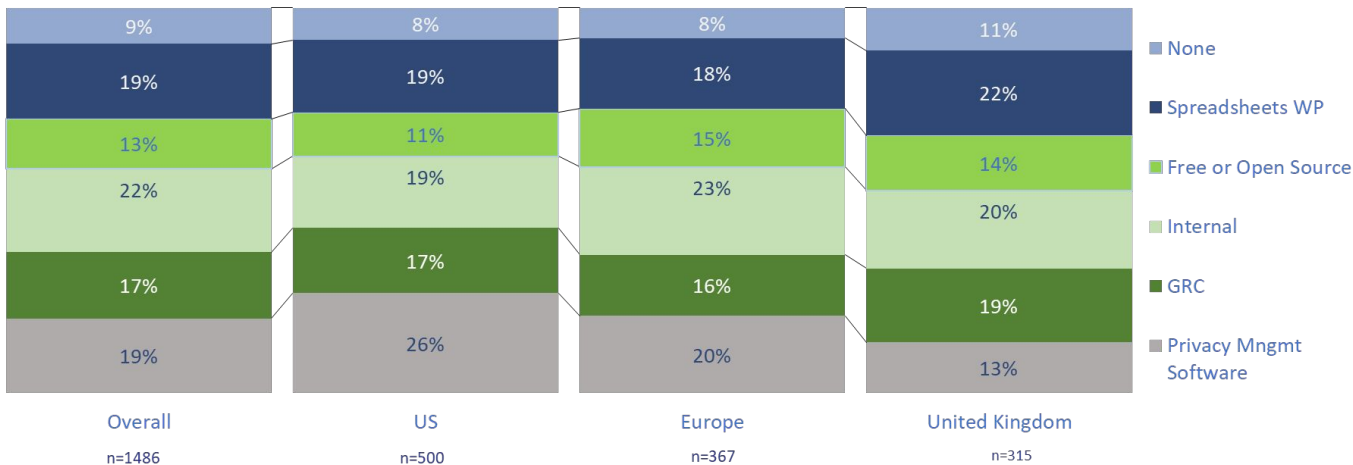
# Solution Sets

# Solutions

The Forrester Wave™: Privacy Management Software, Q1 2020 report found that key differentiators of leading privacy management software included formalized, automated processes, rich content, customizability of dashboards and workflows, and privacy risk assessments. Concurring with these viewpoints, we put them to the test worldwide.

## Primary Software (Excludes “Don’t Know” Responses)

*What primary solution do you use to manage your privacy program?*

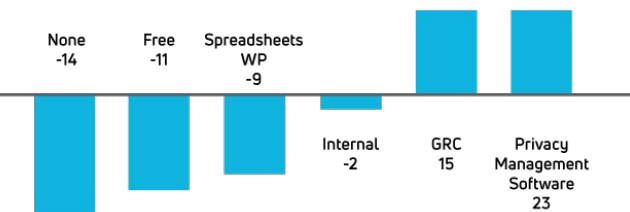


*Among our respondents, despite stated commitments to the importance of privacy, finding that a full quarter of companies do not have robust software to manage privacy is contradictory. Only a third are using purpose-built, automated software - either privacy management or GRC (governance, risk and compliance) software.*

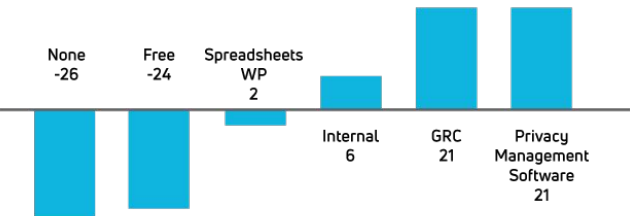
# Solution Impact

Ratings of effectiveness attenuated to purpose-built software, with consistent results 20 percentage points higher than without (free or open source, spreadsheets/word processor, or no specific solution set in place). Purpose built, automated software clearly sets apart companies with high levels of privacy confidence versus those without on all fronts.

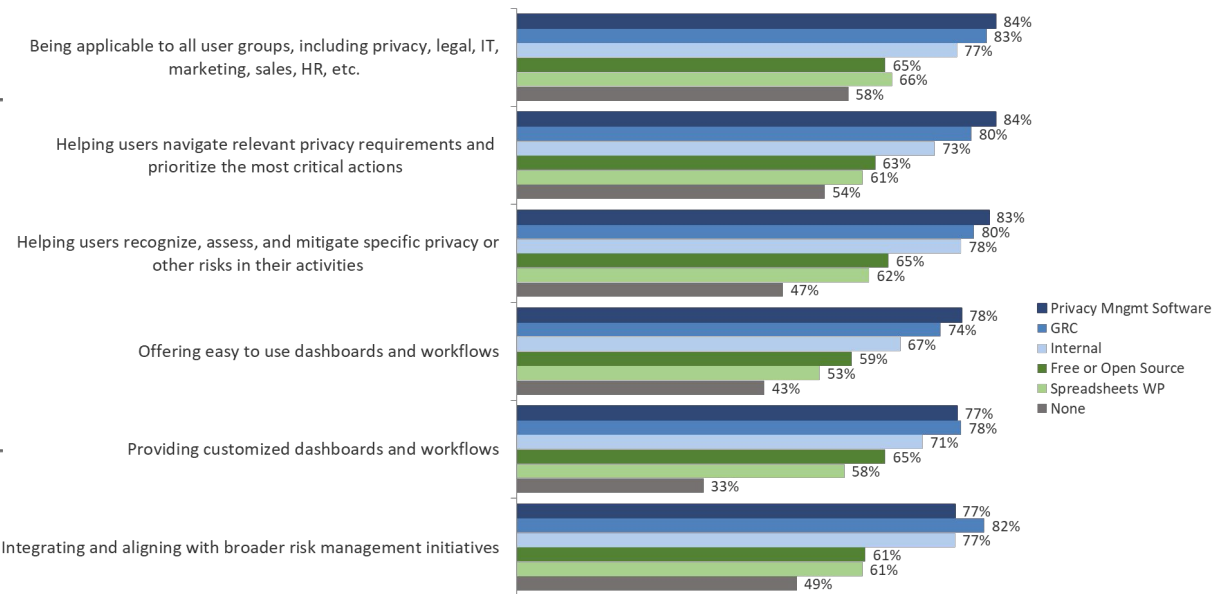
Privacy Confidence of External Stakeholders



Privacy Confidence in Leadership



Solution Effectiveness (% Very + Somewhat, for each Solution Choice)





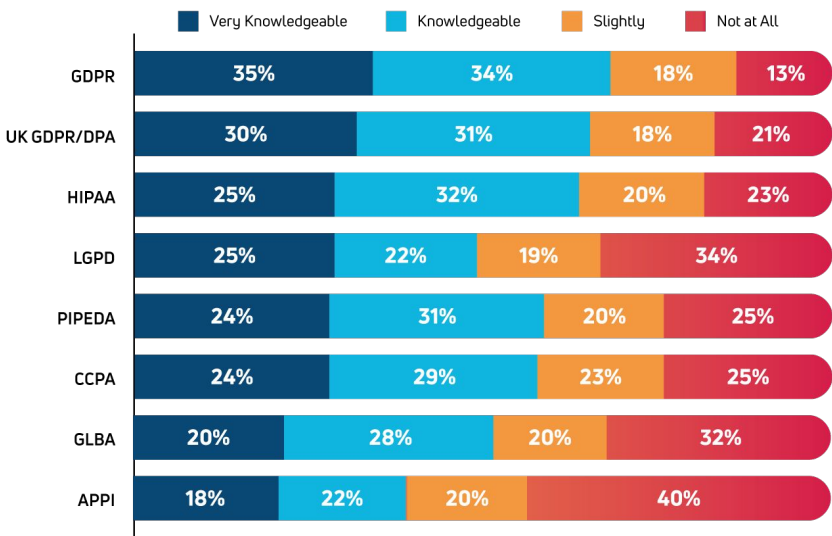
# CCPA Compliance

# CCPA Knowledge

Privacy stewardship requires a dedicated and concerted effort to understand what personal data is; its ownership, rights and risks; and the organizational capacity to manage it. Many companies find themselves confronting a lack of knowledge about regulatory requirements, their reach and what they mean in practice to comply. Knowledge of GDPR, the most comprehensive of all regulatory frameworks, was highest among respondents at 69%. While this is modest, among Privacy Executives it was substantially higher at 80%.

## Regulation Knowledge (Excludes "Does Not Apply" Responses)

*How would you rate your knowledge of the following privacy laws as it pertains to your business?*

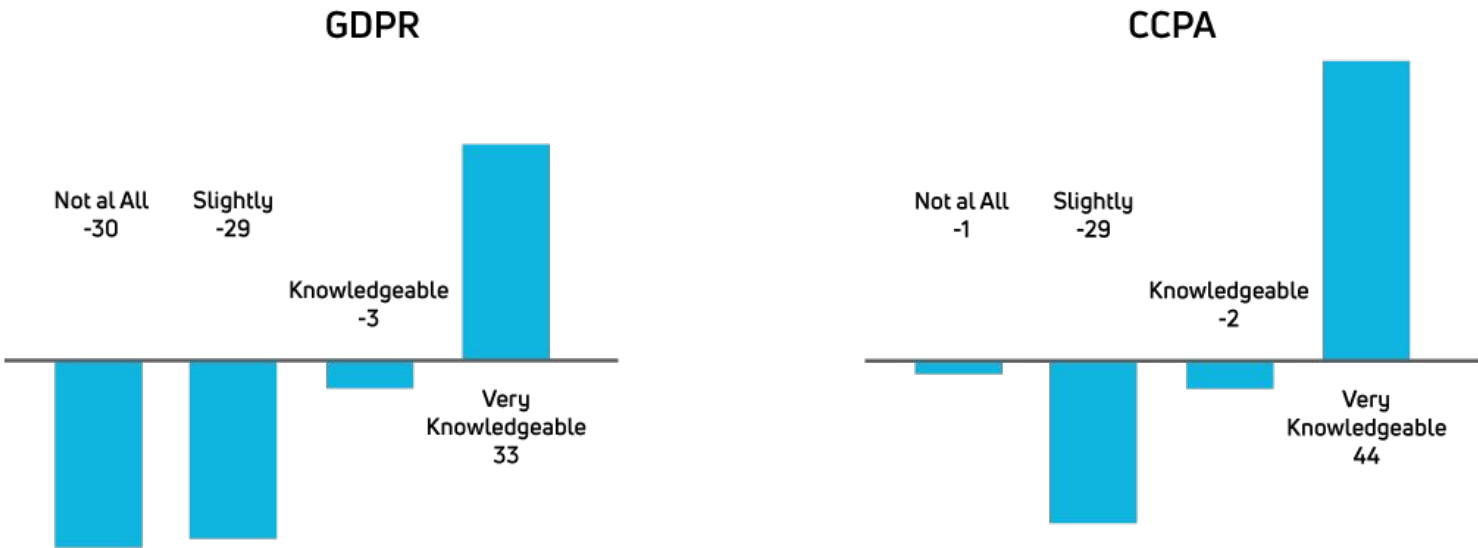


*Surprisingly, despite the looming July 1, 2020 CCPA compliance deadline, almost half (45%) of respondents claimed only slight or no knowledge at all of it.*

# CCPA Knowledge - *Why it Matters*

Comparing these results to our Global Benchmark Confidence Indices, we see that being very knowledgeable has one key benefit: it increases privacy confidence. For both GDPR and CCPA, being very knowledgeable of the regulations was exponentially favourable to a confident view of their company's overall privacy approach.

## Overall Privacy Confidence in Companies based on Regulatory Knowledge



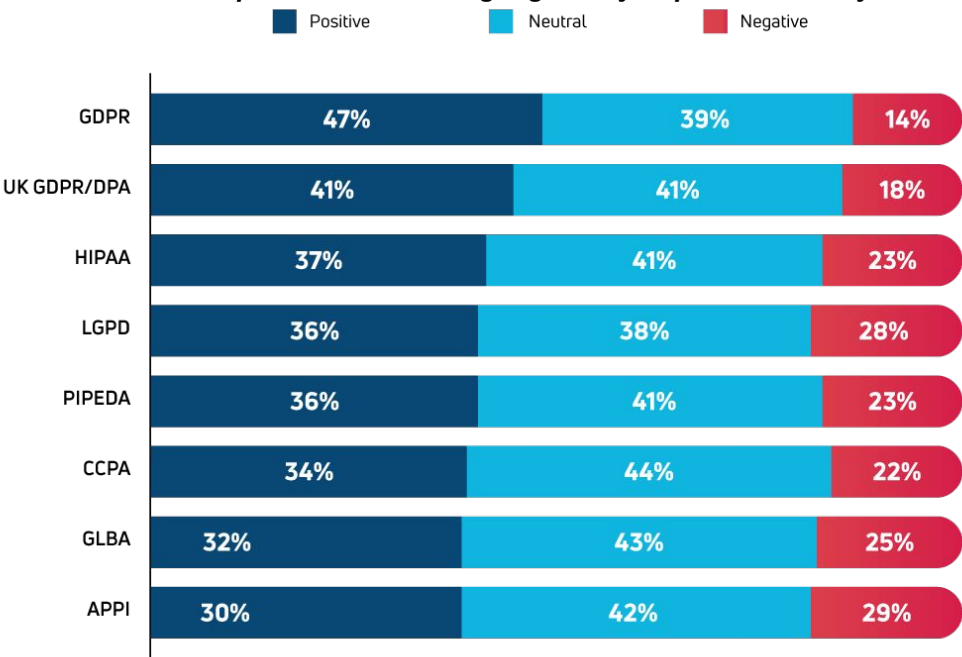
# CCPA Impact

Aside from their knowledge of the regulations, most respondents viewed regulations in a positive light.

## Regulation Impact

*\*Excludes "Does Not Apply" Responses*

**What is the overall impact of the following regulatory requirements on your business?**

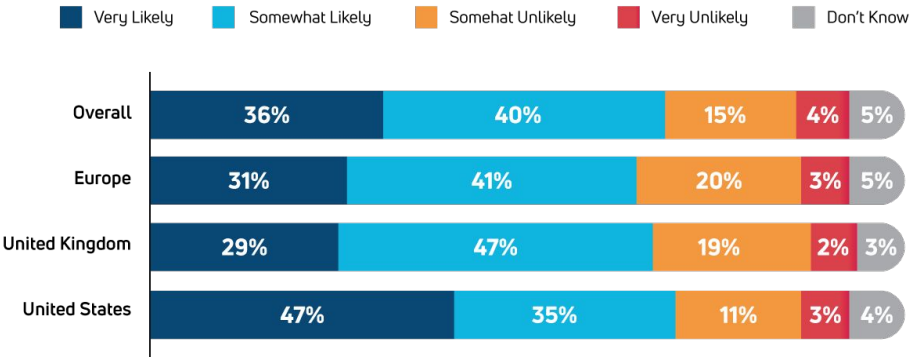


# Likelihood of CCPA Compliance

Although technically enforceable only for companies doing business in California, it stands to reason that companies operating on a global scale will follow suit on the main principles. Not surprisingly then, we found that across the globe, companies were readying themselves. Some three quarters (76%), believed they are very likely (36%) or somewhat likely (40%) to be ready for the July 1, 2020 required compliance date. US companies are ahead of their global counterparts. While US based companies were slightly more bullish on their abilities, in stark contrast to this enthusiasm still over half we surveyed in early May had either not started or were still only in the planning stages with CCPA.

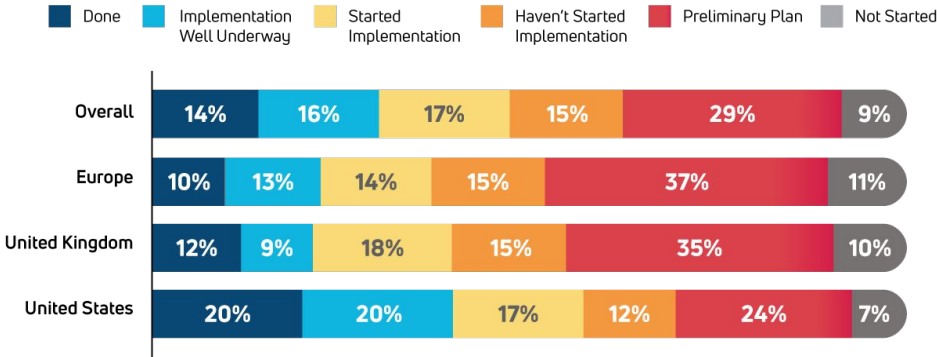
## Likelihood of CCPA Compliance

*How likely are you to be fully compliant with the CCPA requirements on the regulation enforcement date of July 1, 2020?*



## CCPA Compliance

*Which of the following statements best describes the state of your compliance with the CCPA?*





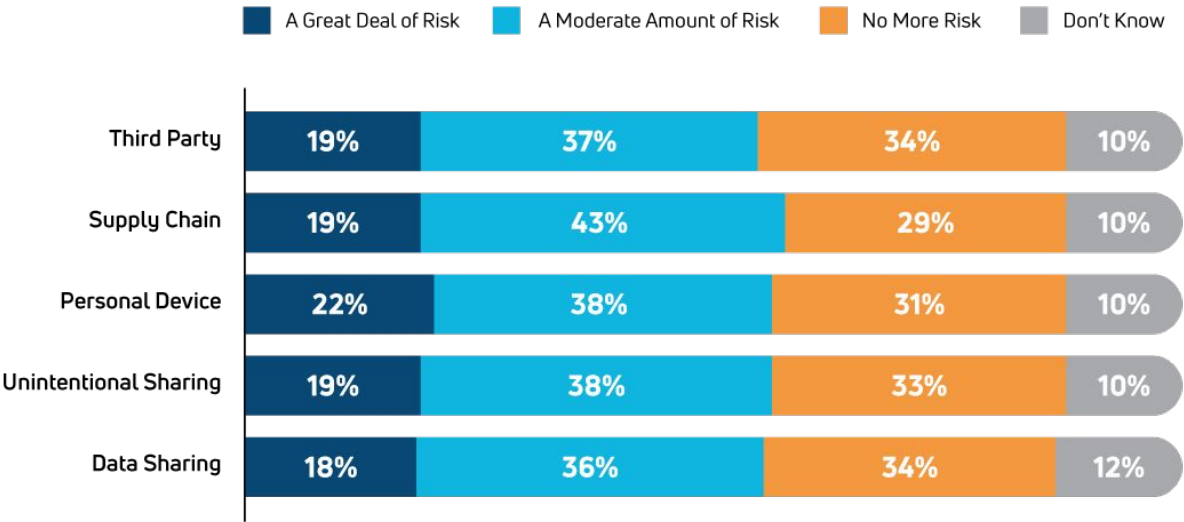


# COVID-19 Pandemic

# COVID-19 Impact on Privacy and Data Protections

The fieldwork for this survey occurred during the first two weeks of May 2020. By that point, the Pandemic had forced a global response including lockdowns in Europe, Asia and North America. Some 42% of companies expected to have either a decrease or steep decrease in revenues as a result. When asked what percent of their company's workforce had switched to working from home as a result of COVID-19, 62% indicated that more than half their workforce had done so. Over half of all respondents believe the Pandemic has increased risk across a number of areas.

*What degree of risk has the COVID-19 pandemic added to your business in each of the following areas, specifically in terms of privacy?*



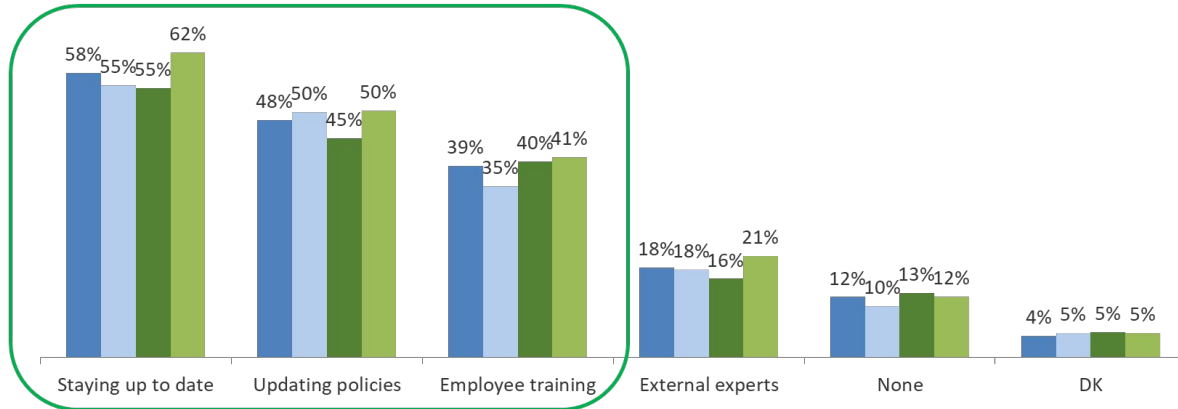
# COVID-19 Measures

To tackle these risks, companies are taking additional measures: staying up to date on COVID-19 privacy concerns and regulations, updating policies accordingly, and training employees are the top initiatives. These findings held around the World.

## Taking Additional Measures

*As a result of COVID-19, are you taking any of the following measures?*

■ Overall ■ Europe ■ United Kingdom ■ US



*Many may be “banking” on the COVID-19 Pandemic causing a delay in CCPA regulatory requirements and enforcement in spite of what the California Attorney General has said. The findings below were held even stronger by senior executives, with 85% believing it would cause delays. Further, European companies in particular view (or hope) it causes delay.*



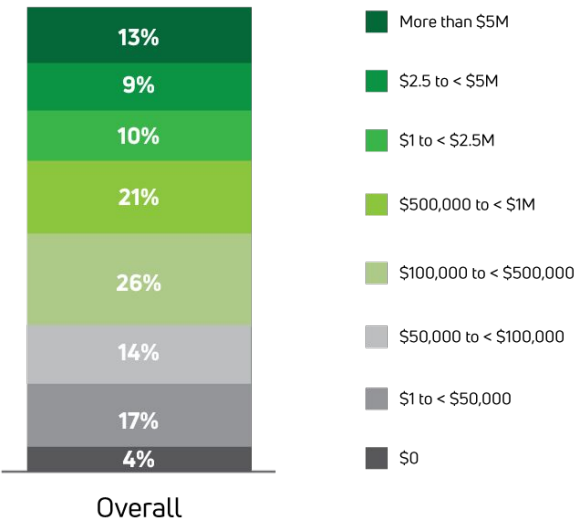
# Budgets

# Budgeting for Privacy in a Rapidly Changing World

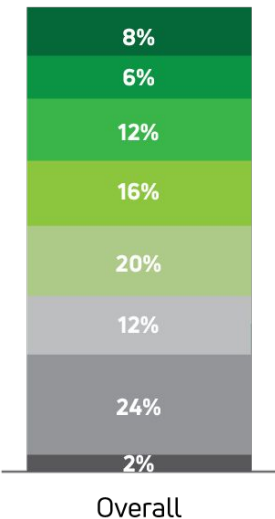
There is an enormous range that companies spend on privacy and data protection. An equal percentage (21%) annually spend \$50,000 or less as do others who spend \$2,500,000 or more. For those readying for CCPA, a significant portion will be spent on these efforts.

## 2020 Privacy and Data Protection Budgets

*Approximately how much do you plan to spend on your overall privacy efforts in 2020, in US dollars, including software, consultants, employees, certifications, etc.?*



*On your CCPA efforts, approximately how much do you plan to spend in 2020, in US dollars, including software, consultants, employees, certifications, etc.?*



*Approximately half (48%) had budgeted to spend more this year on privacy and data protection. While the COVID-19 Pandemic put a dent in this spend, still 41% expect to maintain these increased budgets.*



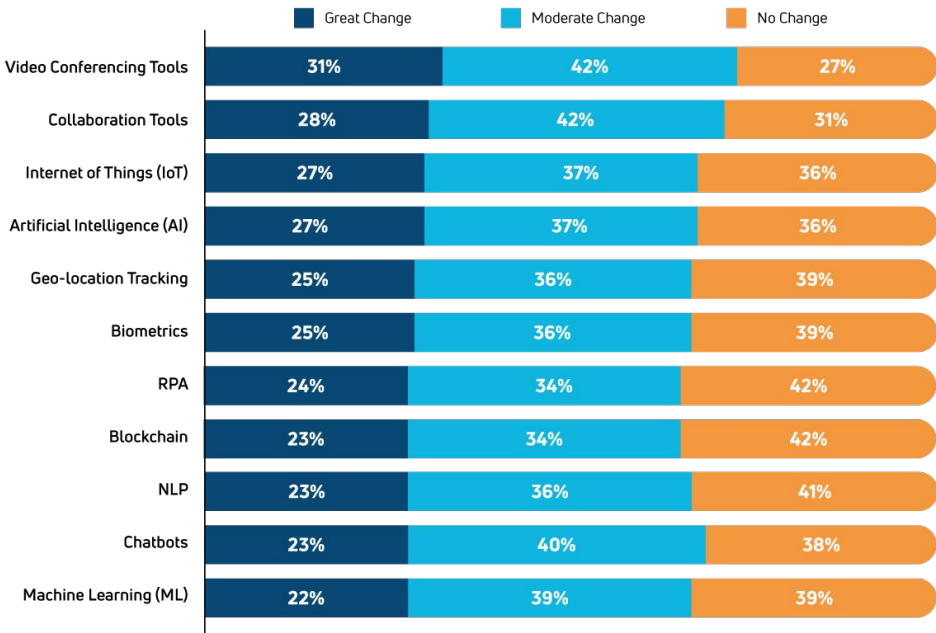
# Digital Technology Impact

# New Digital Technologies

Even prior to the Pandemic, an influx of new cutting-edge digital technologies was challenging companies. Everything from blockchain to AI impacts privacy rights, and the Pandemic simply accelerated these; in particular video conferencing and collaboration tools.

## Digital Technology Change (Excludes “Don’t Know” and “Not Introduced” Responses)

*How much has the introduction of the following technologies required you to change your approach to privacy?*



*Most (over 85%) claim to be able to manage these new technologies because they were already underway in rethinking their approach, understanding the costs, and knowing the processes needed to ensure privacy.*



# Conclusion



# Conclusion

Along with embracing new technologies, forward-thinking companies have seized on privacy as a strategic opportunity for gaining a competitive edge. Rethinking “business as usual”, some have leaped ahead of the curve by instrumenting a comprehensive and coordinated approach to privacy that goes beyond simply a regulatory compliance exercise. These companies lead with a privacy culture that permeates their entire organization and helps differentiate them in the marketplace.

COVID-19 created unexpected challenges at a time when there was already increased pressure on data and privacy protection measures for companies as a result of the adoption of CCPA. Many companies stepped up to the challenge while others fell behind – overwhelmed by the new looming requirements combined with Pandemic-imposed challenges such as work from home and personal device use, with implications such as unintentional sharing of data. Companies that have purpose-built professional software and solutions fare markedly better in their global privacy benchmark scores.

The right software can make it easier for organizations by reducing complexity with support for privacy impact assessments, proactive risk notifications, and on-demand reporting.

Organizations of any size can benefit from simplifying their privacy operations and better understanding, managing and automating their privacy programs.

# Additional Privacy Resources

For more privacy resources please visit

<https://trustarc.com/resources/>

[contact-sales@trustarc.com](mailto:contact-sales@trustarc.com) | +1 888 878 7830



## About TrustArc

TrustArc automates the creation of end-to-end privacy management programs for global organizations. As the leader in privacy compliance and data protection, TrustArc is the only company to deliver the depth of privacy intelligence that's essential for the growing number of privacy regulations in an ever-changing digital world. Headquartered in San Francisco, and backed by a global team across the Americas, Europe, and Asia, TrustArc helps customers worldwide demonstrate compliance, minimize risk and build trust. In 2019, TrustArc acquired Nymity to accelerate the development of its next-generation technology-driven privacy platform. For additional information visit [www.trustarc.com](http://www.trustarc.com).

## About Golfdale Consulting

Golfdale Consulting Inc., trusted advisors to growth focused business leaders. Golfdale expertise and hands-on approach with senior executives spans three critical areas: global market research and insights, analytics strategies and application of decision sciences, and advocacy for evidence based regulatory reform and market impact.