

The TrustArc ROI Report: Quantifying the value of privacy performance

Turn privacy from a cost center into a value engine

Modern privacy programs create measurable business value by executing seven core operational responsibilities. When these challenges are met with automation, organizations experience predictable returns: cost avoidance, time reduction, and increased customer trust.

Is your privacy program a cost center or a value engine?

Quantifying the ROI of privacy performance



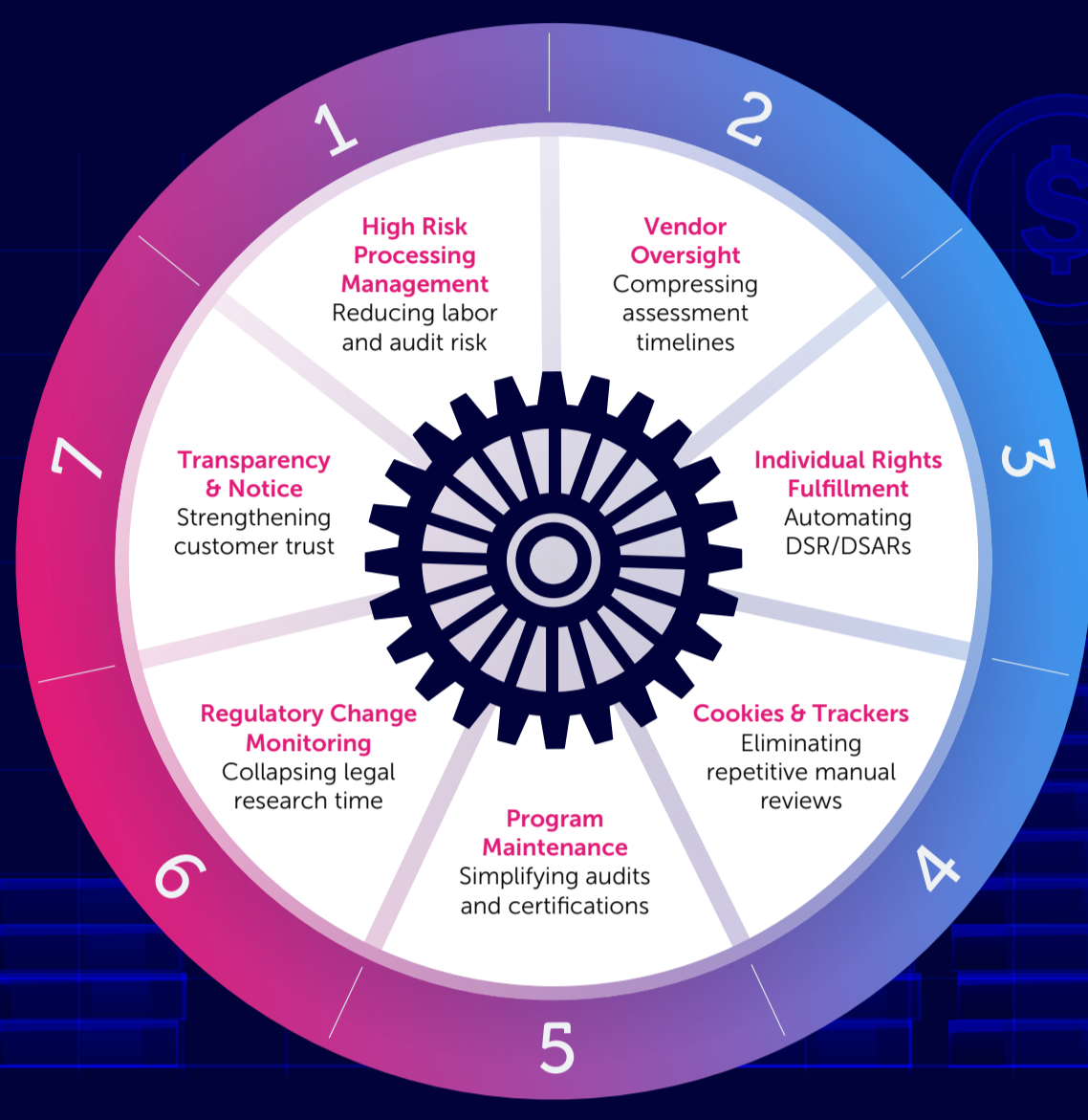
The cost of non-compliance is rising:

- **€1.2 Billion** - Total GDPR fines issued in 2024.
- **\$4.75M-\$6M** - Average cost of recent U.S. breach settlements.
- **\$7,988** - Potential penalty per intentional violation under California's CCPA (rising in 2025).

THE REALITY

A single breach settlement can equal 25-33 years of enterprise privacy platform licensing costs.

The 7 drivers of privacy ROI



Efficiency gains

Regulatory research: From days to minutes

96% Reduction in regulatory review time using Nymity Research.

1 full day of legal review for initial assessment



~10 minutes to assess impact



Value: Saves \$20,000-\$50,000 annually in external legal fees.

Vendor oversight: Speed without risk

93% Reduction in vendor assessment cycle time.

6-8 hours per vendor



1-2 hours per vendor



Value: \$41,000-\$82,000 annual labor savings.

(for organizations assessing 100-200 vendors)

Individual rights (DSRs): The cost of automation

85% Speed reduction in cycle time.

Manual cost: ~\$1,200 per request



Automated cost: \$150-\$225 per request



ROI: ~\$100,000 annual labor savings for every 100 requests handled.

Parity vs. differentiation

Where the market ends and TrustArc begins

ROI Dimension	Market Standard	TrustArc Platform
Legal research time	Days to hours	✓ 96% reduction (minutes)
Vendor assessment	Email-based, weeks	✓ 93% reduction (same day)
New law assessment	Weeks to analyze	✓ 10 minutes (AI-assisted)
AI governance	Aspirational / Repurposed Tools	✓ Dedicated certifications & frameworks

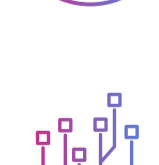
From "Are we compliant?" to "Are we ready?"



Audit confidence: Shrink audit evidence from stacks of binders to ~15 pages of consolidated reports.



Labor optimization: 20% long-term labor optimization allows teams to scale without adding headcount.



Future proofing: AI governance readiness and rapid regulatory assessment turn privacy into a strategic business enabler.

Privacy management platform built by privacy professionals

The next generation TrustArc platform that thinks and works like you. Simplify your tasks, harness Arc Intelligence, and unify your privacy program.



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