



# THE BIGGEST PRIVACY CONCERNS IN 2019

## 87%

**of Tech CFOs** expressed a high or moderate concern about the data privacy issue, according to the 2019 BDO Technology Outlook Survey



## 87%

**of companies** are experiencing delays in their sales cycle due to customers' or prospects' privacy concerns, according to Cisco Survey



## 18%

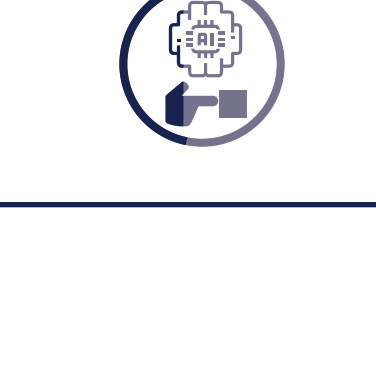
**of respondents** said their companies had halted an in-progress AI initiative due to cybersecurity concerns, according to the Deloitte's 2018 AI Survey



AND

## 22%

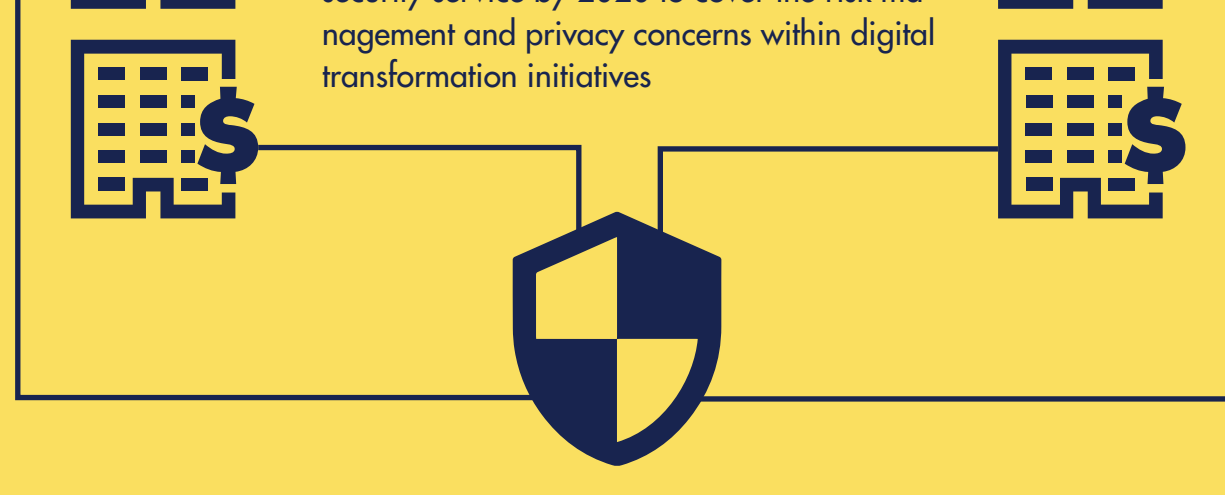
**of respondents** decided not to start an AI program due to cybersecurity worries



By 2020, the backup and archiving of personal data will represent the largest area of privacy risk for

## 70%

**of organizations**

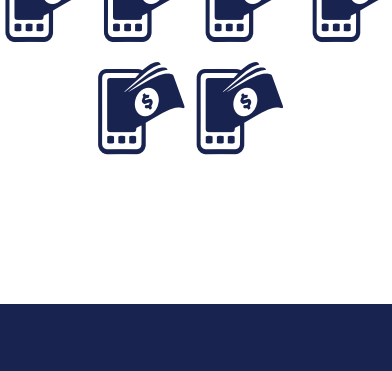


**CYBERSECURITY CONCERNS** are considered as one of the top factors driving US Tech industry growth in 2019

By 2021, organizations that bypass privacy requirements and are caught lacking in privacy protection will pay

## 100%

more in compliance cost than competitors that adhere to best practices



## TOP 4 PRIVACY TRENDS TO WATCH IN 2019

### 1

California Consumer Privacy Act of 2018 ("CCPA")

### 2

European Union's General Data Protection Regulation ("GDPR")

### 3

Federal Trade Commission's ("FTC") Focus on Data Privacy and a National Data Privacy Law

### 4

11 States Strengthen Their Own Data Privacy Laws: Alabama, Arizona, Colorado, Iowa, Louisiana, Nebraska, Oregon, South Carolina, South Dakota, Vermont, Virginia

## 3 OVERARCHING DATA PROTECTION TRENDS IN 2019

- Multi-cloud Protection**
- Better support for SaaS**
- Hyper-convergence**

### Sources:

<https://www.clarip.com/blog/gartner-privacy-trend-2019/>  
<https://mslawgroup.com/top-4-privacy-trends-to-watch-in-2019/>  
<https://www.gartner.com/smarterwithgartner/gartner-predicts-2019-for-the-future-of-privacy/>  
<https://newsroom.cisco.com/press-release-4413861?content-type=webcontent&articleId=1963564>  
<https://searchdatabackup.techtarget.com/answer/What-are-3-top-data-protection-trends-expected-in-2019>  
<https://www2.deloitte.com/content/dam/Deloitte/us/Documents/technology-media-telecommunications/us-tmt-2019-technology-industry-outlook.pdf>  
[https://www.bdo.com/getattachment/Insights/Industries/Technology/BDO-Technology-Outlook-Survey/TECH\\_Outlook-Survey\\_2019\\_WEB-11\).pdf.aspx](https://www.bdo.com/getattachment/Insights/Industries/Technology/BDO-Technology-Outlook-Survey/TECH_Outlook-Survey_2019_WEB-11).pdf.aspx)  
<https://www.gartner.com/en/newsroom/press-releases/2018-08-15-gartner-forecasts-worldwide-information-security-spending-to-exceed-124-billion-in-2019>