



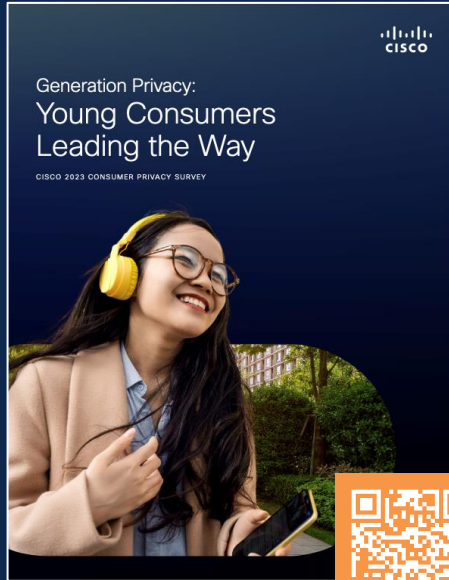
The bridge to possible

Beyond Data

Privacy and Trust as Business Imperatives

Harvey Jang, Cisco Vice President and Chief Privacy Officer

Privacy is a Business Imperative



Cisco Privacy research and more
available at [TRUST.CISCO.COM](https://trust.cisco.com)



Key Findings

1

Privacy programs provide significant risk and compliance benefits

2

Privacy programs enable broader trusted use of data

3

Investing in privacy programs can yield high monetary benefits

4

Most organizations leverage privacy maturity models

5

Corporate leaders focus on positive impacts of privacy

6

KPIs are needed to measure maturity and effectiveness of privacy programs

Perceived Benefits from Privacy Investments

Build loyalty
and trust

Differentiate
organizations
and better
respond to RFP

Reduce
sales delays

Win deals

Attract and
retain talent

Make organization
more attractive
to investors

Enable data agility
and innovation

Improve
operational
efficiency

Lessen time
and cost of
data breaches

Experience fewer
/ less-serious
security breaches

Avert damage
to reputation

Avoid regulatory
scrutiny or fines

25%

10 or more

Areas where organizations are getting
“significant” or “very significant” benefits

78%

4 or more

C IPL Accountability Framework



An aerial photograph of a construction site. A dense grid of steel rebar is laid out on a dark surface. Several workers in orange safety vests and hard hats are visible, working on the grid. Some workers are standing near long sections of rebar, while others are positioned at different points of the grid. The overall scene is a top-down view of a complex construction project.

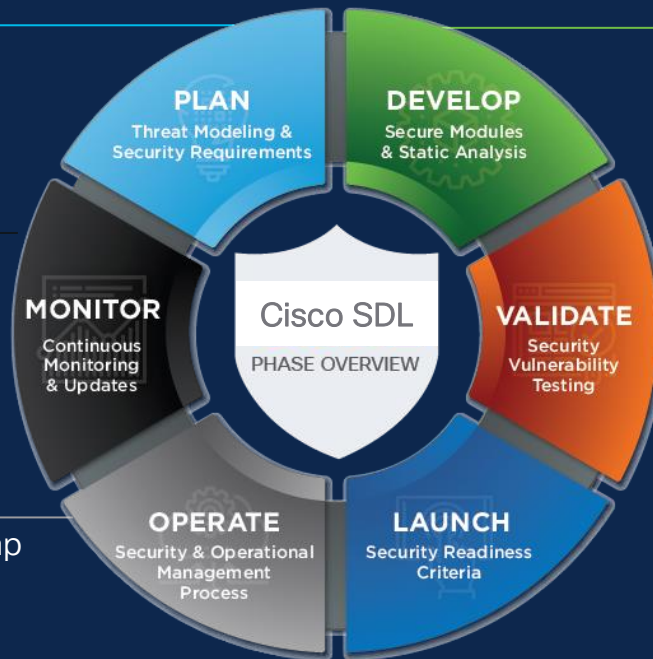
Security is Foundational to Privacy

Embedding Privacy Engineering in Development Lifecycle

- Data scoping workshop
- Establish privacy policy and requirements

- Privacy policy/requirements/control review and update with required remediation

- Update privacy data sheet, map
- Update PIA and controls
- Operationalize
- Privacy controls



- Privacy Impact Assessment (PIA); third-party contracts
- Embed privacy controls
- Update PIA

- Validate privacy controls
- Update PIA and controls
- Privacy data sheet, map data flows

An aerial photograph of a construction site. The ground is covered with a dense grid of steel rebar, forming a mesh pattern. Several construction workers, wearing orange safety vests and hard hats, are visible working on the site. Some workers are standing near long, straight sections of rebar, while others are positioned near more complex, bent structures. The overall scene depicts the foundational work of a building's structure.

Privacy is Foundational to AI

Being Responsible with AI



Cisco Principles for Responsible Artificial Intelligence

Our Artificial Intelligence

Artificial Intelligence (AI) and automation technologies not only raise the bar in terms of challenges for customers, users, and other stakeholders critical decisions and actions, it's also raising the bar for AI-based solutions.

Realizing AI's significant promise while ensuring privacy, security, and reliability is an essential part of our AI offerings to identify and address

Cisco Public



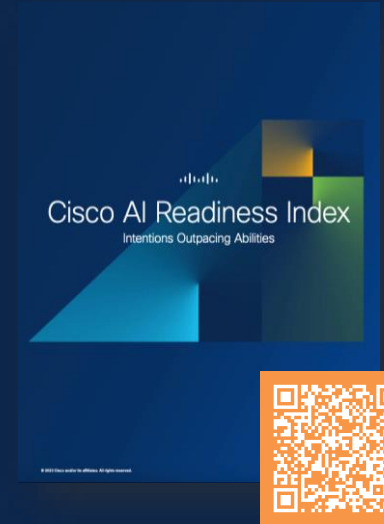
The Cisco Responsible AI Framework

Security by Design / Human Rights by Design / Privacy by Design for personal data and consequential decisions

At Cisco, we appreciate that Artificial Intelligence (AI) can be leveraged to provide significant benefits, but it also recognizes that by applying this technology, we have a responsibility to ensure that we have developed a Responsible AI Framework based on principles of Accountability, Privacy, Security and Reliability.

We translate these principles into controls that can be applied to model creation, training data with Security by Design, Privacy by Design, and Human Rights by Design throughout the model's lifecycle and its application in products, services, and

Cisco Public



Cisco AI Readiness Index

Intentions Outpacing Abilities

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The bridge to possible

Welcome

Dr. Claus-Dieter Ulmer
SVP, Group Data Privacy Officer Deutsche Telekom AG

CISCO *Live!*

A man in a dark suit and patterned tie is holding a black tablet, looking at it with a slight smile. He is positioned in the lower right foreground. Behind him is a large, curved, metallic building facade with a grid-like pattern of panels, reflecting the sky. The top of the image has a colorful, abstract, rainbow-like border.

Leverage Security Invest in Privacy