

Navigate Your Privacy Journey with PrivacyCentral

Privacy remains top of mind for most organizations

81%

of organizations found data privacy a key differentiator for their business¹

84%

claim privacy is a core part of their business strategy¹

44%

of CEOs rank data privacy among the top three most impactful policies to their business²

With budgets for privacy still on the rise

48% of organizations had budgeted to spend more in 2020 on privacy and data protection. 41% expect to maintain these increased budgets into 2021.¹

\$55B

projected overall cost of CCPA compliance³

2X

Non-compliance costs compared to compliance⁴

Even so, privacy leaders lack confidence in their current methods

More than a quarter of companies have no dedicated software to manage privacy workflows relying on word processors or spreadsheets to manage their process. These teams had lower confidence in their external stakeholders' and teams' ability to navigate their privacy program.¹

...Despite the fact that their workflows are an endless cycle of change

78% of organizations adjusted to new regulations¹

83% of organizations adjusted their privacy policies¹

100% trained new employees on privacy-related tasks¹

Reduce complexity and increase efficiency with PrivacyCentral

For privacy management leaders who are continually balancing privacy priorities while responding to changing requirements, TrustArc PrivacyCentral is the only end-to-end privacy management experience. PrivacyCentral delivers continuous insights that transform how you manage your privacy obligations.

Unlike spreadsheets or manual processes, PrivacyCentral provides a single-source to understand, plan, prioritize, and take action – reducing complexity and driving efficiency across the organization.

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¹ TrustArc Global Privacy Survey
² Top Policy Trends 2020: Data privacy: EWG
³ CCPA compliance costs projected to reach \$55B: ComplianceWeek
⁴ Ponemon Institute