PULSE Transcend

# Emerging Privacy Trends for 2022

With new privacy laws in California, Colorado, and Virginia coming into force in 2023, and 15 other states considering legislation in their 2022 sessions–it's clear privacy regulation is here to stay.

Organizations are facing imminent deadlines when it comes to privacy and consumer data rights, yet many face a substantial knowledge gap when it comes to compliance.

As privacy regulation and enforcement increases, filling this knowledge gap is imperative.

That's why Pulse and Transcend surveyed 100 decision makers from fintech, e-commerce, and B2C sales organizations–aiming to better understand their concerns about upcoming privacy regulation, confidence in their organization's compliance, current and future privacy budgets, and their use of third party privacy tools.

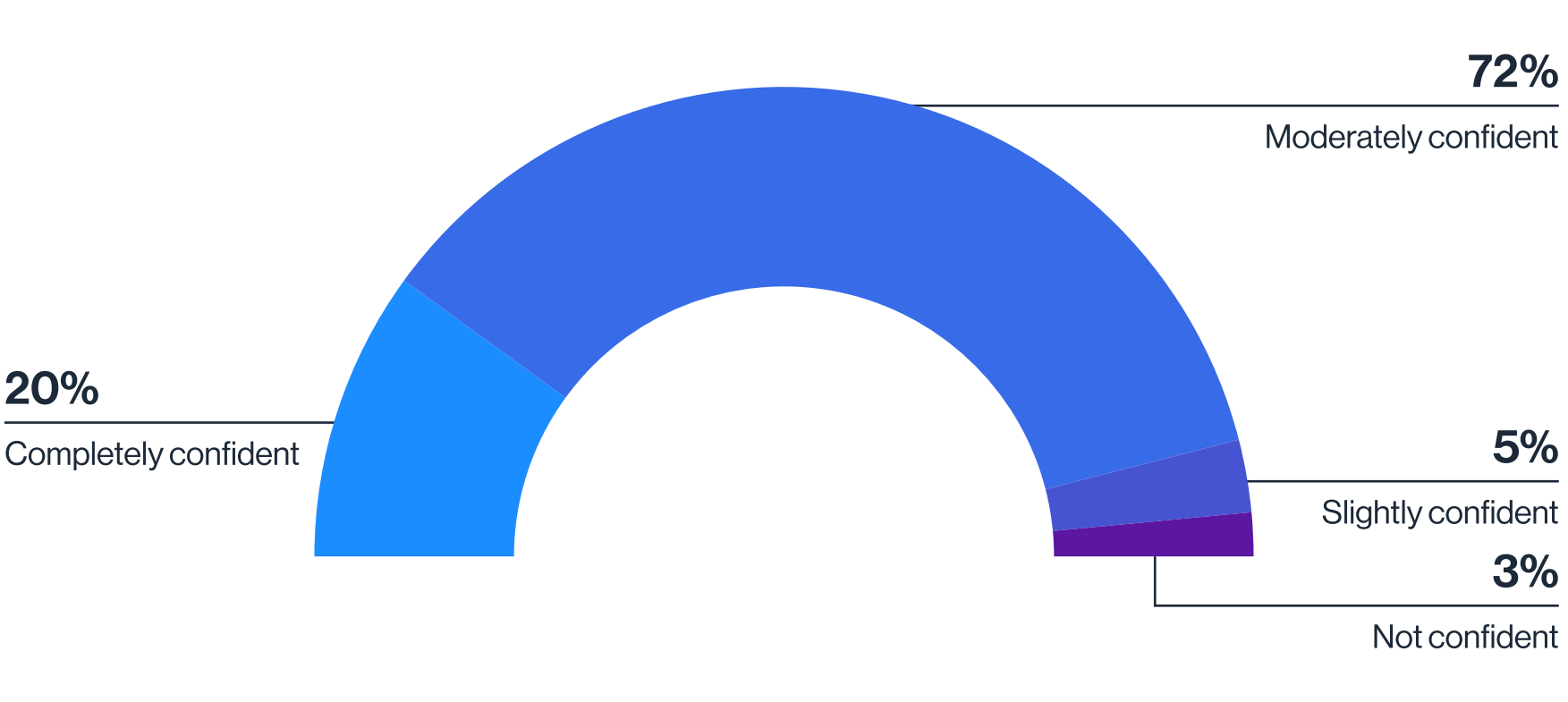
Data collection: November 16 - December 18, 2021

Respondents: 100 technology leaders in North America

## Organizations continue to struggle with data privacy compliance

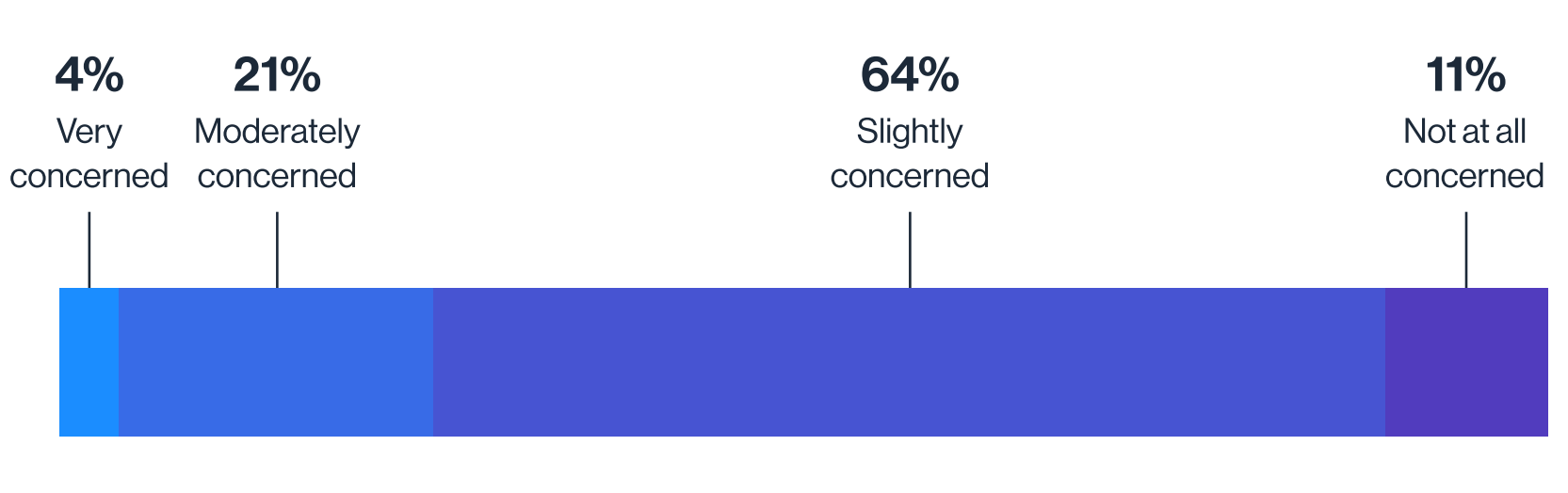
As data privacy regulation and enforcement increases, only 20% of decision makers feel completely confident their organization is in total compliance with global privacy laws. A majority (72%) feel only moderately confident they are compliant.

**What is your current confidence level that your organization is 100% compliant with all various data privacy laws globally?**



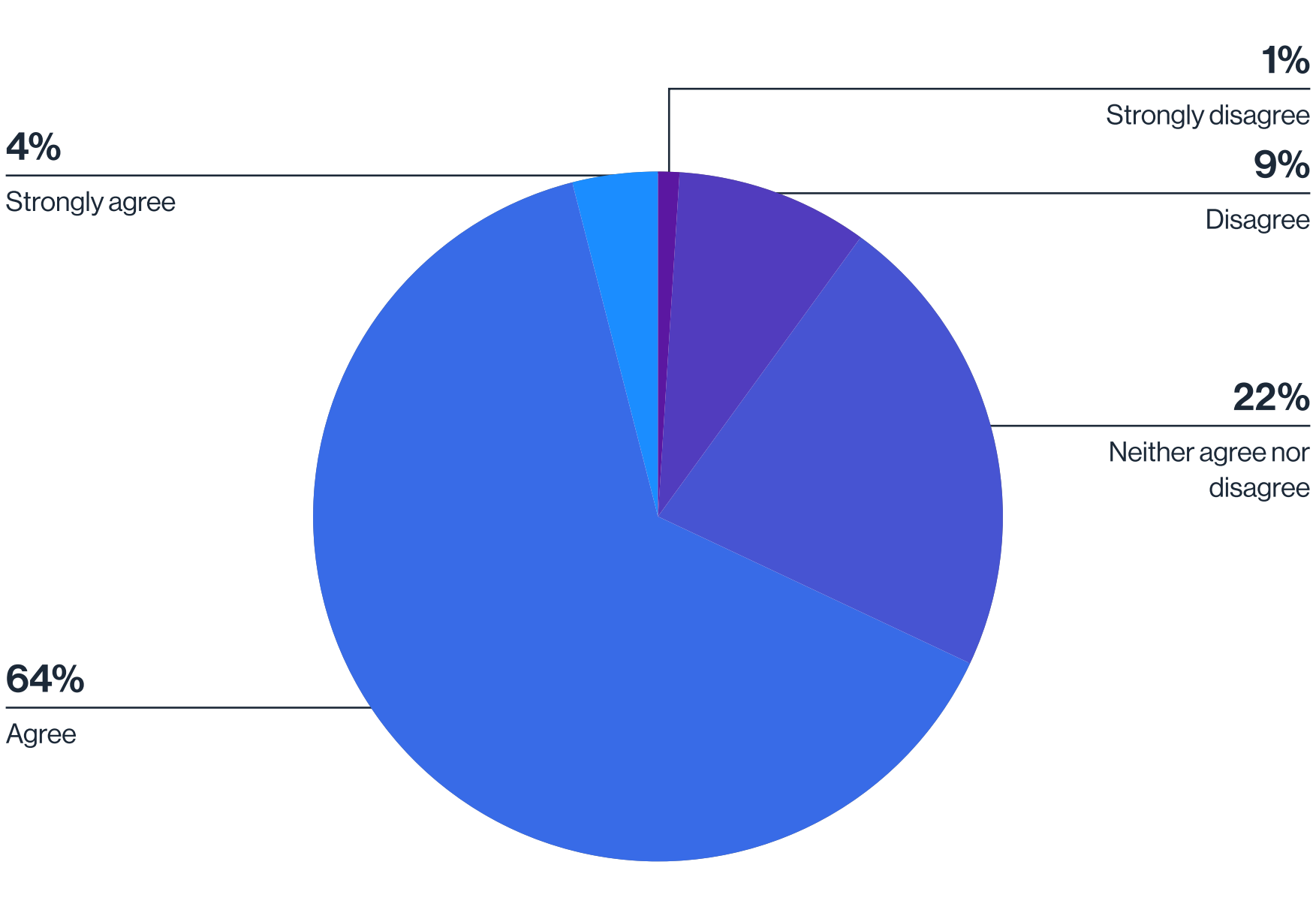
Only one in ten respondents are not at all concerned about upcoming regional data privacy laws, leaving a large majority who are concerned to some degree about their organizations future compliance.

**Are you concerned about your organization's ability to remain compliant through any additional regional privacy laws in the next 12-18 months?**



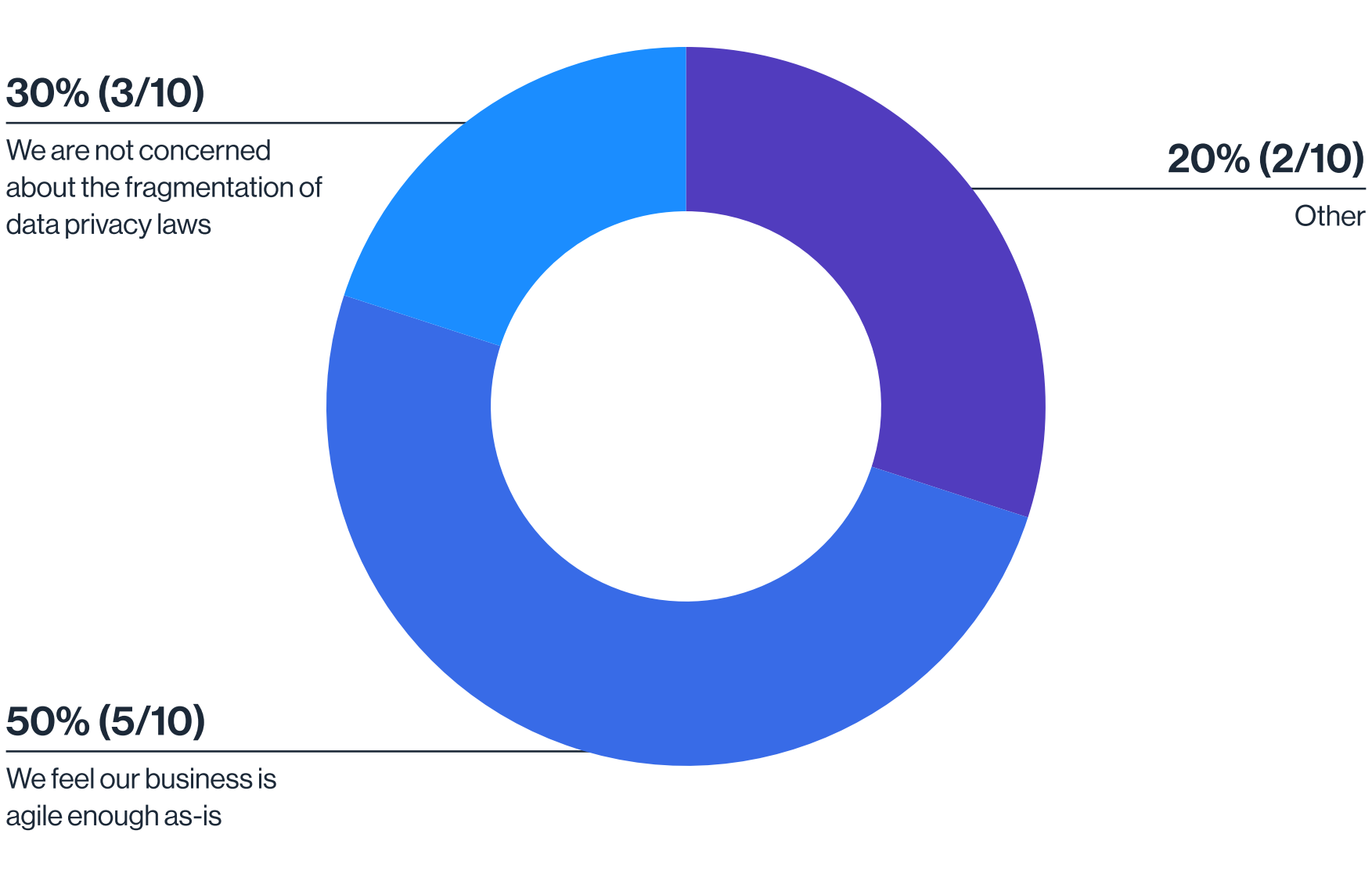
As fragmentation of data privacy law accelerates across the United States, 68% agree or strongly agree their organization is **not** agile enough to meet these challenges and remain in compliance.

**To what extent do you agree with the following statement: "Because of the increasing fragmentation of data privacy laws across different regions, my organization is concerned we are not agile or prepared enough to remain in compliance."**



Only 10% of respondents believe their organization is agile and prepared enough to remain in compliance.

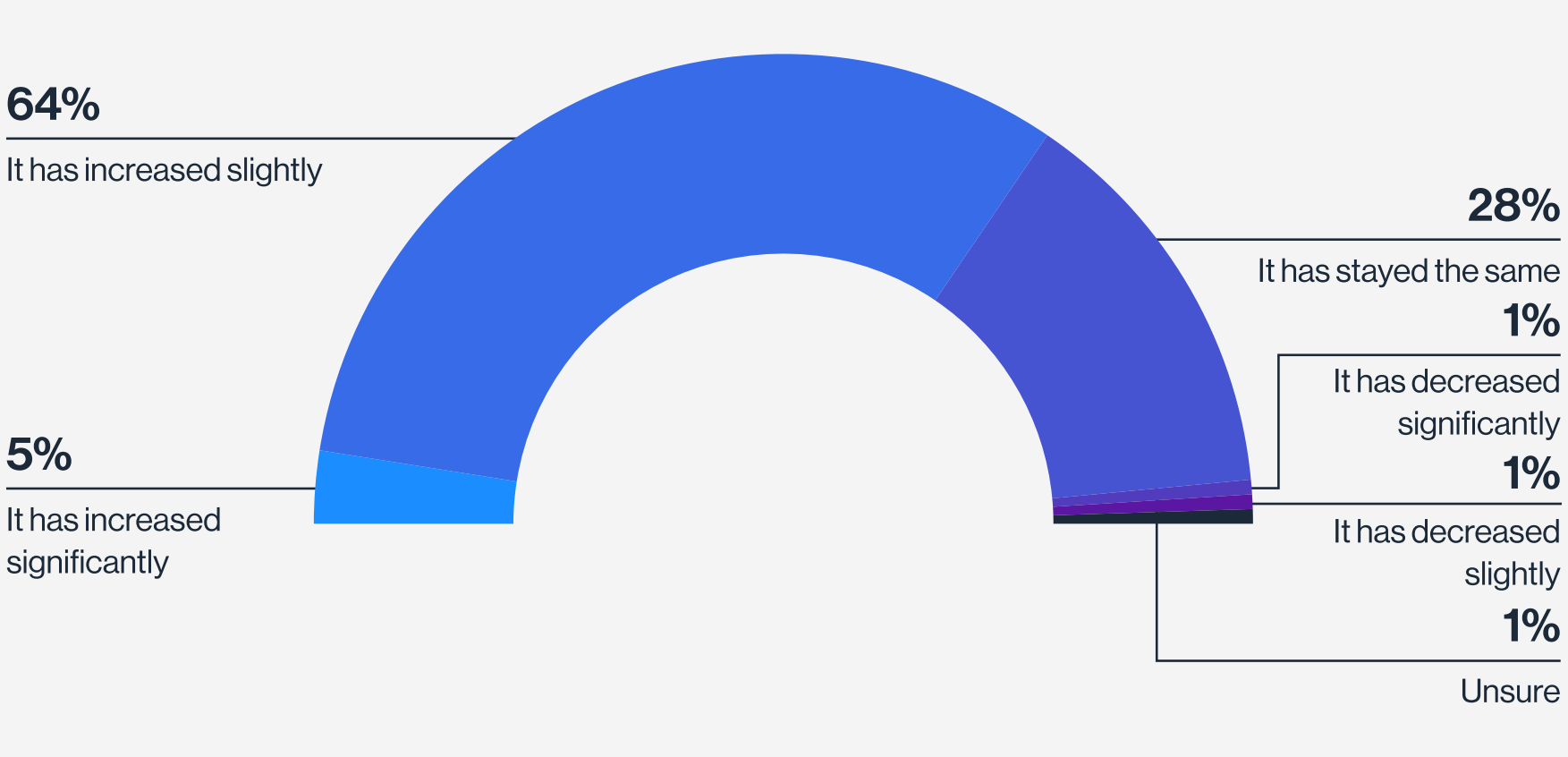
**Why did you disagree with the previous statement? (n = 10)**



## As privacy requests increase, a solution that requires little oversight would be most ideal for ensuring compliance

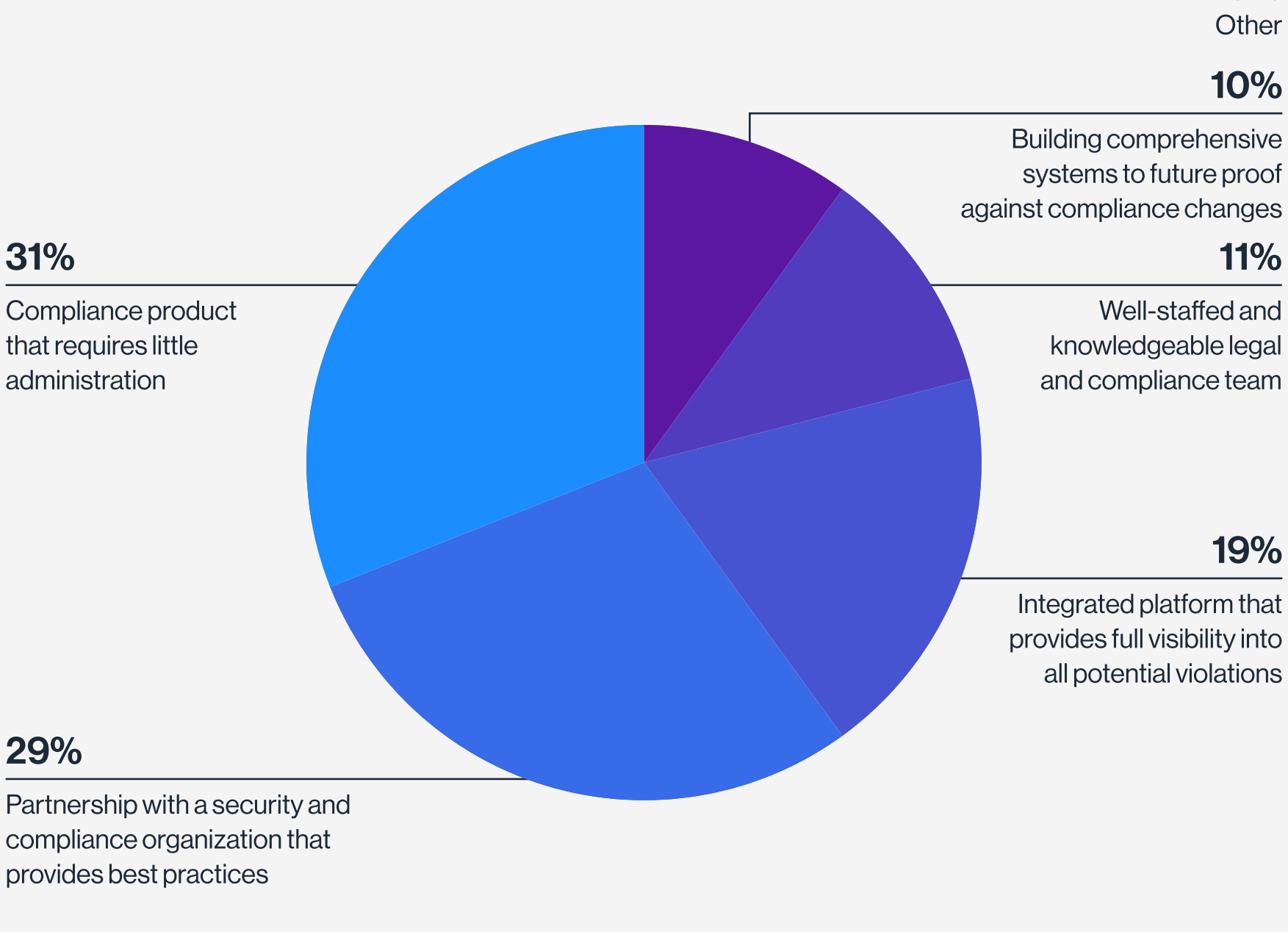
Privacy request volume isn't decreasing. Only 2% of respondents have seen a decrease in privacy requests from their customers or users over the past 12 months, while a majority (64%) saw a slight increase.

**Thinking about the past 12 months, how has the rate of privacy requests / data subject requests from your customers or users changed?**



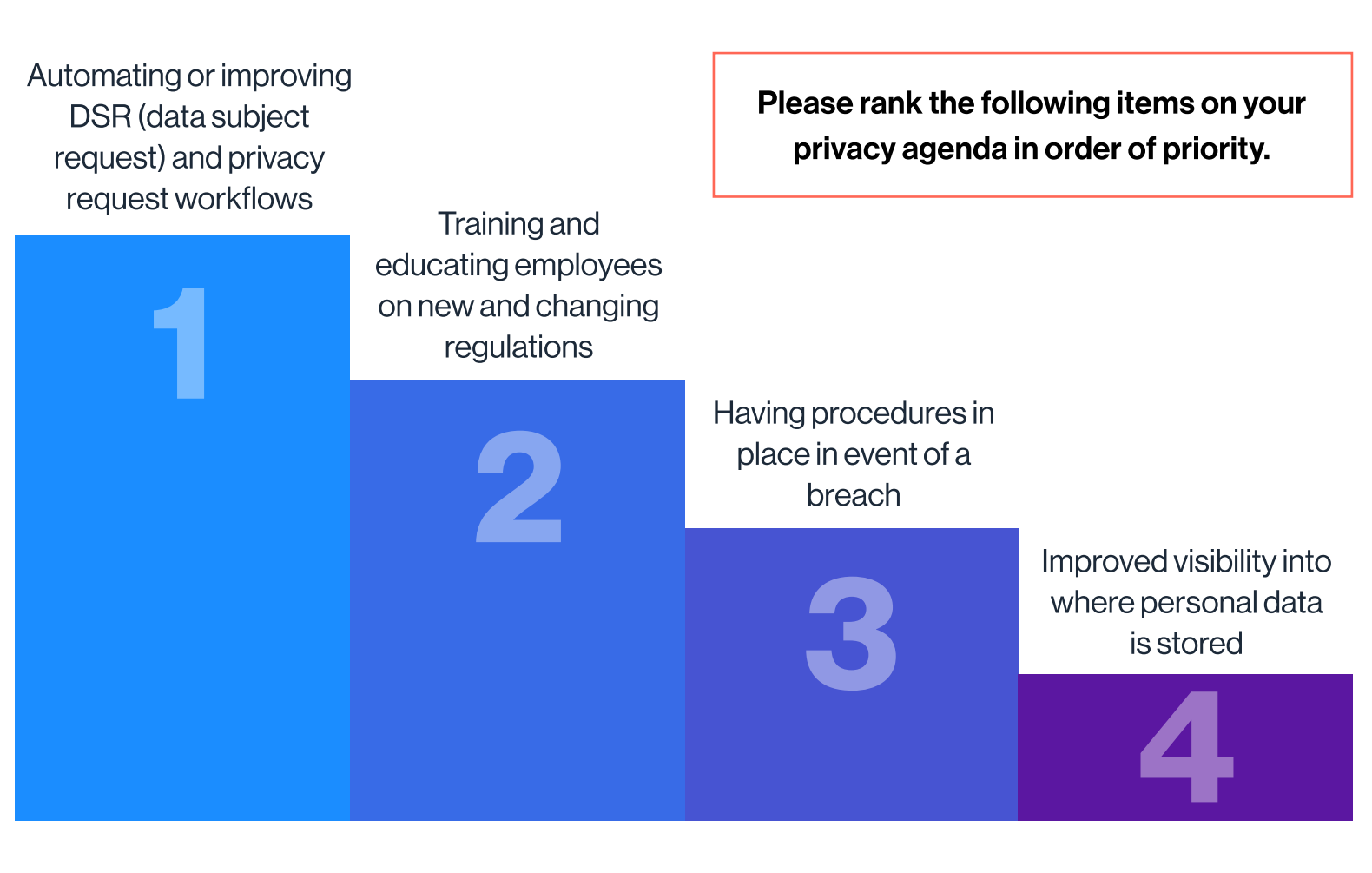
Of the privacy request/data subject request solutions in the market, many still require a high level of manual work and oversight to operate, say technology leaders surveyed. A compliance product that requires little administration (31%) and provides best practices (29%) would be most effective for ensuring organizational compliance, according to decision makers.

**Which of the following do you believe would be most effective to ensure your organization doesn't violate a data privacy law?**



## Automating privacy request workflows is a top priority for decision makers

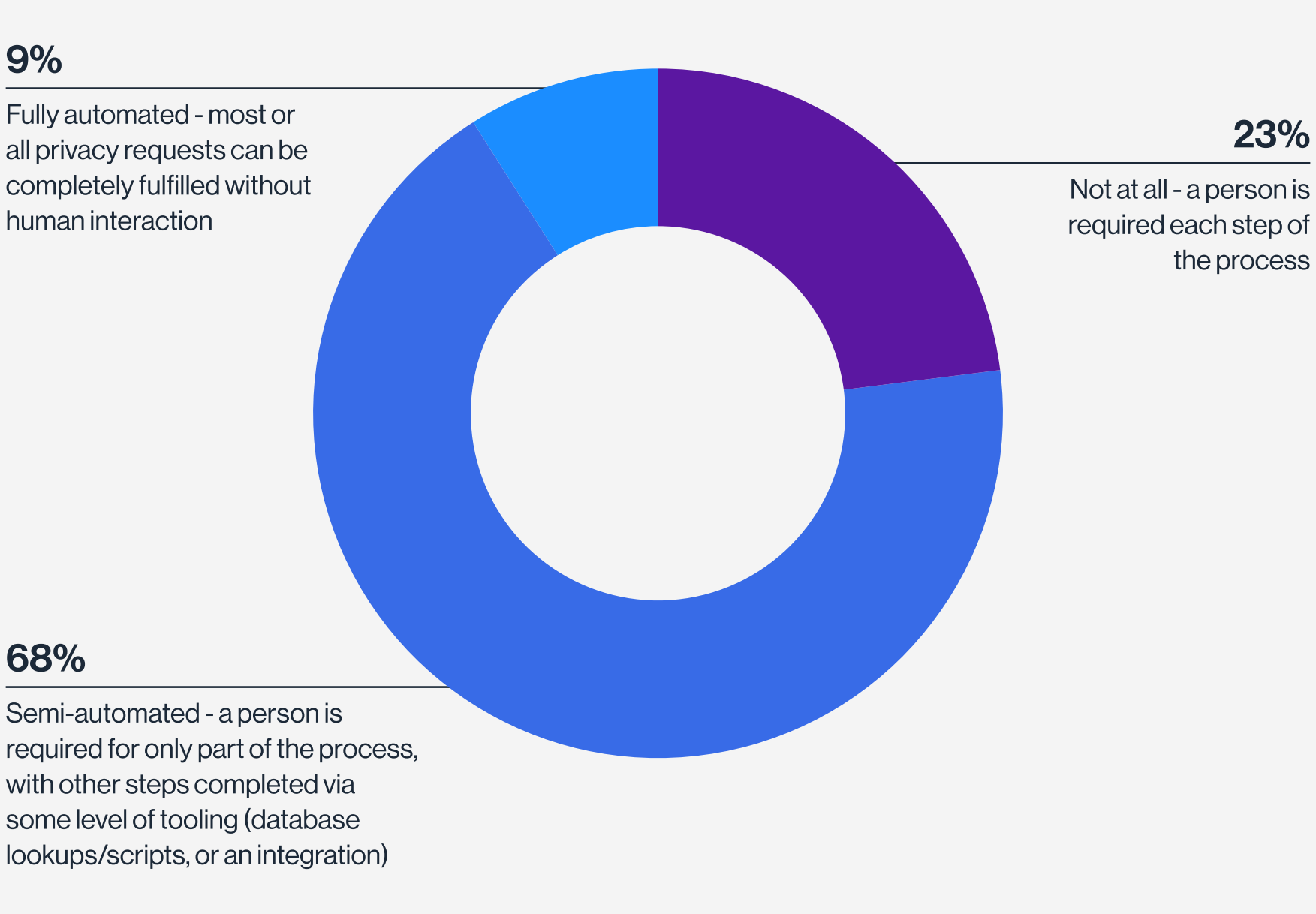
**Please rank the following items on your privacy agenda in order of priority.**



## Most privacy request workflows still require manual intervention, throttling scalability in the event of an influx of requests

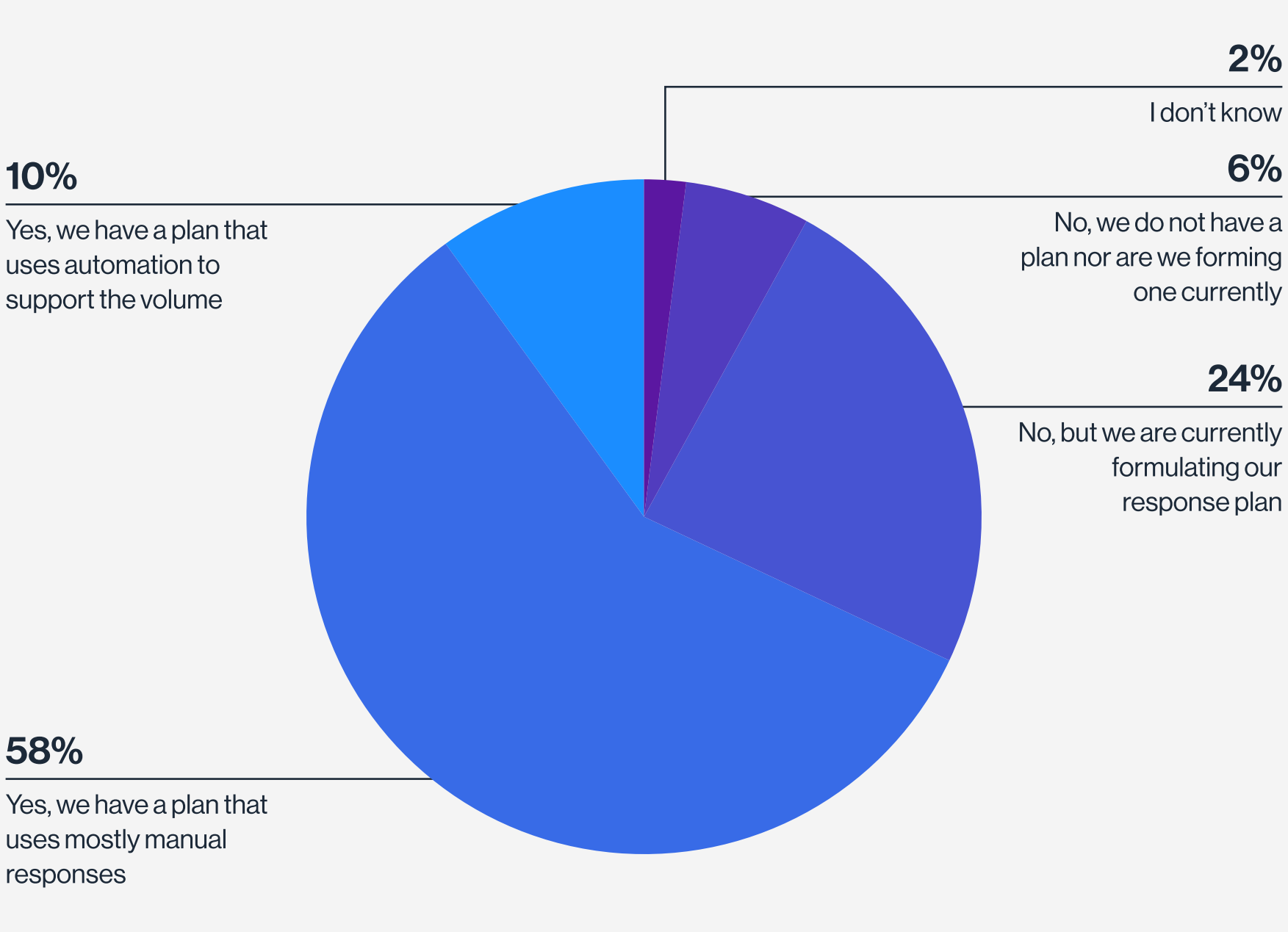
Few organizations have a fully automated privacy request process, and nearly one in four organizations require a person to complete or oversee each step of the workflow.

**How automated is your current privacy request / data subject request process?**



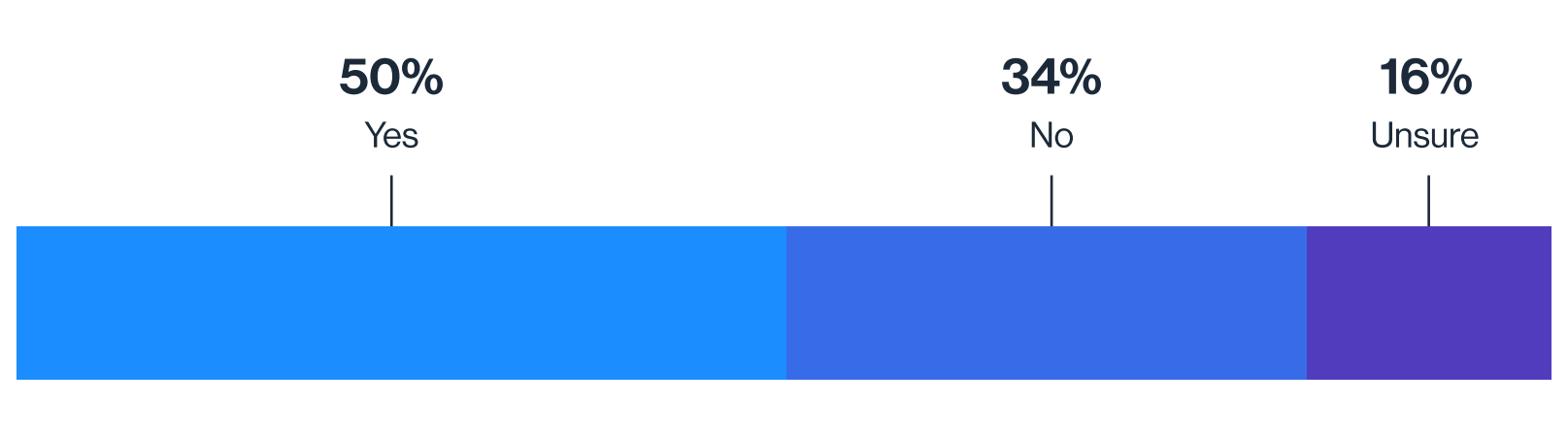
Almost one-third of organizations currently do not have a plan in place if a data breach or bad press event leads to a spike in requests.

**Does your organization have a plan in place to handle a spike in requests caused by a data breach or bad press?**



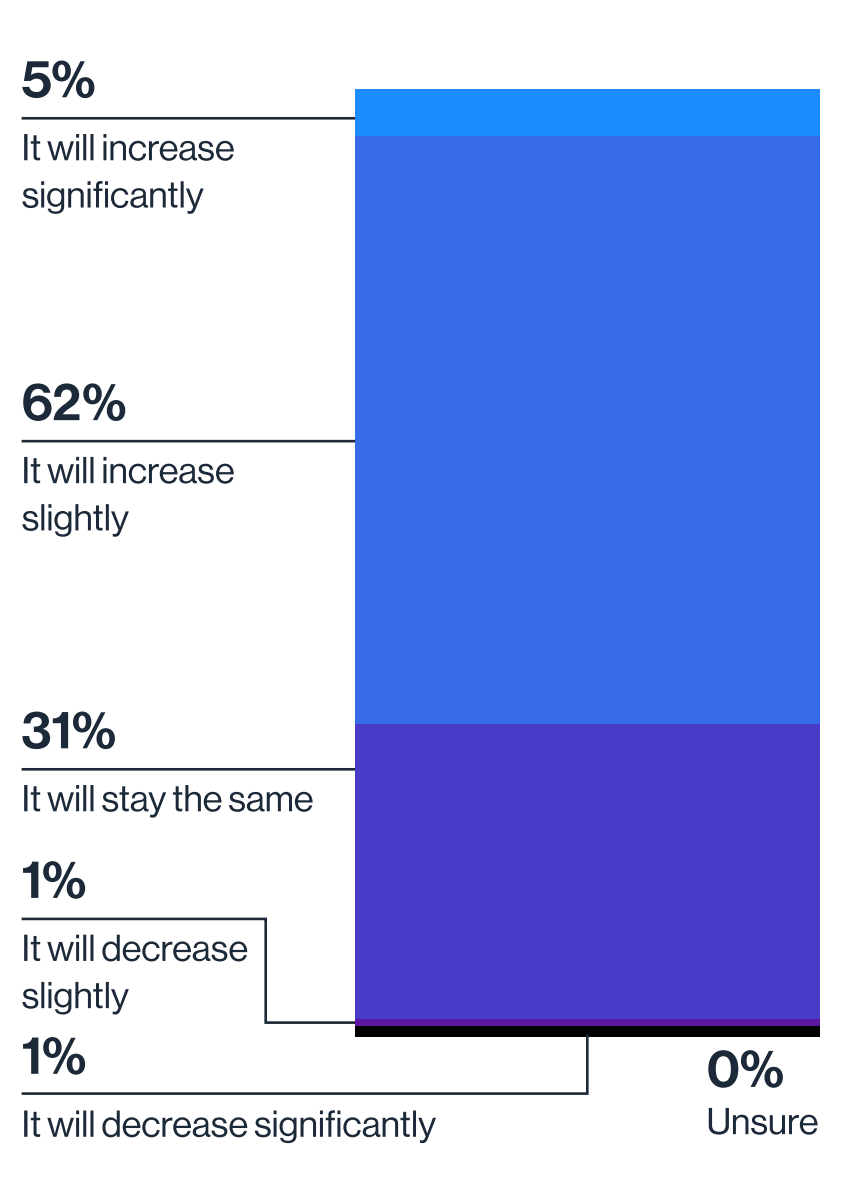
## Almost half (40%) of technology leaders are planning to increase both headcount and budget for privacy-specific roles and technologies in 2022

**Do you expect your headcount for data privacy-specific roles to grow in 2022?**



Overall, more than half (67%) of respondents expect their budget for privacy-specific technologies to increase.

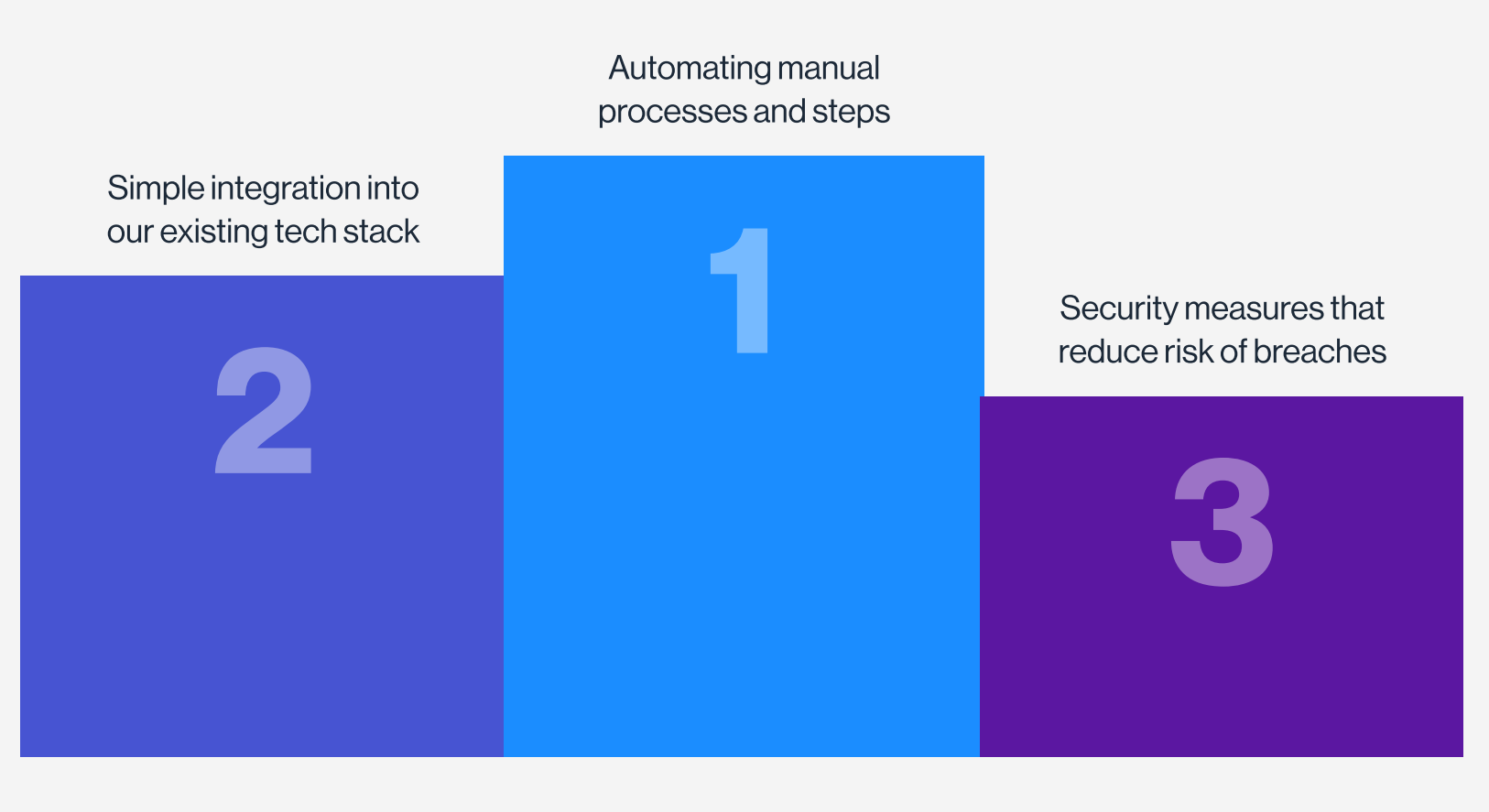
**As compared to 2021, how do you anticipate your 2022 budget on privacy technology and infrastructure to change?**



## When evaluating privacy solutions, automation and simple integration are most important

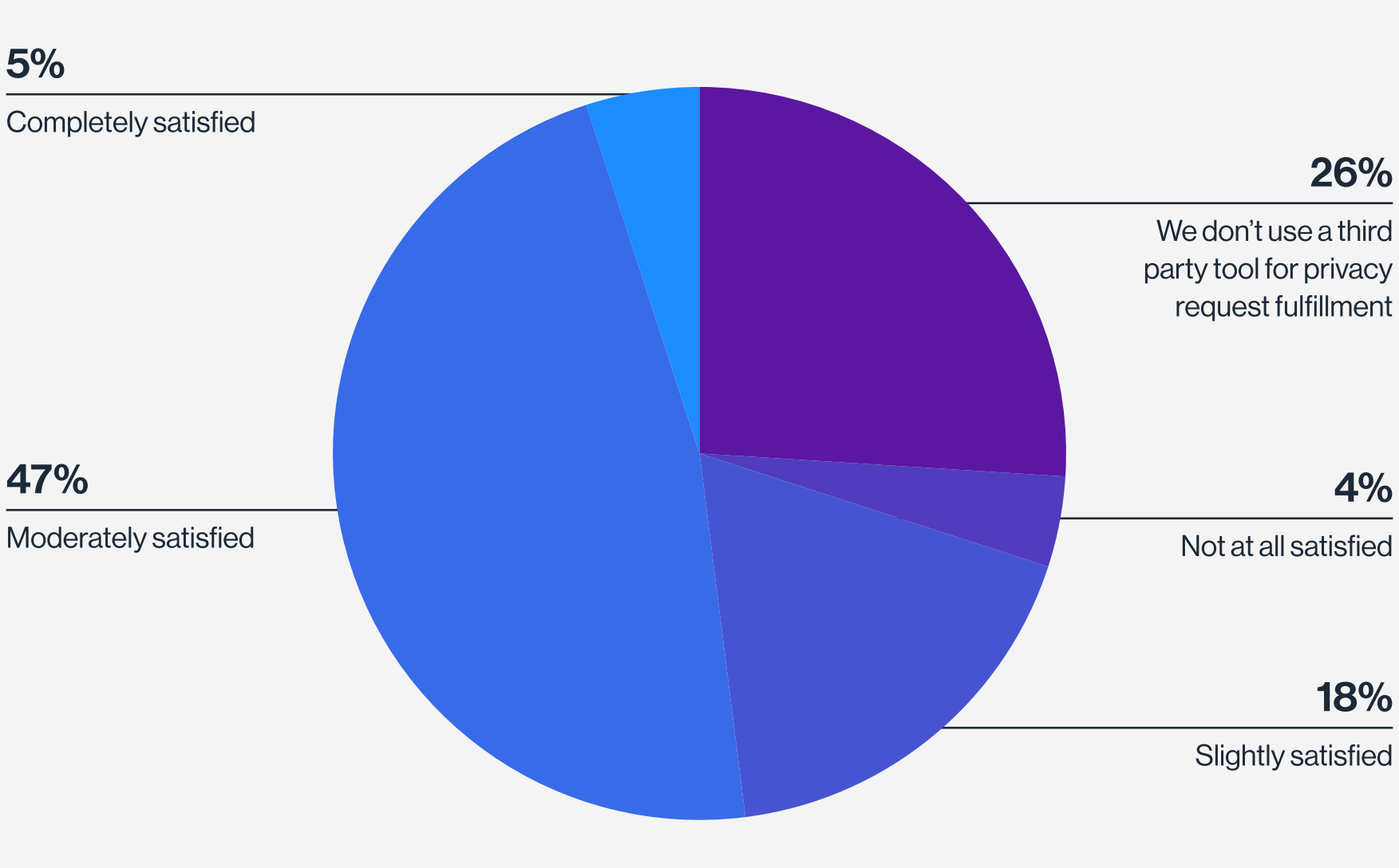
Automating manual processes is the top feature decision makers want from a data privacy solution. Easy integration into their existing tech stack and airtight security were the next most important features.

**Please rank the top 3 most important features/benefits you look for when evaluating data privacy solutions for your organization.**



Current tools for privacy request fulfillment and compliance show room for improvement, with only 5% of privacy professionals completely satisfied with their current third-party solution.

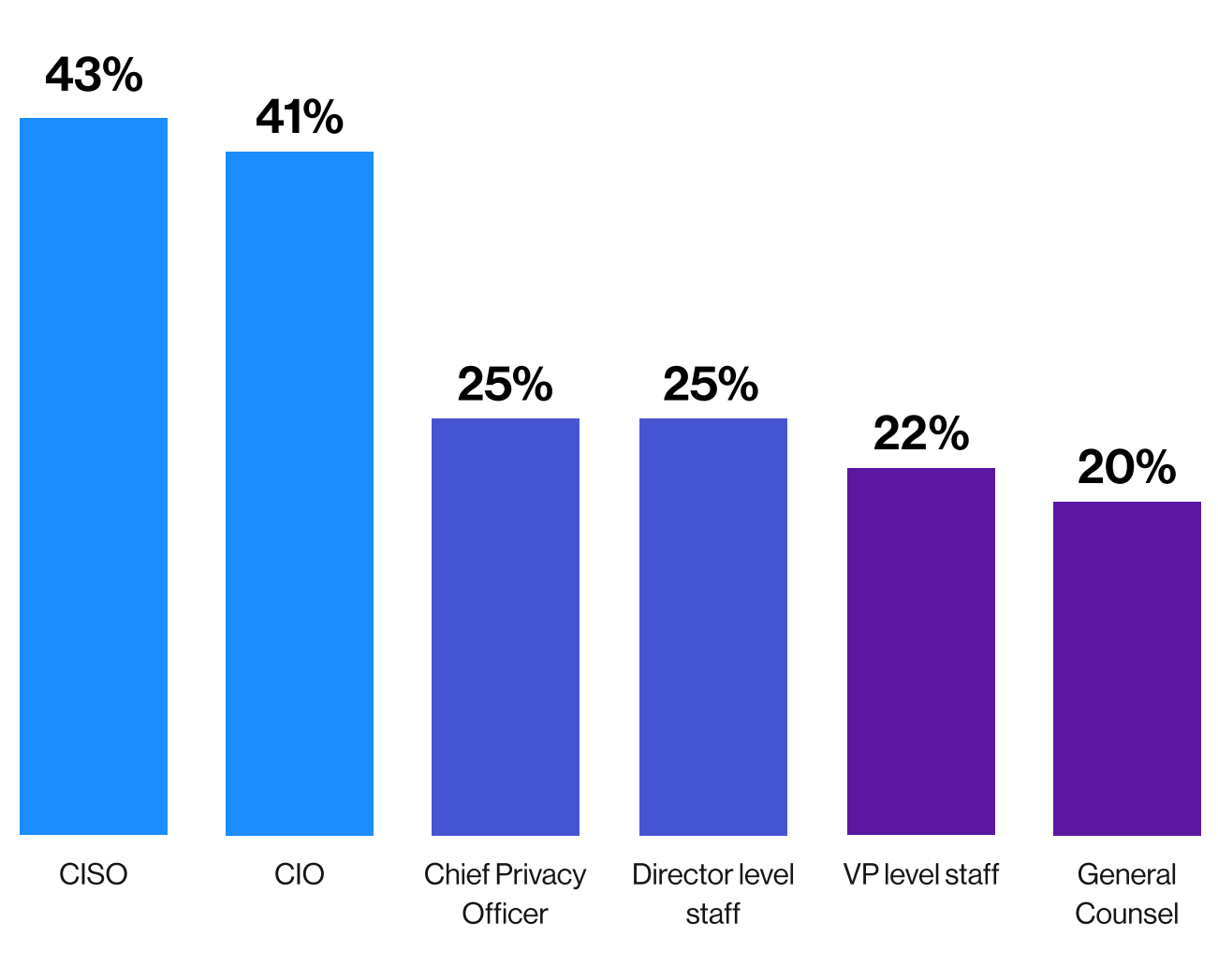
**If you currently use a third party tool for privacy request fulfillment and compliance, how satisfied are you and your teams with it?**



## Technical teams are increasingly involved in decision making when it comes to privacy operations and compliance infrastructure

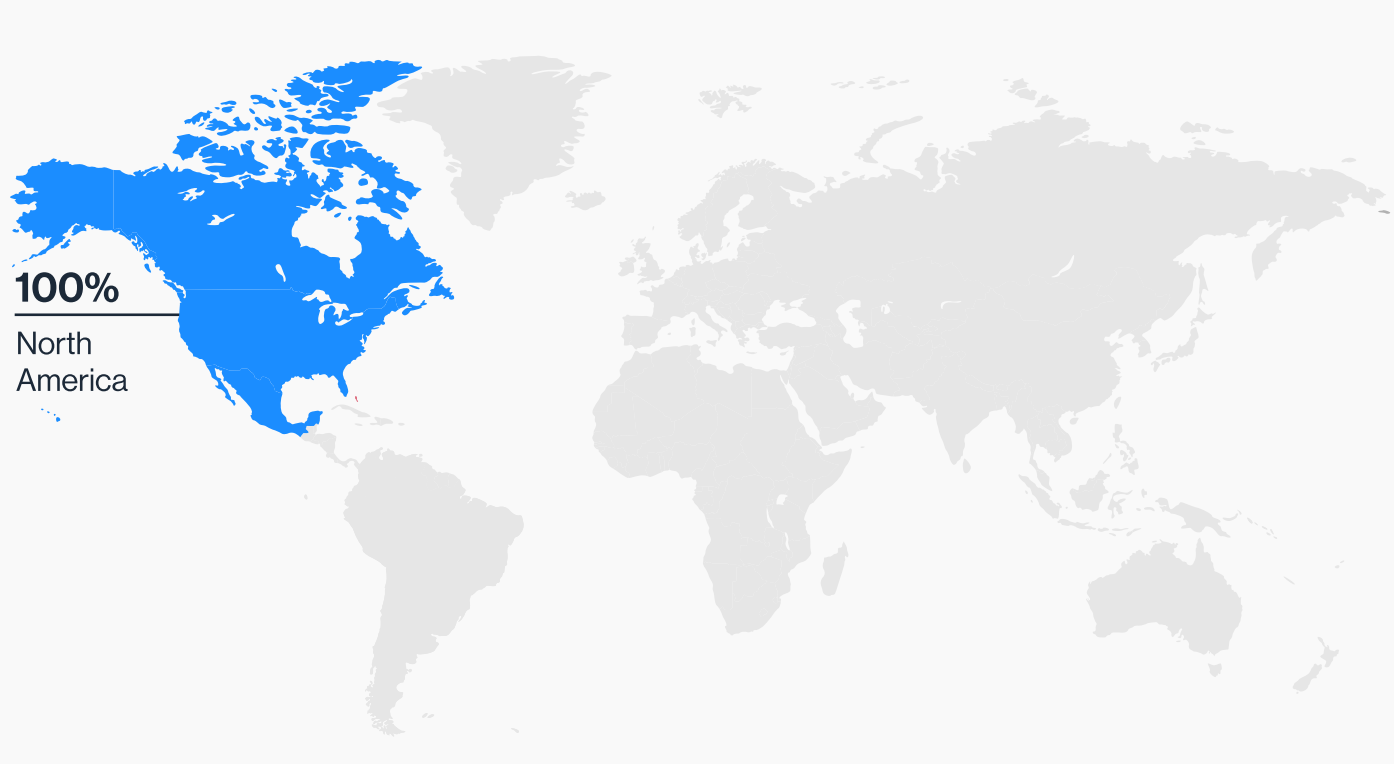
As privacy requests increase and new regulations emerge, technical teams under the CIO and CISO are shouldering the responsibility. Just 25% of respondents have a Chief Privacy Officer overseeing their privacy and compliance function.

**Who oversees your privacy and compliance function?**

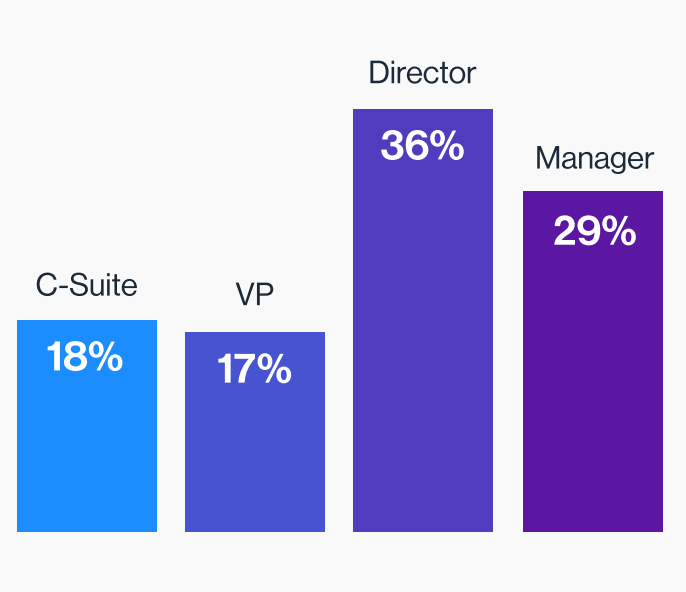


### Respondent Breakdown

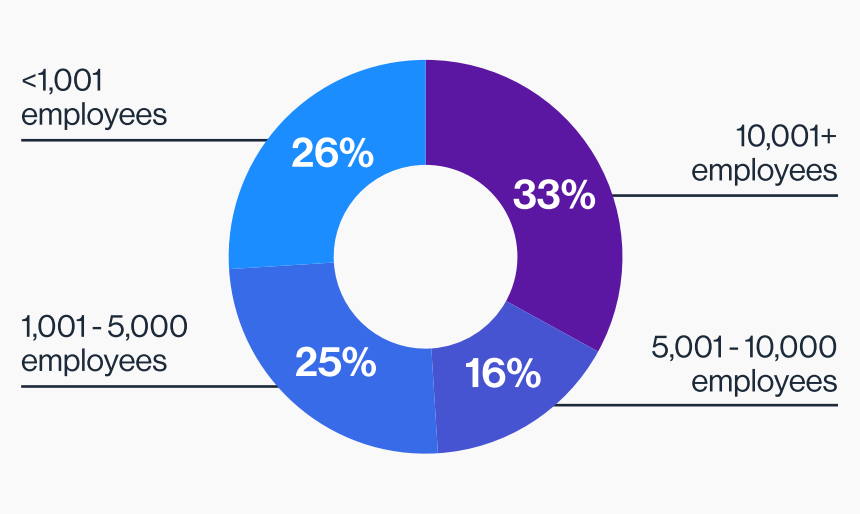
Location



Title



Company Size



## Transcend is the privacy platform that makes it easy to encode privacy across your tech stack.

We help companies solve modern data rights with a fully automated, easy-to-use operating system. Transcend Privacy Requests automatically fulfills data subject requests inside companies, across all of their data systems and vendors, for companies like Robinhood, Patreon, Clubhouse, and more. Transcend Consent is a lightweight bundle that goes beyond cookies to ensure nothing is tracked without user consent, all without sacrificing site performance or UX.

With Transcend's industry-leading software, companies go far beyond the patchwork compliance and manual offerings of today—paving the way for the future of privacy.

Learn more at transcend.io

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