



Cybersecurity Trends & Predictions



Information continues to become increasingly valuable for businesses. If your organization has information you don't want to lose, be sure to monitor these cybersecurity trends.

1. Opt-In Only

Regulations that restrict companies' ability to email individuals to only those who opt in become ubiquitous.

45%: Proportion of US users who avoid opening emails from people they do not know.

- Statista, 2020



47% of organizations updated their website cookie policies last year (**80%** updated it more than once!).

- Techbeacon, 2020

2. Privacy Waivers

All companies must notify and obtain approval prior to collecting web visitors' browser cookies.

3. User Controls

Individuals will be able to limit who can collect their online data to specific companies and types of information.

59% of respondents indicated they feel they have a greater ability to exercise their rights regarding data as a result of the GDPR.

- Cisco, 2019



64% of US users who would hold a company responsible for loss of personal data.

- RSA, 2019

4. Personal Info = \$

Individuals can choose to share information only with companies that compensate them for it.

5. Feds Take Aim

Targeted content (including ads, articles, news) receives more federal oversight and regulation.

\$55 billion: The initial cost to California companies of complying with the CCPA.

- State of California, 2018



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