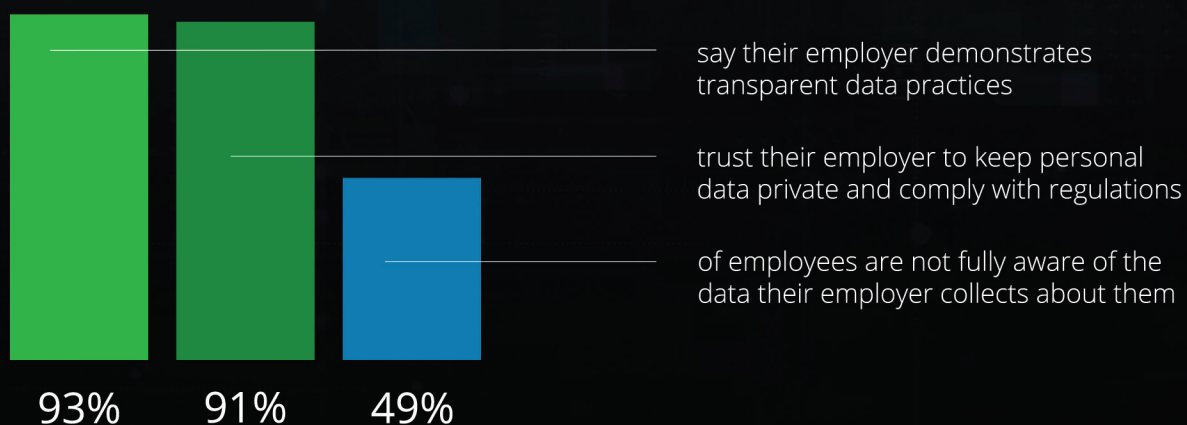


## Are employers taking employee trust for granted?

Trust is strong, but not unbreakable.

Ahead of the one-year anniversary of the California Privacy Rights Act (CPRA) on January 1, 2024, Deloitte surveyed employees and IT professionals<sup>1</sup> in the United States to understand their concerns about data use, governance, security, and regulatory compliance. Like GDPR before it, CPRA gave employees in California new rights to access and control their personal data, while also issuing new compliance measures for employers. Yet, do employees trust their employer to handle data properly?

Employees generally trust their employers to protect their data, but nearly half are unaware of the data being collected about them.





## While worker trust in employer data use is currently high, IT professionals are increasingly concerned.

Employers admit to seeking even more data about their employees than they have today (e.g., performance data, productivity data), yet IT data security leaders worry about data transparency and security in the organization.

Although technology leaders agreed that enterprise trust remains a top priority, both technology leaders and employees view data breaches as a threat to trust.



84% say their company would like to collect more data about employees



85% admit their company could be more transparent about its data protection practices



43% say their company could be better at preparing for data security threats



88% of IT data security leaders say that enterprise trust is a top priority for their company

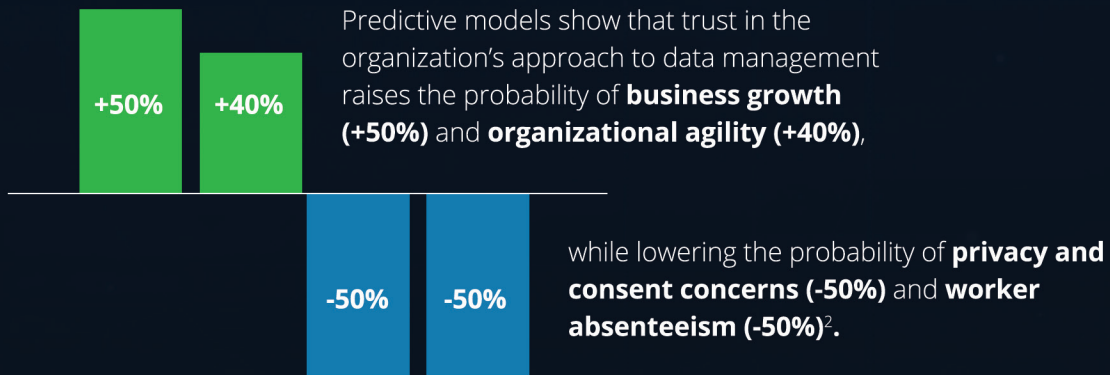


87% of IT data security leaders say that a data breach would seriously erode trust



78% of employees say a serious data breach would erode their trust in their own company

## Trust in worker data management is critical to success.



While organizations today enjoy a high level of trust from their employees, much remains to be done to protect that trust through data transparency, privacy, security, and regulatory compliance.



## Learn what to do before a gap in capabilities becomes a gap in trust.

<sup>1</sup>The survey, conducted in August 2023, included 801 management-level professionals from US-based companies with annual revenue above \$10M; 50% of the sample included IT professionals; the remaining 50% represented the employee perspective.

<sup>2</sup>"The time for the quantified organization is now", Deloitte, November 2023.

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