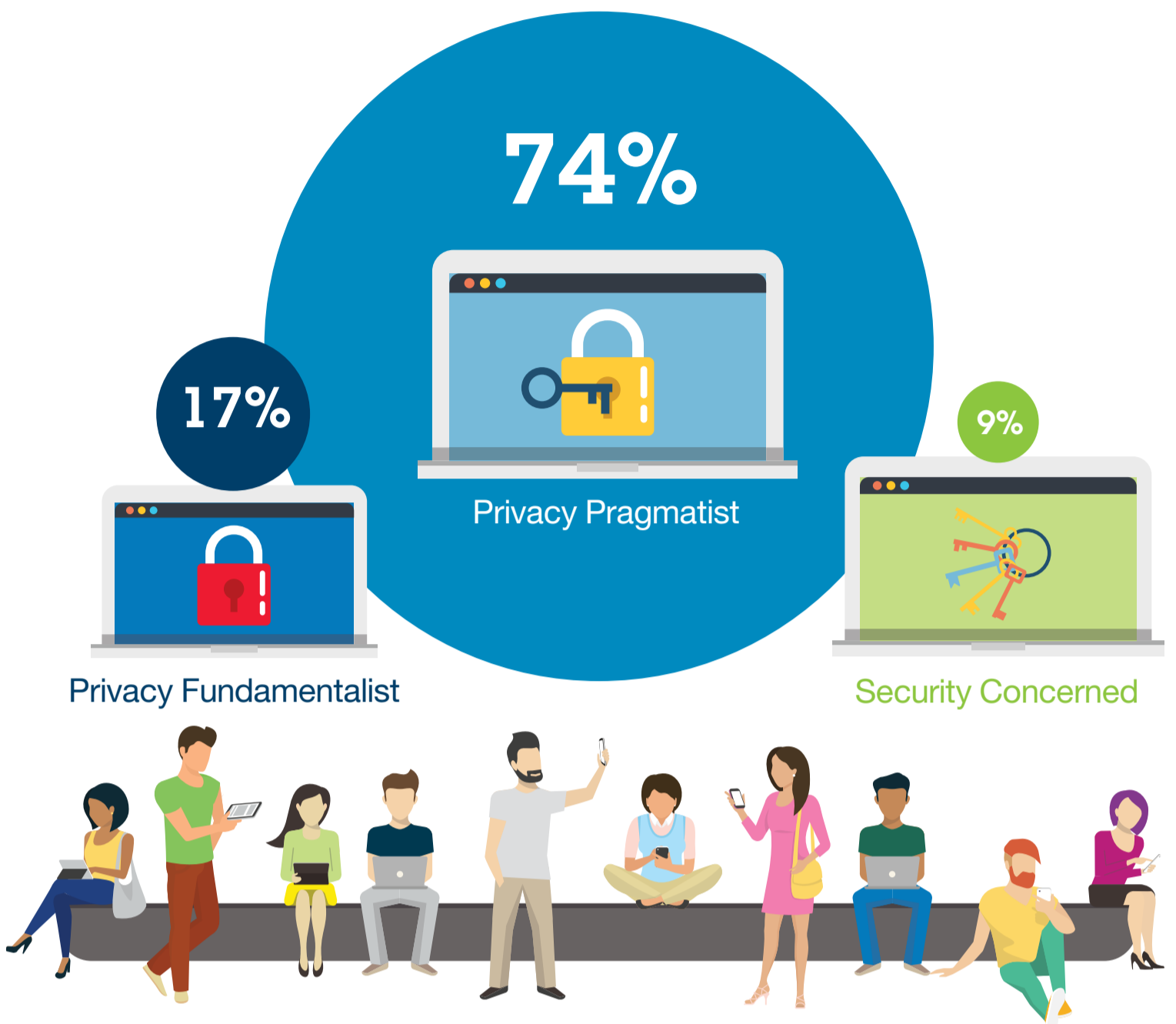
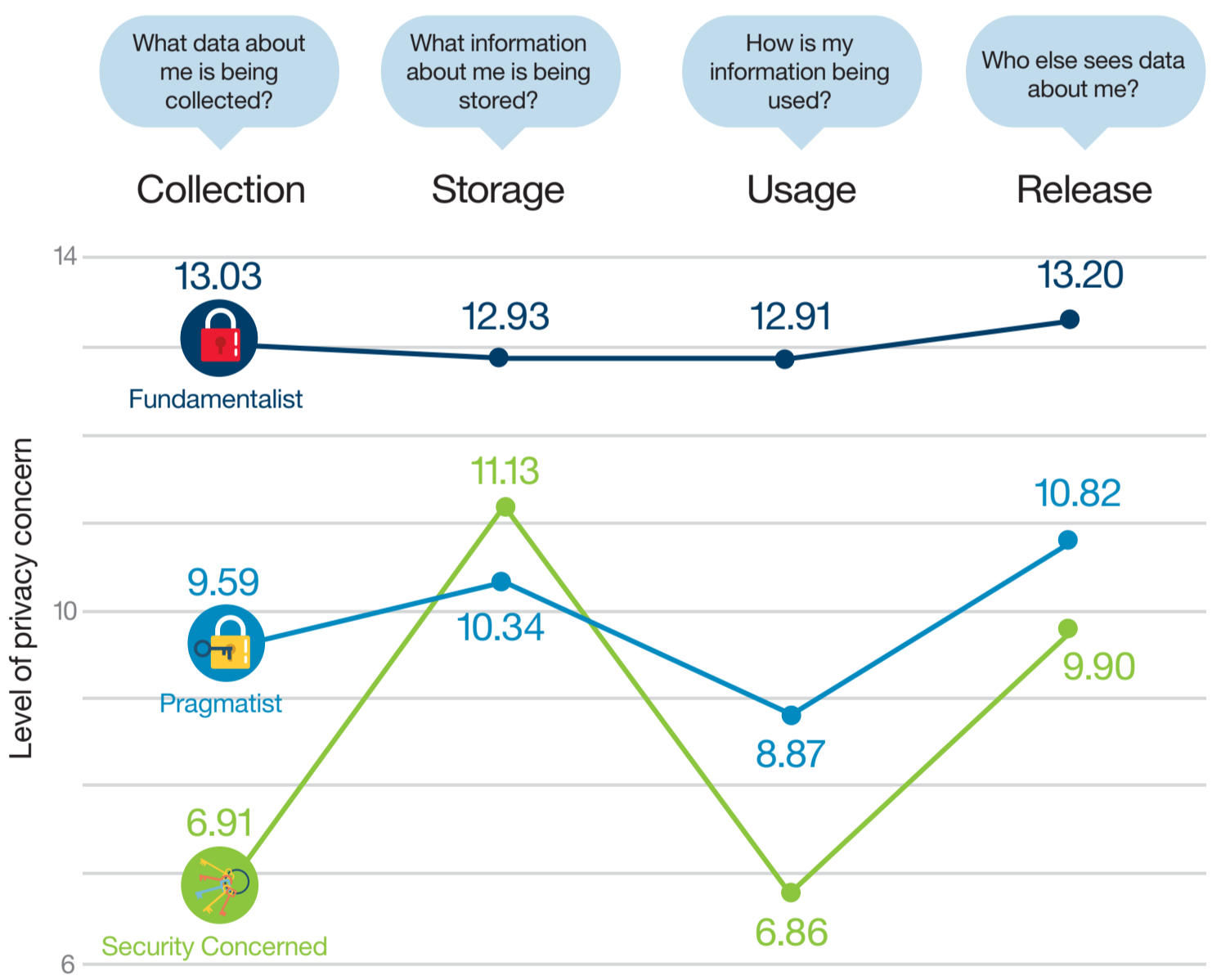


Employees and data privacy

How concerned are US workers about data privacy?



Even those with lower levels of privacy concern are still worried



Implications



Privacy concerns cannot be ignored



Find out what your employees are concerned about



Customize communications to address your employees' concerns and be prepared for views to evolve over time

Read the **IBM Smarter Workforce Institute** white paper: **My Data or Your Data?** to learn about the evolving nature of workers' privacy preferences.

Visit our website: <http://www-01.ibm.com/software/smarterworkforce/institute/>