

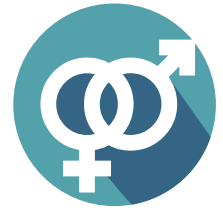
Gender Analysis

2015 Privacy Professionals

Salary Survey

iapp

Privacy: An Equal Playing Field for Women and Men



In the midst of the public debate around the lingering gender gap in places like Fortune 1000 C-suite positions and the technology industry, our survey results show that, in privacy and data governance, women occupy similarly senior positions and earn as much as men.

The results, from a survey of more than 1,000 privacy professionals around the world, demonstrate a 50-50 split in placement between women and men. For privacy professionals, salary figures too are equal, with men in the United States reporting a median salary of \$130,000 and women \$125,000, and women in the EU reporting a median salary of \$100,100 vs. \$92,600 for men.

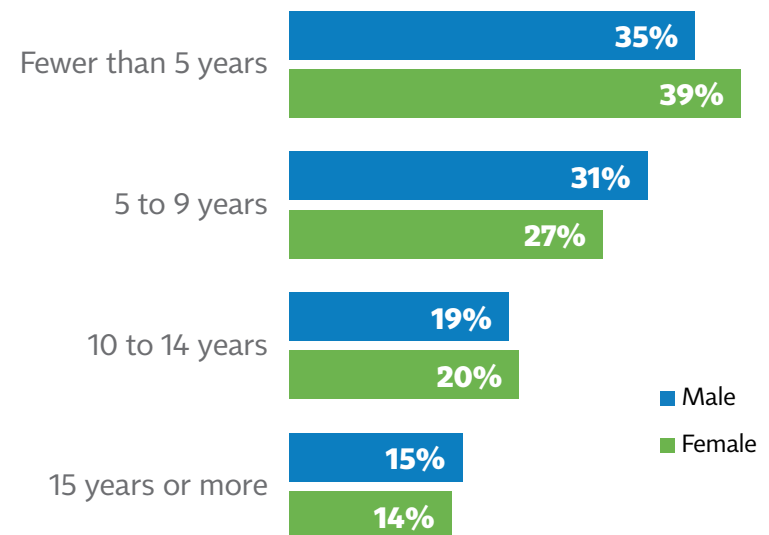
The slight remaining pay gap between men and women in the U.S. is virtually wiped out for professionals who obtain IAPP certification. Among certified professionals, men make a median salary of \$135,000 compared to \$132,500 for women.

Gender parity is evident not only in placement and pay but also in privacy job titles. Women are almost identical to men in the likelihood of holding a C-level position (slightly more likely), VP-level position (slightly less likely), legal counsel-level position (slightly more likely) or director-level position (even).

Suggesting lingering historical imbalances, the data shows that on average, women have slightly less experience in the profession, with 39 percent reporting less than five years compared to only 35 percent for men; this, despite women professionals being one year older on average. Looking at the 15 percent of respondents who have more than 15 years of experience, a salary gap opens up with men making an average of \$181,000 compared to \$156,300 for women. In addition, only 25 percent of women privacy professionals hold a Master's degree compared to 39 percent of their male counterparts.

The survey demonstrates that in a work environment on the cusp of the intersection of new technology and policy, women can fare as well as – or better – than men. Privacy, which combines skills from business, legal, technological and ethics, provides a level playing field for all professionals. All evidence indicates that position and salary are determined first and foremost by experience and merit.

Years of Privacy Experience: US



Sample Profile: Demographics and Experience

RESPONDENTS LOCATED IN...	# INTERVIEWS	MEDIAN AGE	MALE	FEMALE
United States	880	44	50%	50%
Canada	198	45	35%	65%
Europe (EU)	166	43	68%	32%
Europe (Non-EU)	12	49	57%	43%
Latin America	9	37	80%	20%
Africa	2	30	100%	0%
Middle East	4	40	75%	25%
Asia	17	43	80%	20%
Australia/New Zealand	17	50	55%	45%

Sample Profile: Certifications, Experience in Privacy

	TOTAL	U.S.	CANADA	EU
CIPP	55%	60%	47%	47%
CIPM	13%	13%	6%	17%
CIPT	10%	11%	6%	7%
No CIP* certification	38%	34%	48%	44%
IAPP member	88%	90%	87%	82%
Mean Years Experience in Privacy	8.2	7.8	9.1	8.5

Sample Profile: Firmographics

	TOTAL	U.S.	CANADA	EU
Less than 100 employees	10%	8%	16%	12%
100–999 employees	15%	14%	25%	11%
1,000-4,999 employees	16%	15%	24%	13%
5,000-24,999 employees	22%	23%	21%	23%
25,000-74,999 employees	17%	19%	7%	19%
75,000+ employees	19%	20%	7%	22%
Median	8,800	11,000	1,670	13,000
Annual revenue	\$1.0B	\$1.7B	\$197.9M	\$1.8B

Sample Profile: Firmographics

	TOTAL	U.S.	CANADA	EU
Software and Services	19%	20%	8%	23%
Government	14%	11%	39%	3%
Banking	11%	11%	6%	11%
Healthcare Equipment and Services	10%	10%	14%	7%
Insurance	10%	10%	11%	8%
Business Services and Supplies	9%	8%	8%	11%
Technology Hardware and Equipment	5%	5%	1%	9%
Telecommunication Services	5%	5%	3%	10%
Nonprofit	4%	4%	8%	1%
Education and Academia	4%	4%	7%	1%
Conglomerates (multiple sectors)	3%	4%		4%
Media	3%	3%		5%
Retailing	3%	4%	3%	
Drugs and Biotechnology	2%	3%	1%	2%
Diversified Financials	2%	2%	1%	2%

Sample Profile: Currency Conversions

- The following charts convert global currencies to United States dollars for comparison. The following exchange rates were used:

US\$1 = Cdn\$ 0.7915

US\$1 = € 1.1295

US\$1 = Aus\$ 0.7713

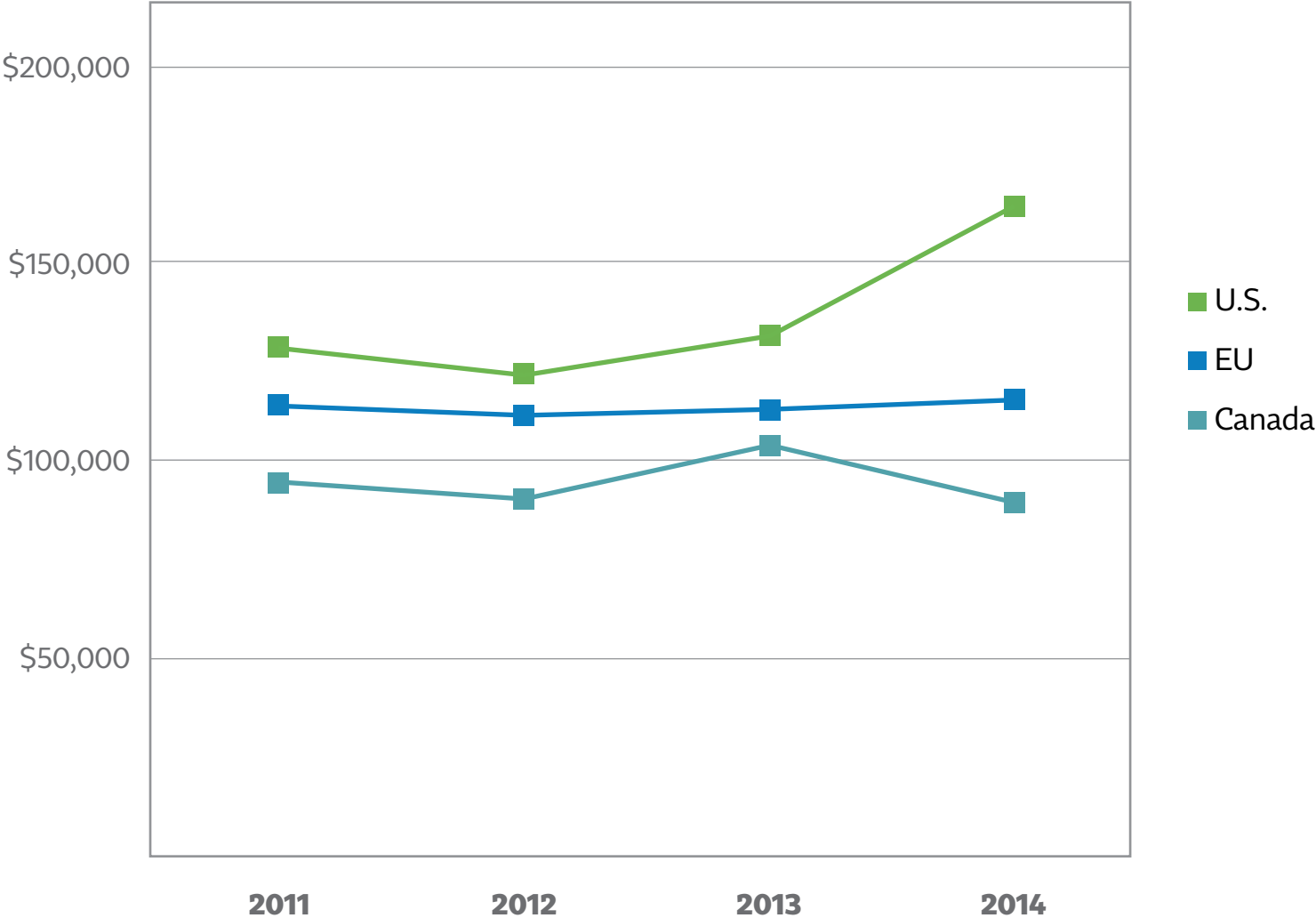
US\$1 = NZ\$ 0.7380

Median Salary: Region

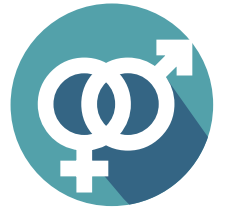


	Received raise in past 12 mo	Mean Raise (overall)	Received bonus in past 12 mo	Median Bonus (overall)
TOTAL, \$110,810	69%	4.0%	52%	\$15.0k
U.S., \$126,992	73%	4.5%	58%	\$17.0k
Canada, \$74,005	64%	2.2%	30%	\$7.9k
EU, \$89,739	58%	3.2%	53%	\$11.3k

Mean Base Salary of Respondents Over Time by Region



Unlike in other professions, the salary for female privacy professionals in the U.S. is nearly equal to males



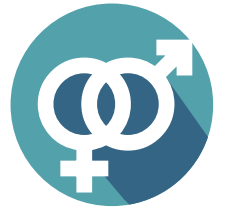
Median Salary: U.S./Gender

Male, \$130,000

Female, \$125,000

Note: Sample sizes for salary information are larger than those who provided personal information, such as gender, so some discrepancies may exist between overall medians and those of segments.

For privacy professionals in the EU, women actually have a higher median salary than men



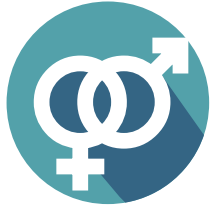
Median Salary: EU/Gender

Male, \$92,600

Female, \$100,100

US\$1 = € 1.1295

Questions



Is this salary similarity based on an “all else equal” work profile between men and women?



That is, are women paid similarly because they have similar backgrounds and levels of experience?



Or, are they paid similarly in spite of having more experience than men?

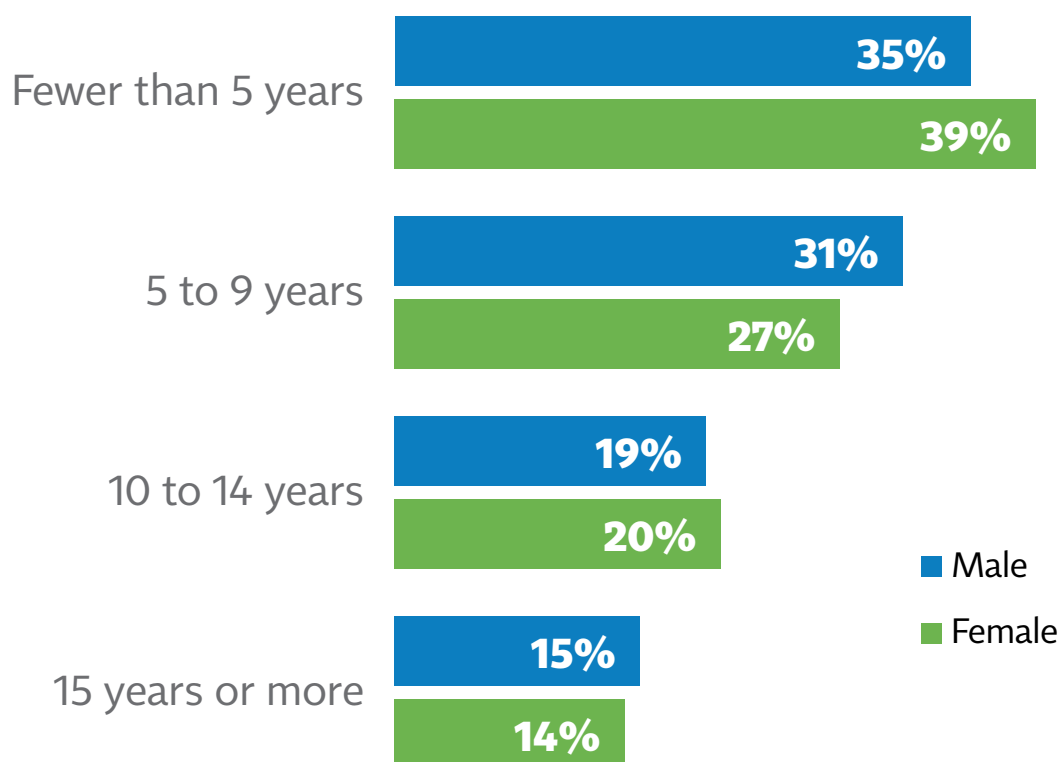
For this analysis, we'll look at data from the IAPP salary survey for the U.S. in particular



Female and male privacy professionals have similar levels of experience in privacy

- If anything, women have a bit less experience than men, with 39 percent in privacy for fewer than 5 years (vs. 35 percent for men)

Years of Privacy Experience: U.S.



Age is not a factor in determining salary levels: Median age is nearly equal for males and females

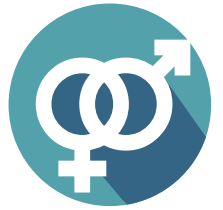


Median Age: U.S.

Male, 44

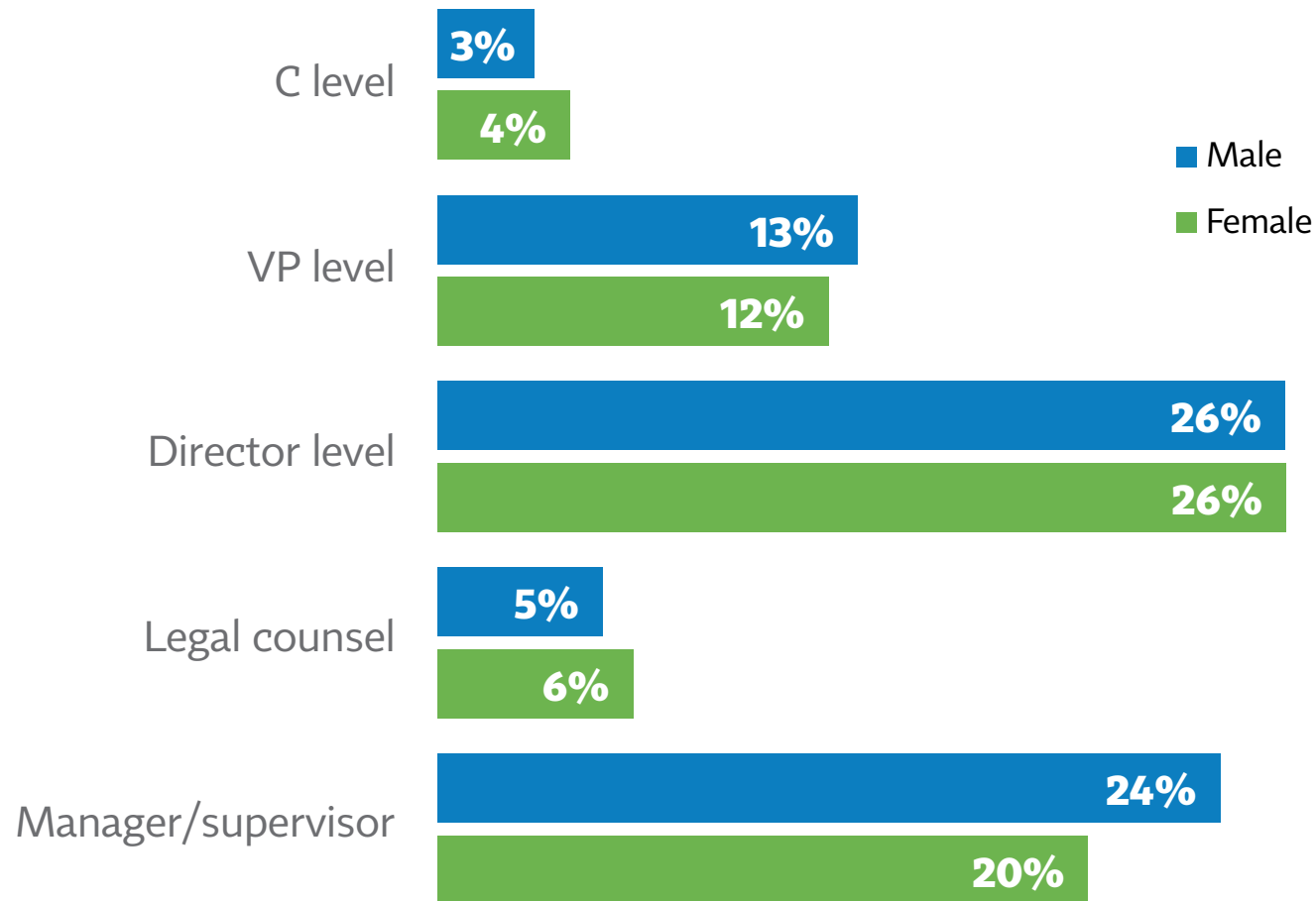
Female, 45

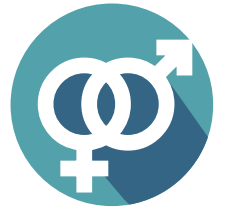
Women and men also have similar profiles when it comes to title and position in their firms



- Males are a bit more likely to be in managerial or supervisory positions (vs. higher-level positions), but the difference is relatively small

Position/Title: U.S.

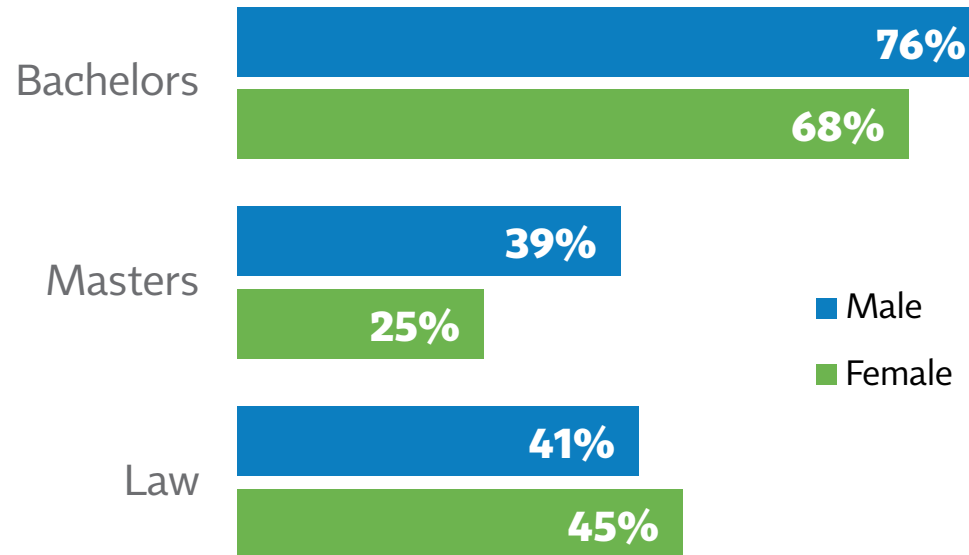


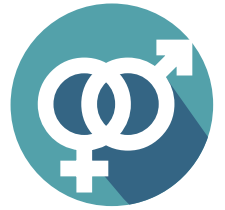


Although men are a bit more likely than women to have a bachelor's degree...

- They're much more likely to have a master's degree—in other words, women have similar salary levels in spite of a lower likelihood to have an advanced degree

Academic Degrees: U.S.

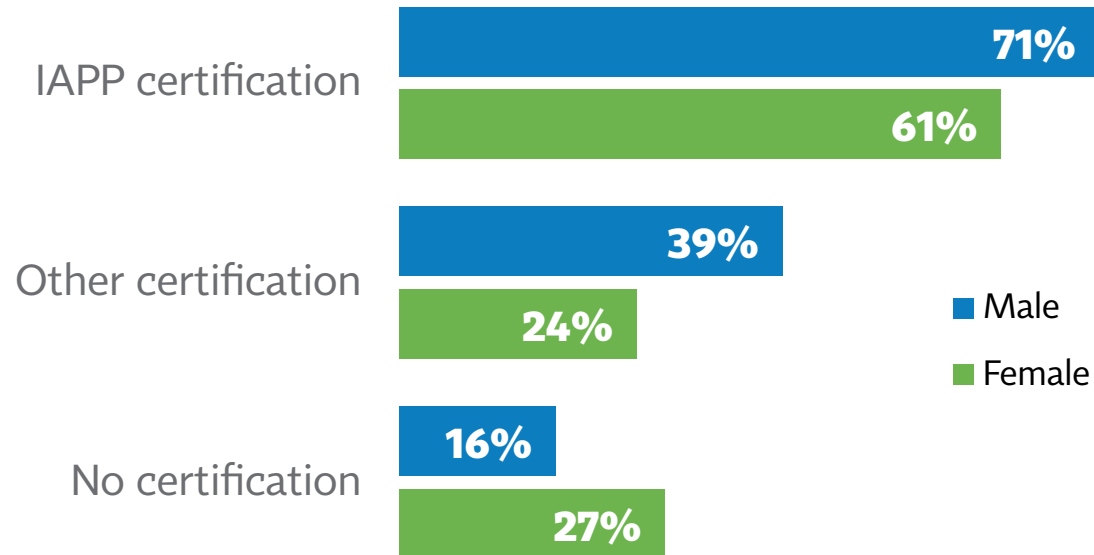




Women also have similar salary levels in spite of a significantly lower likelihood of having a certification

- Men are more likely to be certified generally, and to have an IAPP-issued certification in particular

Certifications: U.S.



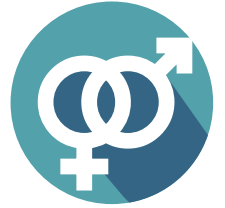


In fact...

Statistical analysis shows that there's very little relationship between gender and salary for U.S. privacy professionals

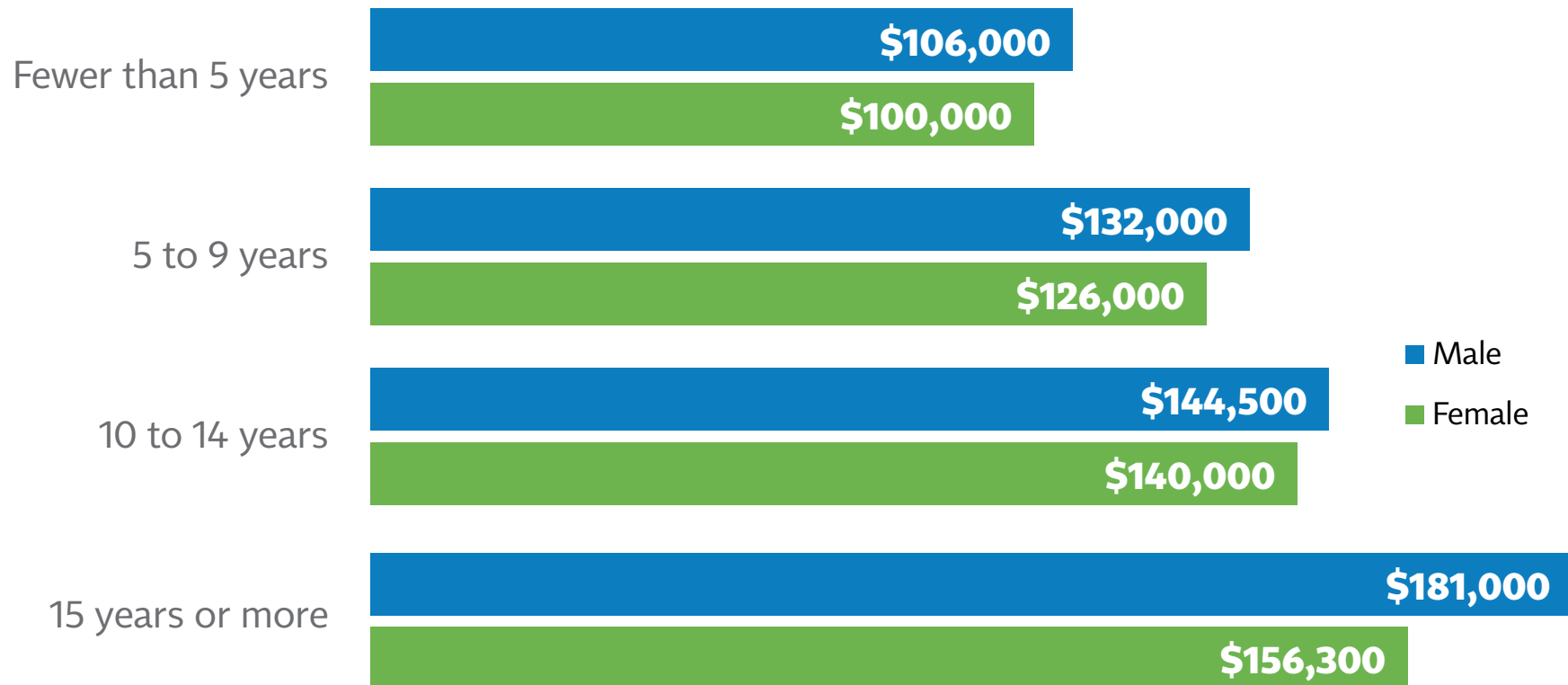
Years of experience and certification status are the primary drivers of salary, not gender

Salaries make a bigger jump for the relatively few males (15% of total) who have 15 years of privacy experience

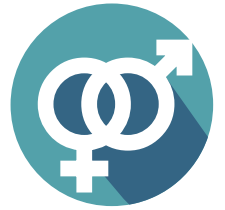


- But until that point, women and men have similar median salaries

Median Salary: U.S., By Years of Experience in Privacy



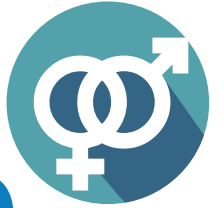
In addition, the relatively few males (16% of total) with no certification make more than uncertified women



- But salary figures are comparable for men and women who are certified

Median Salary: U.S., By Certification Status





Key Take-Aways

- **With a few exceptions, the comparable median salary for female and male privacy professionals does appear to be based on an “all things equal” work profile between males and females.**
- **That is, women’s nearly equal salaries are NOT a function of less-experienced or qualified men getting similar pay vs. more-experienced or qualified women.**
- **The exceptions are seen in relatively small segments: For those without any certification and for those in privacy for 15 years or more, men do have higher salaries than women.**