

2013 IAPP Privacy Professionals Role, Function and Salary Survey

A MESSAGE FROM THE CHAIRMAN

Dear Privacy Professional,

I am pleased to present you with the IAPP's 2013 Privacy Professionals Role, Function and Salary Survey in a new reporting format, including print and web components to improve your user experience.

This year, we unveiled our new survey mechanism and frequency schedule, reaching out to members and privacy professionals in regions across the globe to provide a wider array of responses and richer data while building on the information gathered in our early surveys. Moving to an every-other-year frequency for fielding our survey, we hope to provide more comprehensive detailed information on the ongoing evolution of our profession in both the public and private sectors and across borders.

In addition to this executive summary, we will be publishing in-depth findings related to specific regions, sectors and key developments in the privacy sphere throughout the months ahead through our Resource Center on the IAPP website.

I hope you will find the 2013 Privacy Professionals Role, Function and Salary Survey to be a helpful resource for your efforts in the privacy field.

Sincerely,

Brendon Lynch, CIPP/US

Chief Privacy Officer, Microsoft Corporation
Chairman, IAPP

Average privacy base salaries over 10-year span

The average salary of IAPP members responding to our 2013 reached its highest level since we began our survey, more than making up the ground lost last year.

Year	Overall average
2003	\$101,146
2004	\$106,533
2005	\$109,146
2006	\$120,840
2010	\$110,476
2011	\$123,971
2012	\$119,256
2013	\$124,810

We also took a look this year at the profile of the highest-earning respondents to our survey. The 30 respondents with the highest salaries share the following characteristics:

- Their median salary is \$339,000.
- Most are based in the U.S., particularly in the Northeast.
- They tend to work for the largest organizations, with more than 75,000 employees.
- The largest share, almost one-fourth of the highest-earning respondents, work in the software and services industry.
- They have 16–20 years total professional experience, with 11–15 years of privacy-related experience.
- Some two-thirds have law degrees and CIPP/US certification.
- Two-thirds plan to attend a local conference or seminar this year. Almost as many also plan to subscribe to a privacy information or news service and attend educational web conferences.

Turning back to all respondents, we found that the title of CPO has a big impact on salaries. Those with the title of Chief Privacy Officer (CPOs - identified in the chart below as “titular privacy leaders”) earn significantly more than those who identify themselves as the top privacy officer in their respective organizations but do not have the title of CPO (identified in the chart below as “de facto privacy leaders”). The CPOs also earn more than those respondents with positions only one or two rungs below the CEO or head of their respective organizations. The same findings hold for private sector and government respondents.

Average privacy base salaries by region over 3-year span

Region	2011	Number	2012	Number	2013	Number
United States	\$127,426	870	\$123,661	768	\$131,891	1,012
Northeast	\$147,136	322	\$133,297	245	\$139,820	352
South	\$108,293	191	\$112,061	201	\$118,367	223
Upper Midwest	\$113,410	172	\$117,545	155	\$124,125	188
West	\$126,090	182	\$129,426	166	\$138,212	246
Canada	\$95,909	107	\$93,818	103	\$102,833	168
Europe	\$114,947	30	\$111,054	53	\$112,481	188
Asia-Pacific	\$84,574	*	\$73,850	11	\$113,297	36
Latin America	\$231,667	*	\$77,000	*	\$87,373	7
Middle East & Africa	\$149,375	*	\$74,362	6	\$64,861	8

** fewer than five respondents*

Average base salaries for chief privacy officers

Examining the salaries of just the CPOs shows that their salary premium is significant across all geographic regions.

Region	2013	Number reporting
United States	\$180,038	90
Northeast	\$194,448	29
South	\$169,326	23
Upper Midwest	\$157,500	20
West	\$192,052	17
Canada	\$139,986	19
Europe	\$157,700	7

Average privacy base salaries by sector

Looking at those sectors for which we had large numbers of respondents, the highest earners work in media, hotels, restaurants and leisure or software and services. The lowest-earning respondents work in nonprofits, education and government. The highest-earning CPOs work in software and services and drugs and biotechnology.

	All respondents	Number reporting	CPO respondents	Number reporting
Aerospace & Defense	\$127,712	25	\$213,500	*
Banking	\$115,030	110	\$157,538	*
Business Services & Supplies	\$138,886	115	\$239,642	*
Capital Goods	\$141,000	*		
Chemicals	\$195,810	*	\$151,620	*
Conglomerates (multiple sectors)	\$127,228	44		
Construction				
Consumer Durables	\$133,706	8	\$126,000	*
Diversified Financials	\$131,122	25	\$175,156	*
Drugs & Biotechnology	\$139,810	42	\$182,500	7
Education & Academia	\$101,822	48	\$107,800	*
Food, Drink & Tobacco	\$120,091	6	\$150,000	*
Food Markets	\$75,540	*		
Government	\$104,877	227	\$131,588	15
Healthcare Equipment & Services	\$115,652	140	\$156,355	27
Hotels, Restaurants & Leisure	\$152,043	14	\$226,500	*
Household & Personal Products	\$180,500	*		
Insurance	\$122,478	111	\$174,096	13
Materials	\$127,750	*		
Media	\$162,901	29	\$198,333	*
Nonprofit	\$95,980	34	\$151,288	*
Oil & Gas Operations	\$121,678	13	\$193,000	*
Retailing	\$121,165	38	\$154,500	*
Semiconductors	\$109,141	7		
Software & Services	\$141,161	167	\$184,979	20
Technology Hardware & Equipment	\$136,598	38	\$200,375	*
Telecommunication Services	\$128,399	50	\$241,667	*
Trading Companies	\$70,723	*		
Transportation	\$133,154	15	\$191,500	*
Utilities	\$105,164	18		

* fewer than five respondents

Average privacy base salaries by education and certifications

Among the most common educational degrees and certifications, those with law degrees earn the highest salaries, but those with the CIPP designation also gained ground this year, outpacing even those with MBAs.

	2012	Number reporting	2013	Number reporting
Juris Doctor (JD)	\$142,978	263	\$157,405	392
CBCP	\$171,750	*	\$155,400	5
Nurse (RN or LPN)	\$125,967	6	\$147,183	9
CCEP	\$78,286	7	\$146,460	10
CIPP/US (CIPP)	\$127,870	521	\$138,369	601
Doctorate Degree (PhD)	\$139,180	24	\$137,780	32
Master of Business Administration (MBA)	\$137,115	113	\$137,417	149
Certified Public Accountant (CPA)	\$137,313	16	\$134,599	27
CHC	\$127,521	14	\$133,714	14
CISM	\$120,962	52	\$132,684	75
Bachelor's Degree or equivalent (BA, BS)	\$119,648	730	\$127,154	1,001
CISSP	\$121,606	122	\$126,722	162
CIPP/G	\$119,534	136	\$125,138	149
CISA	\$118,234	79	\$124,650	105
Master's Degree (MA, MS)	\$116,311	200	\$123,516	340
CIPP/E	\$215,000	*	\$122,660	77
CRM	\$90,500	*	\$122,275	*
CIPP/IT	\$116,152	95	\$122,130	143
PMP	\$121,134	16	\$120,060	28
CIPP/C	\$115,586	63	\$116,549	102
Master of Information Systems (MIS)	\$105,032	35	\$105,317	34

Average privacy base salaries by experience

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Experience	Average salary	Number reporting
Zero to 5 years	\$81,436	87
6 to 10 years	\$92,746	162
11 to 15 years	\$126,285	244
16 to 20 years	\$133,828	229
21 to 25 years	\$139,875	202
26 to 30 years	\$134,329	188
31 to 35 years	\$132,361	136
36 to 40 years	\$130,413	64
Over 40 years	\$141,694	22

The same trend holds for those having privacy-specific experience of 20 years or less.

Experience	Average salary	Number reporting
Zero to 5 years	\$104,558	583
6 to 10 years	\$126,380	434
11 to 15 years	\$157,937	231
16 to 20 years	\$181,746	51
21 to 25 years	\$146,371	20
26 to 30 years	\$119,936	5
31 to 35 years	\$118,000	*
36 to 40 years	\$182,000	*
Over 40 years	\$300,000	*

** fewer than five respondents*

Average privacy base salaries by location of privacy unit

Within organizations, privacy professionals working in legal departments earn the highest salaries, followed by the departments responsible for human resources and ethics and corporate responsibility.

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	All respondents	Number reporting	CPO respondents	Number reporting
Legal	\$142,796	307	\$196,461	41
Compliance	\$120,493	224	\$153,049	37
Audit and Quality Assurance	\$94,194	14	\$150,000	*
Ethics and Corporate Responsibility	\$129,003	21	\$180,975	*
Risk Management	\$114,280	61	\$109,007	*
Information Security	\$114,182	121	\$167,600	5
Information Technology	\$115,754	43	\$161,450	10
Marketing	\$126,485	10		
Human Resources	\$130,933	8	\$220,500	*
Operations	\$114,028	23	\$144,785	*
Business Unit	\$111,088	28		
Privacy is its own function	\$109,667	90	\$163,328	11
No privacy function in organization	\$125,723	9		

** fewer than five respondents*