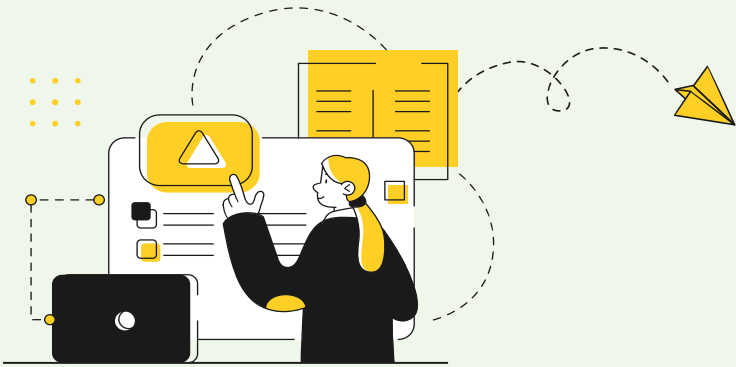


SHOW ME THE (PRIVACY) MONEY!

iapp

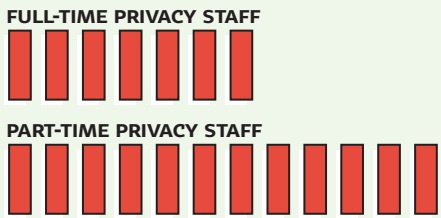


Privacy is growing! Do you have the budget and resources needed to support this growth? The [IAPP-EY ANNUAL PRIVACY GOVERNANCE REPORT 2021](#) findings can help support your strategy.

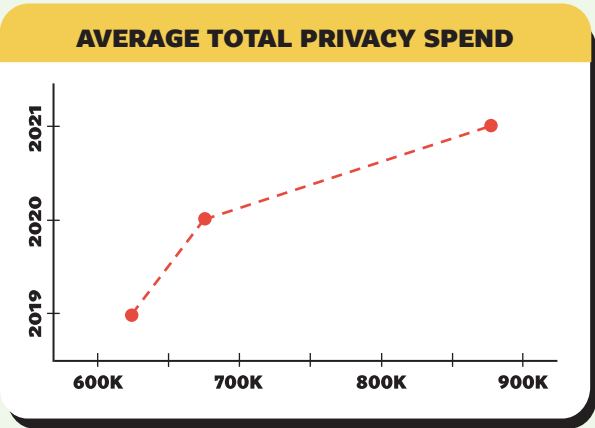


Do you have the staff to keep pace with privacy's growth? New laws, enforcements, technology and societal norms create a demand for more skilled privacy professionals.

The IAPP-EY Annual Privacy Governance Report 2021 found that firms have an overall average of **18 FULL- OR PART-TIME PRIVACY STAFF**.



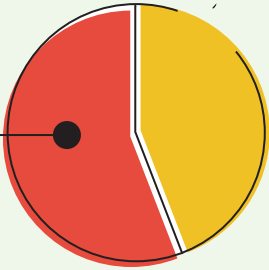
Need to make the case for an increase in budget? The IAPP-EY governance report shows privacy budgets are increasing. Don't get left behind.



Privacy budgets have increased significantly from 2020 to 2021, with the **AVERAGE PRIVACY SPEND BEING \$873,000 AND THE MEDIAN BEING \$350,000.**



60% of privacy professionals **EXPECT THEIR BUDGET TO INCREASE**, while almost none expect it to decrease.



Developing your privacy budget? Survey respondents state the majority of their budget is allocated to internal human resources.

