

2023 IAPP Privacy Professionals Salary Survey




Table of Contents

What's inside?

Foreword	ii
Executive Summary	iv
I. Salary	1
II. Examining the gender pay gap	16
III. Raises	20
IV. Additional financial compensation	24
V. Total financial compensation package	32
VI. Nonfinancial benefits	35
VII. Job satisfaction	38
Appendix	41
Contacts	43



Foreword

How much salt is one worth?

That is a question asked by many throughout history. In ancient Rome, salt, a prized commodity, was paid to Roman soldiers as a reward. They were said to be worth their salt, or so the legend goes. The English word salary appears to derive from the Latin word [salarium](#), meaning "stipend, money allowance" with "sal" as the Latin word for salt.

While no respondent to the 2023 IAPP Privacy Professionals Salary Survey declared their remuneration as being paid with salt, many privacy professionals continue to consider how their monetary compensation and nonmonetary benefits reflect their increasingly important and increasingly recognized contributions. In a competitive market, many privacy pros will compare their compensation to their peers and to that offered by other organizations. This year's survey examines financial and nonfinancial benefits in more detail and across more contexts than past reports, offering privacy pros the best opportunity yet to benchmark their own benefits.

In 2023, the privacy pro has become more valuable, if not invaluable, to organizations navigating and marshaling privacy risk and governance. To many organizations, a good privacy pro is worth their weight in gold, not salt. It comes as no surprise that privacy pros are seeing increases in their financial and nonfinancial benefits based on the growing importance of their roles, experience in the field and personal investments in professional development through certification.

It is important to examine compensation against the broader context of the work privacy pros do and the environment in which they do it. Internally, privacy pros continue to deal with significant challenges.

The IAPP-EY Annual Privacy Governance Report 2022 identified:

- The breadth and scope of activities undertaken by the privacy function continue to grow, creating both demand management and resource prioritization challenges.
- The average size of privacy team grew by 12%. However, 62% of privacy pros surveyed agreed that the lack of resources impacts their ability to deliver on objectives.
- Growing salaries impact the ability to recruit.

Privacy pros are doing more, often with fewer resources and lower chances of addressing this imbalance in the near future.

External factors also continue to impact privacy pros. As 2022 ended, announcements of tens of thousands of layoffs at technology companies hit the headlines. Overall, 1,045 tech companies cut a

total of 160,097 employees in 2022. According to [Layoffs.fyi](#), a website tracking the activity since March 2020, this year’s layoffs reached 155,462 by the end of March. It’s no surprise many privacy pros feel the need to look over their shoulders before even considering additional complications such as:

- A challenging economic environment, where individuals and organizations struggle with the impacts of higher inflation.
- An increasingly complex regulatory environment due to the passage of new and comprehensive privacy regulations, as well as developments in case law, guidance and regulatory enforcement, among other factors.
- Increased awareness among individuals of their rights to privacy, expectations over transparency and control over how their data is used.

Given these challenges, one might ask ‘how much salt is one worth’?



Saz Kanthasamy, CIPP/E, CIPM, FIP
Principal Researcher, Privacy Management IAPP



Jared Michael Coseglia
Founder & CEO, TRU Staffing Partners





Executive Summary

Benchmarking compensation

In this report we explore the compensation, both financial and nonfinancial, offered to privacy pros. We focused on understanding the key impacts on compensation, such as education, experience, motivation and job satisfaction, as well as the nature and size of employers. This report aims to provide privacy pros with an updated view and opportunity to benchmark their compensation.

Scope

We asked our global membership base to complete the 27-question salary survey. Over the course of seven weeks, more than 1,400 people from over 60 countries responded.

In a change to previous years, this year's salary survey was expanded to focus on both internal privacy roles, i.e., those working within an organization's privacy function or with privacy-related roles, and external roles, i.e., those offering privacy-related services such as consultants, lawyers and vendors.

Additionally, we expanded the scope of the questionnaire to consider nonsalary compensation and benefits in more detail. As a result, we obtained more data from privacy pros working across the industry, allowing greater benchmarking for those looking to compare compensation packages.

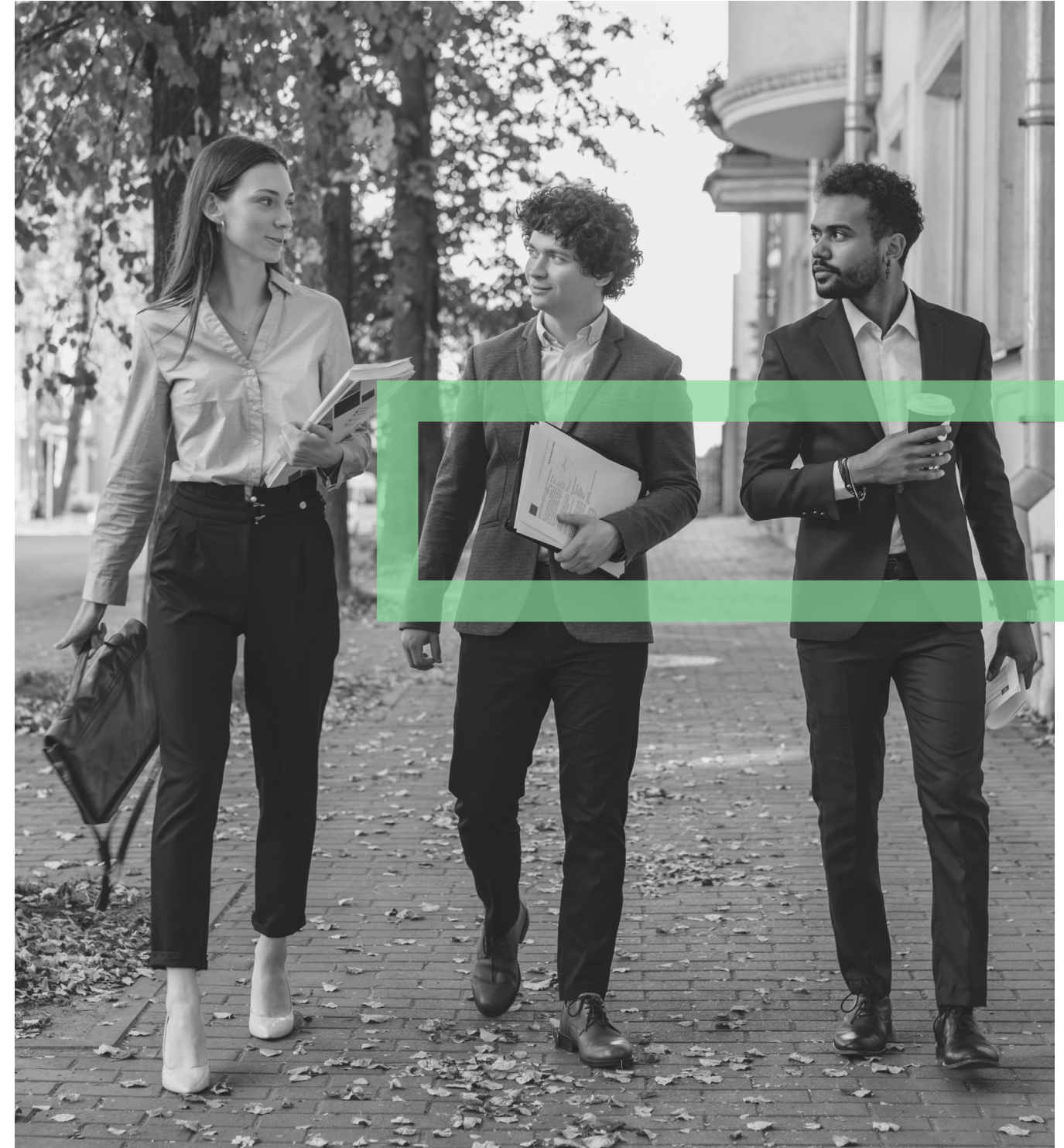
Key takeaways

Financial compensation

- The overall average base salary for internal privacy pros was \$146,200. When adjusted for sample distribution and currency exchanges, this represents a 7% increase from 2021 and a 10% increase from 2019 for internal privacy pros.
- The highest average base salary for an internal privacy pro continues to be the chief privacy officer, with those in a global role averaging \$206,000. Externally, privacy lawyers earn the highest average base salary at \$200,800.
- Nearly eight in 10, or 76%, of respondents received a raise in the previous 12 months, while almost seven in 10 received a bonus.
- Cash compensation in both base salary and bonus is still the primary means by which employers retain and attract talent.

Examining the gender pay gap

- Across all roles, female respondents earned 1% more on average in their base salaries than male respondents. Variation exists among specific roles, with female global CPOs reporting 12% higher base salaries and male privacy analysts earning 13% more.





Respondents were overwhelmingly satisfied with their current roles, with 61% of respondents selecting a score above eight out of 10, where 10 is extremely satisfied.

Location

- U.S. privacy pros make 55% more on average in their base salaries compared to their European counterparts. This rises to 103% more depending on specific role.
- Of respondents, 69% work from home more than they do in the office. Only 5% of respondents are fully office based, 40% work from home full time and 17% work three days or fewer in the office.

Qualifications

- Respondents with any one IAPP certification earned over 13% more than those with no IAPP qualifications, while those with multiple IAPP certifications earned just over 27% more than those with no IAPP qualifications.

Job satisfaction

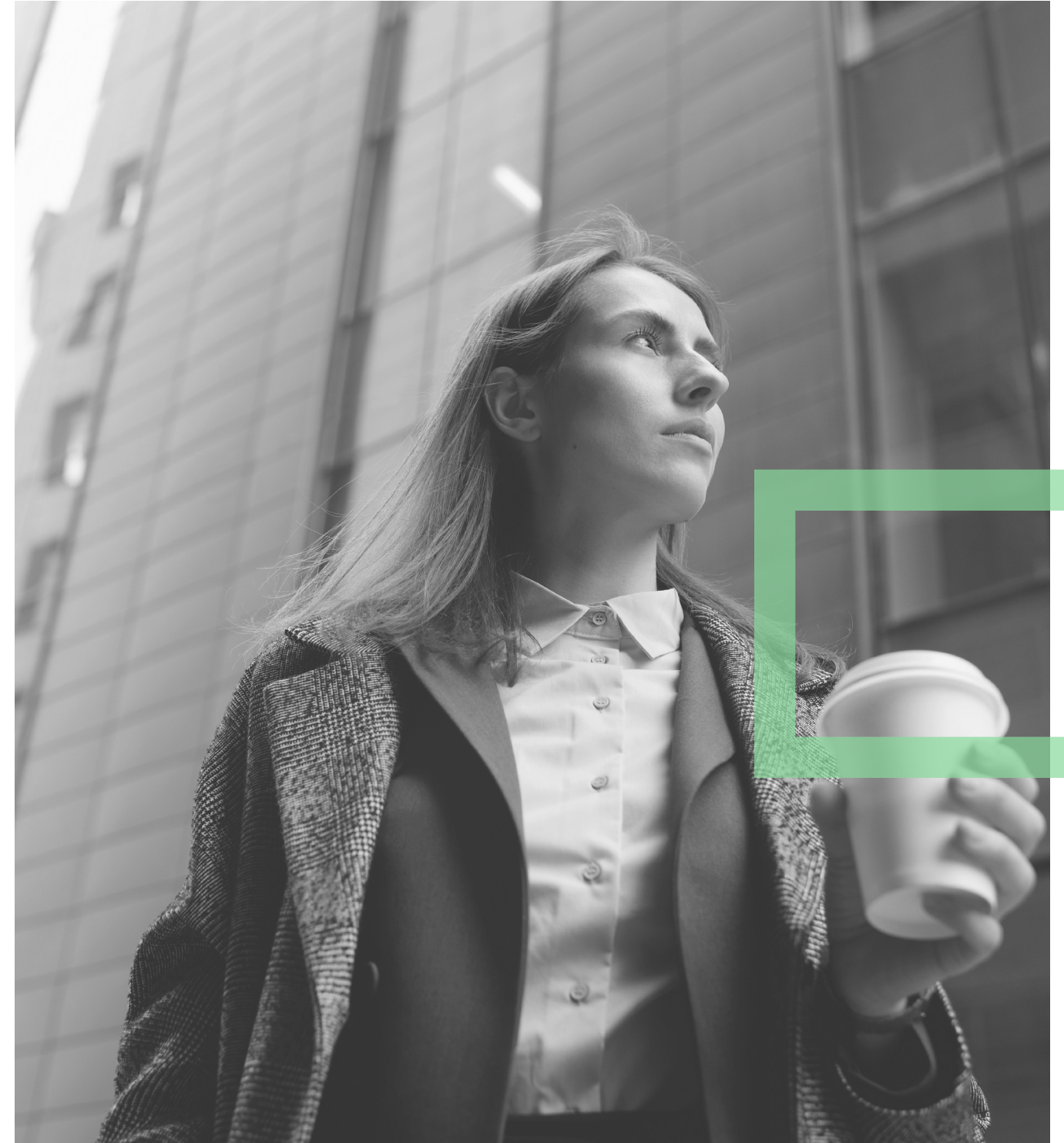
- Respondents were overwhelmingly satisfied with their current roles, with 86% reporting they were satisfied and 61% selecting a score above eight out of 10, where 10 is extremely satisfied.

“Privacy pros lead the way with their salaries. They do so against a backdrop of a complex regulatory and challenging economic environment.

While factors such as the pandemic, inflation and the increasingly complex regulatory environment are very much outside of privacy pros’ control, comfort may be taken in knowing they lead the way in their own salaries. Whether it is overall pay increases, additional compensation or additional benefits, the more privacy pros invest in their careers, the higher the payoff.

Saz Kanthasamy, CIPP/E, CIPM, FIP

Principal Researcher, Privacy Management IAPP





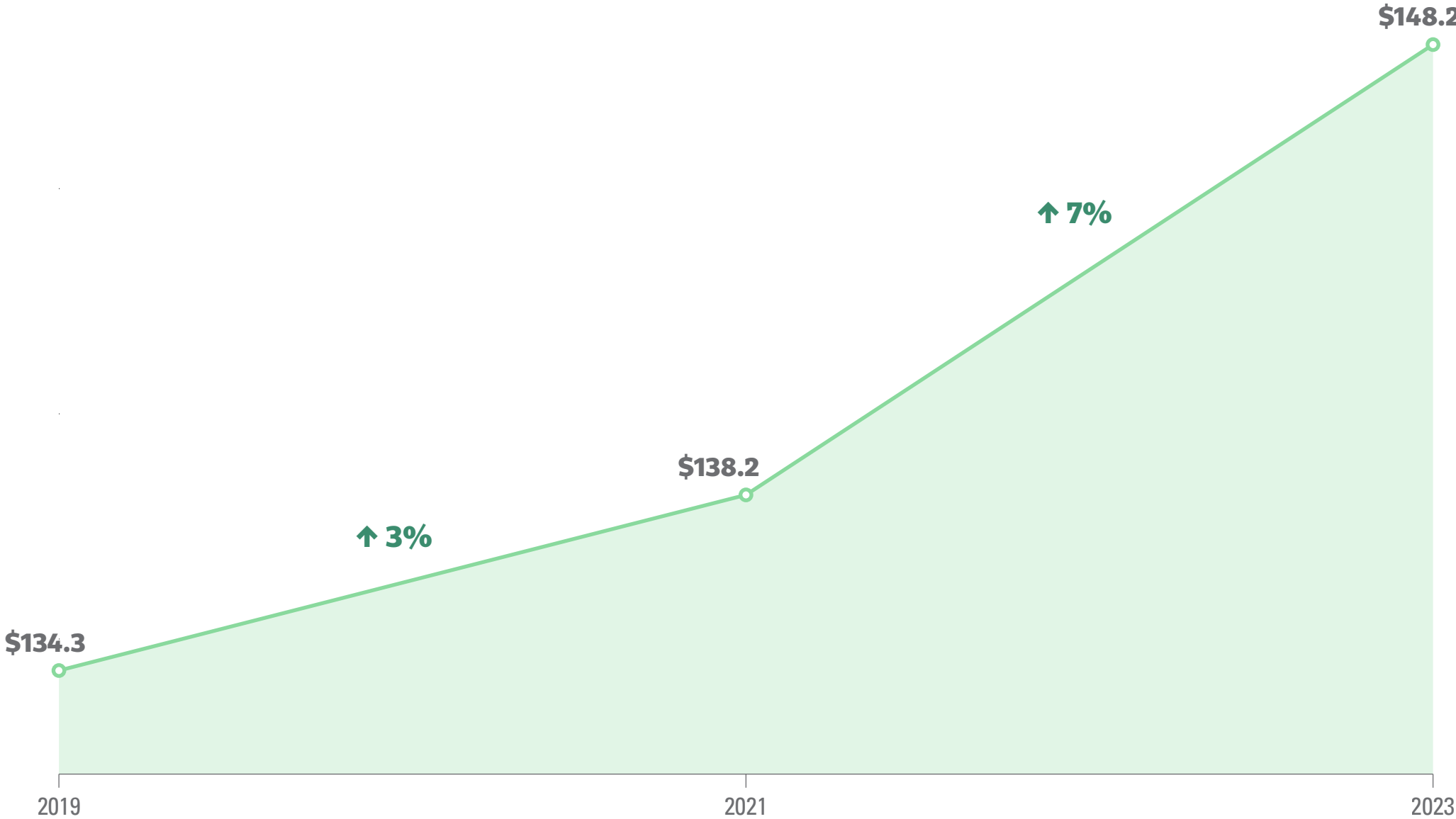
I. Salary

Average base salary for privacy pros increases


The privacy profession continues to evolve, as privacy pros grapple with a more diverse set of complexities than ever before. Privacy pros must deal with more privacy regulations, developments in case law, guidance from various regulators and growing complexities for international data transfers in a global data economy. All this while operating in a challenging economic and technological environment and balancing the rights of the individuals with their organizations' desire to deliver more value with personal data. In sum, the challenges and privacy risks faced by privacy pros only seem to be growing.

Privacy pros may therefore question whether their salaries have kept pace with increased responsibility and complexity. To examine salary growth over time, we took several steps to adjust base salary to support comparison. First, we adjusted the sample size to match the 2019 distribution of respondents, then we adjusted current currency exchanges to those observed in 2019, to account for exchange fluctuation. With the addition of new roles this year, we can only draw comparisons across years for internal roles. In 2023, the average adjusted base salary for a privacy pro in an internal role is \$148,200, a 7% increase from 2021 and a 10% increase from 2019.

Growth in the average salaries of privacy pros in internal roles over time



In 2023, the average adjusted base salary for a privacy pro in an internal role is \$148,200, a 7% increase from 2021 and a 10% increase from 2019.



**The role with
the highest salary
for a privacy pro
continues to be the CPO,
while external privacy
lawyers earned the
second-highest
average base salary.**

For the first time, this year's salary survey captured both internal and external privacy roles.

Across all roles, the average base salary was \$146,200. The role with the highest salary for a privacy pro continues to be the CPO. Those in a global CPO role average \$206,000 – almost \$47,000 more than the \$158,900 average salary of CPOs holding country-specific roles. External privacy lawyers earned the second-highest average base salary at \$200,800, earning just over \$26,000 more than their internal counterparts. Cybersecurity professionals, who spend, on average, 28% of their typical work week on privacy-related activities, earned an average base salary of \$150,300. Respondents who selected data protection officer as their job title, earned 1.3% less than privacy managers and just over 5% less than privacy office risk and compliance managers.

INTERNAL ROLES

- ❑ **Global chief privacy officer:** CPO for a global/multinational organization and may carry ultimate organizational responsibility for privacy.
- ❑ **Internal privacy lawyer:** Provides internal support to organizations on the technical legal aspect of privacy regulations.
- ❑ **Country-specific CPO:** CPO for an organization with operations in one country.
- ❑ **Cybersecurity professional:** Designs, develops and delivers on security for privacy.
- ❑ **Regional privacy officer:** Supports the CPO delivering privacy across a region/geographic area, e.g. Europe, the Middle East and Africa.
- ❑ **Privacy engineer:** A grouped role for the purposes of this survey, covering engineers with responsibilities for privacy enablement (updates and manages core privacy office enabling technologies), product ownership/design (owning/designing technology solutions/responsible for ensuing privacy aspects are built in), coding (responsible for turning design aspects into a tangible product), and/or analytics (responsible for privacy in analytics/digital advertising/segmentation).
- ❑ **Privacy office risk and compliance manager:** Works on the privacy team delivering day-to-day privacy risk, operations and compliance activities.
- ❑ **Privacy manager:** Works in the privacy team to deliver and/or manage delivery of day-to-day privacy activities.
- ❑ **Data protection officer:** DPO for an organization often designated under privacy laws and a key contact for regulators.
- ❑ **Privacy champion/guru:** Individual assigned a percentage of their time (less than 25%) to support an aspect of privacy, e.g., a compliance officer who is given some privacy responsibilities.
- ❑ **Privacy analyst:** Works in the privacy team to deliver day-to-day privacy activities.

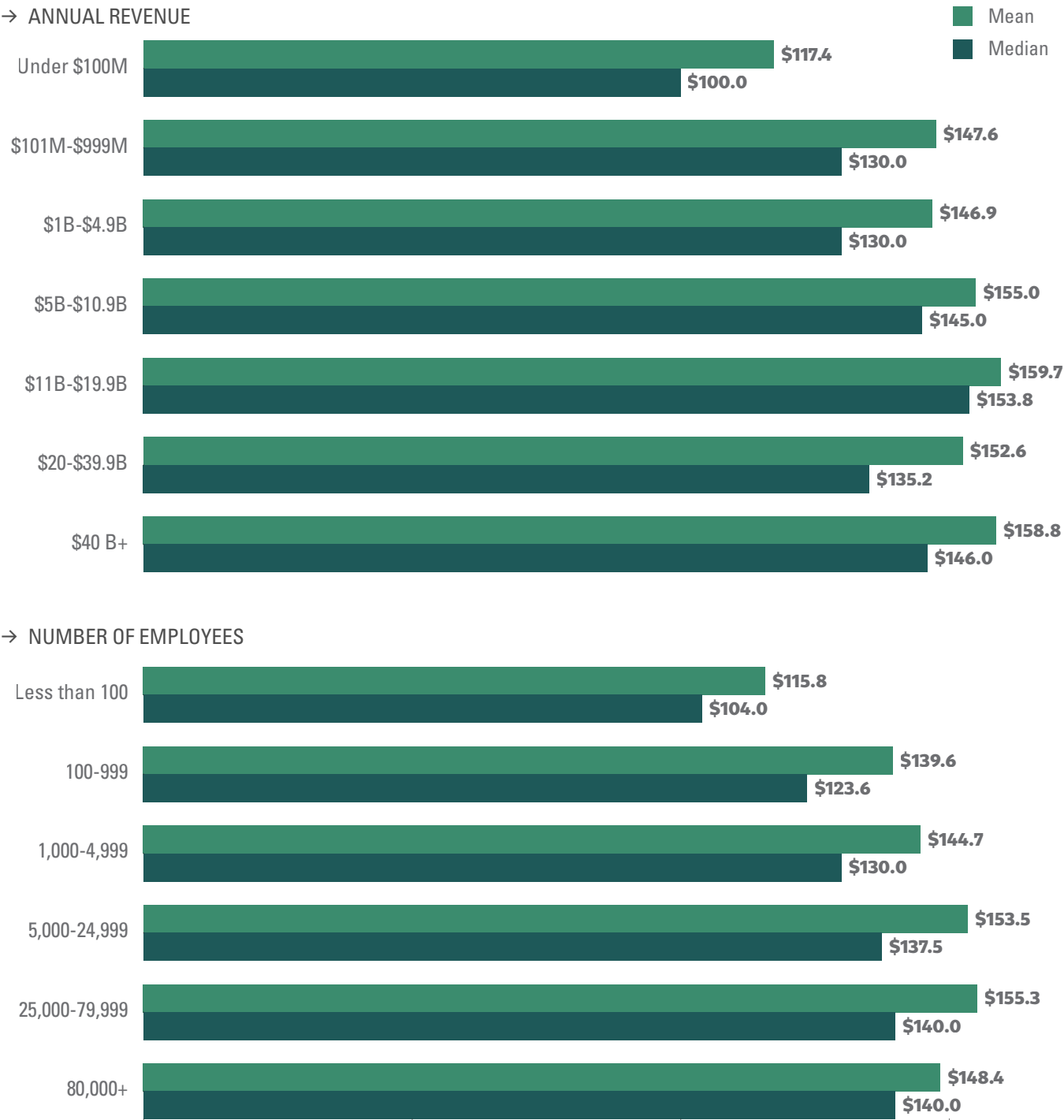
EXTERNAL ROLES

- ❑ **External privacy lawyer:** Provides external support to organizations on the technical legal aspect of privacy regulations, e.g., breaches, transfers, contracts.
- ❑ **External privacy consultant:** Supports clients, design, develop, implement and outsourcing of operational privacy activities.

Privacy professionals’ base salary (USD \$000) by job title for 2023

	JOB TITLE	MEAN	MEDIAN
INTERNAL ROLES	Global chief privacy officer	\$206.0	\$196.8
	Internal privacy lawyer	\$174.7	\$175.0
	Country-specific CPO	\$158.9	\$161.5
	Cybersecurity professional	\$150.3	\$140.7
	Regional privacy officer	\$137.5	\$130.8
	Privacy engineer	\$135.6	\$125.0
	Privacy office risk and compliance manager	\$119.4	\$120.0
	Privacy manager	\$115.2	\$108.5
	Data protection officer	\$113.7	\$102.0
	Privacy champion or guru	\$102.9	\$93.0
	Privacy analyst	\$89.5	\$89.0
EXTERNAL ROLES	External privacy lawyer	\$200.8	\$175.0
	External privacy consultant	\$128.0	\$120.0
Overall for both internal and external roles		\$146.2	\$132.0

Privacy professionals’ base salaries (in USD \$000) by organization size in revenue and number of employees



Salary drivers

When considering drivers of base salary, the importance of other factors cannot be ignored. Factors such as organization size, country of residence and experience may all influence base salary.

Organizational size

Labor economics suggests larger organizations are more likely to offer larger salaries, as they are likely to employ more specialist employees who focus on a limited number of tasks in comparison to their counterparts at smaller organizations. Larger organizations that employ more highly skilled workers may therefore pay [higher wages](#), but they also have the market power and capital intensity to do so.

Our salary survey identified that average salaries at smaller organizations are lower than average salaries at larger firms.

Privacy pros working for organizations with under \$100 million of annual revenue reported average base salaries 35% lower than privacy pros working at organizations with more than \$40 billion in annual revenue. A similar theme was observed when considering the number of employees. Those at organizations with less than 100 employees reported 28% lower average base salaries against those working in organizations with more than 80,000 employees.

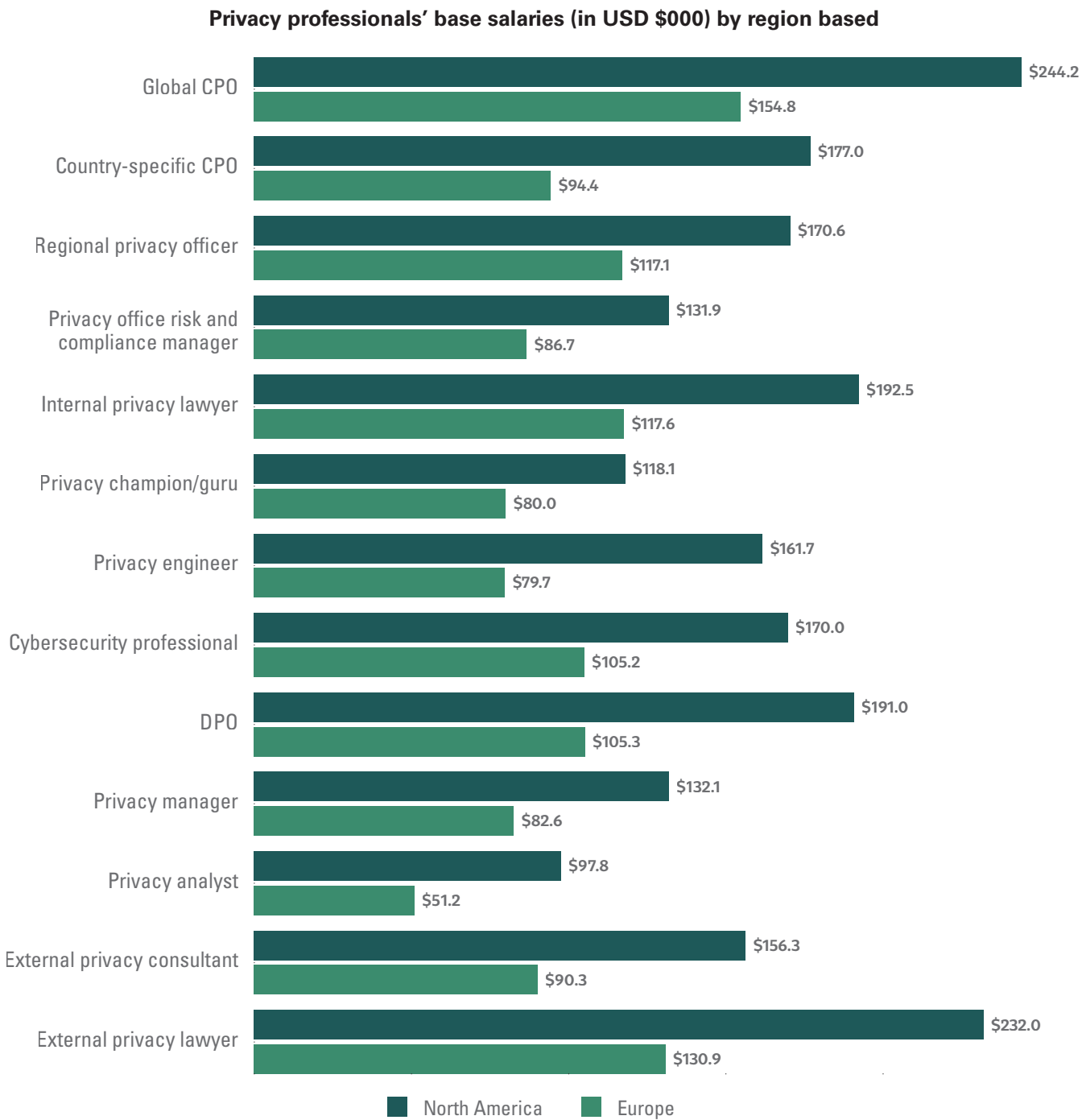
Privacy professionals’ base salaries (in USD \$000) by role by organization size (revenue in USD)

ROLE	ORGANIZATION SIZE IN REVENUE		
	Less than \$1 B	\$1-10.9 B	\$11 B+
Global CPO	\$183.4	\$205.7	\$236.2
Country-specific CPO	\$158.8	\$145.8	\$184.3
Regional privacy officer	\$112.2	\$128.9	\$159.0
Privacy office risk and compliance manager	\$106.0	\$115.8	\$135.3
Internal privacy lawyer	\$170.4	\$172.7	\$182.6
Privacy champion/guru	\$100.2	\$115.9	\$87.8
Privacy engineer	\$118.8	\$130.9	\$152.0
Cybersecurity professional	\$134.5	\$178.1	\$145.6
DPO	\$104.7	\$130.1	\$111.8
Privacy manager	\$101.6	\$116.1	\$126.1
Privacy analyst	\$81.5	\$90.0	\$97.7
External privacy consultant	\$110.7	\$139.2	\$170.4
External privacy lawyer	\$194.0	\$232.9	\$166.7

Privacy professionals’ base salaries (in USD \$000) by role by organization size (number of employees)

ROLE	ORGANIZATION SIZE BY NUMBER OF EMPLOYEES		
	Less than 1,000	1,000 to 24,999	25,000+
Global CPO	\$192.6	\$198.2	\$230.2
Country-specific CPO	\$154.1	\$153.8	\$180.2
Regional privacy officer	\$105.5	\$130.6	\$151.4
Privacy office risk and compliance manager	\$107.5	\$115.7	\$130.2
Internal privacy lawyer	\$163.4	\$176.0	\$180.7
Privacy champion/guru	\$119.2	\$98.9	\$89.6
Privacy engineer	\$115.4	\$134.4	\$147.9
Cybersecurity professional	\$124.3	\$166.6	\$134.2
DPO	\$99.4	\$124.4	\$104.6
Privacy manager	\$106.8	\$111.7	\$123.1
Privacy analyst	\$72.0	\$84.1	\$100.9
External privacy consultant	\$106.8	\$141.3	\$152.7
External privacy lawyer	\$172.2	\$256.1	\$155.1

We see this further breakdown as follows when roles are considered. For many roles, as shown in the tables on the right, the initial hypothesis holds true. Respondents who work for larger organizations, either by annual revenue or by number of employees, tend to earn higher average base salaries.



Location

Privacy pros responding to this year’s survey work for organizations headquartered in a wide variety of locations. Of those based in Europe, 28% worked for non-European headquartered organizations, rising to 46% for U.K. workers that work for non-U.K. headquartered organizations.

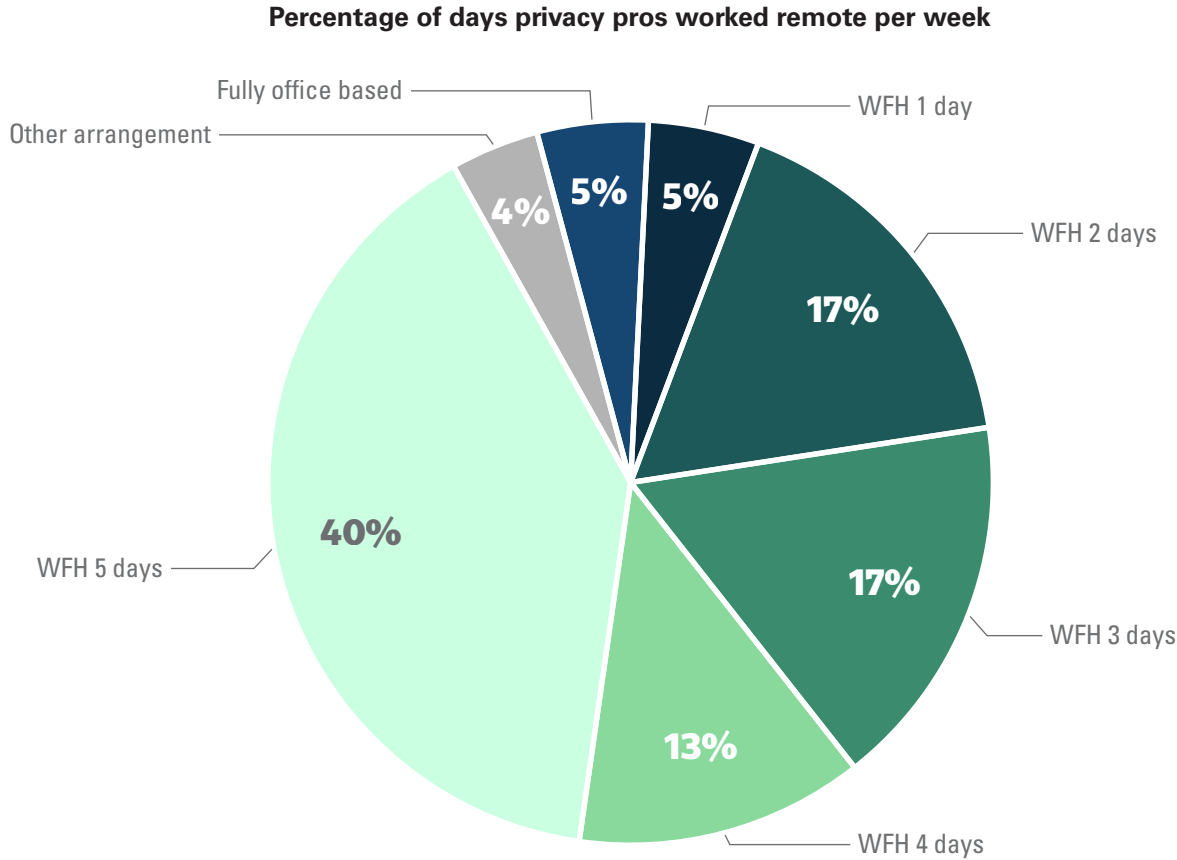
While headquarter location may be one factor that impacts compensation, an employee’s primary country of employment is likely a more significant influence on compensation. Employees tend to be subject to the laws and local labor market nuances of the countries in which their roles are routinely carried out. Employees in countries with higher pension contribution rates may benefit from above average pension benefits at retirement but may face lower base salaries should employers account for this in remuneration packages. Additional factors to consider include cost of living and supply and demand. The cost of living varies significantly between different countries and, in areas with higher costs of living, employers may offer higher salaries to compensate for increased expenses. The availability of privacy jobs and the number of qualified candidates in a particular location can impact the supply and demand of workers, which can influence salaries. With the

privacy profession facing a high demand for workers to meet new and changing regulatory requirements, organizations may be tempted to offer higher salaries to attract talent.

The following notable highlights were observed when considering location where privacy pros are based:

- Privacy pros in North America earned significantly more than their counterparts in Europe across all roles surveyed.
- The greatest variation in base salary was seen among privacy engineers, with those in North America earning 103% more than their European counterparts.
- The second largest difference was seen among privacy analysts, with North Americans earning 91% more than their European counterparts.

In an environment where privacy pros increasingly work remote (see page 8) and have the option to be internationally mobile, organizations and individuals alike may need to consider how base salary disparities impact employment location considerations.



Remote working

Remote working practices have increased in recent years – in part accelerated by changes in working practices due to the COVID-19 pandemic. Other factors accelerated this trend too, including shifts in technological capabilities that support seamless connectivity. Improvements in cloud-based software, high-speed internet, video conferencing and instant messaging help employees stay connected and prioritize a healthy work-life balance.

In this year’s survey, following the approach in previous years, we wanted to revisit remote working practices to understand what has changed with the easing of global lockdowns.

In our 2021 survey, 80% of respondents worked from home and an additional 11% mostly worked from home.

This year’s data shows the following trends: 69% of respondents work from home more than they do in the office, a much greater proportion than the 36% of respondents who predicted working this way in 2021, and 40% of respondents work fully remote, an increase of 31% over those who predicted solely working from home in the 2021 survey. Only 5% of respondents are fully office based, making this comparable with those who predicted working this way in 2021.



69% of respondents work from home more than they do in the office, a much greater proportion than the 36% of respondents who predicted working this way in 2021.

40% of respondents work fully remote, an increase of 31% over those who predicted solely working from home in the 2021 survey.

Only 5% of respondents are fully office based, making this comparable with those who predicted working this way in 2021.

We further considered remote working practices by region in the table below. We noted the following trends: 49% of respondents based in North America work fully remote, compared to only 26% in Europe and 25% of those based in Africa and Asia. At least six in 10 respondents in North America, Europe and South America worked from home more than in the office.

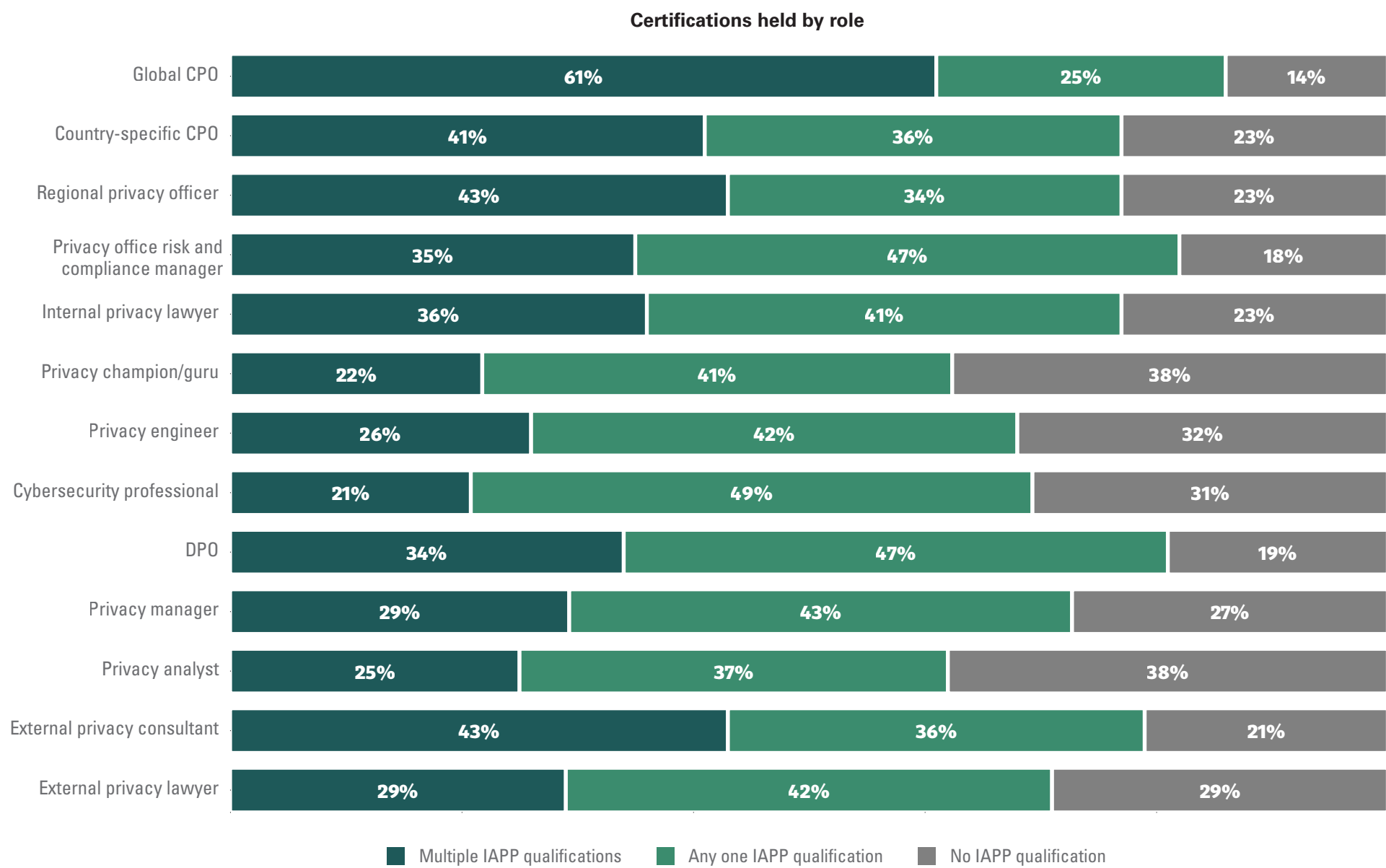
This marks a shift from the predictions privacy pros made in the 2021 survey, with 14% of those in the U.S. and 5% of those in Europe predicting they would work exclusively from home.

Finally, we broke down remote working practices by job title to allow privacy pros to benchmark themselves by role. Approximately eight in 10 privacy analysts were more likely to work from home. Privacy analysts and engineers were the most likely to fully work from home, with almost six in 10 respondents selecting this option. Approximately one in 10 respondents with the job title of cybersecurity professional, DPO or external privacy lawyer were fully office based. Furthermore, at least four in 10 respondents who identified as DPOs worked from the office more than at home.

Percentage of days privacy pros worked remote by region

WORK ARRANGMENT	REGION					
	North America	Europe	South America*	Africa*	Asia*	Oceania*
Fully office based	4%	4%	0%	25%	24%	6%
WFH 1 day	3%	7%	8%	0%	11%	12%
WFH 2 days	15%	18%	15%	13%	21%	29%
WFH 3 days	12%	25%	27%	25%	13%	29%
WFH 4 days	12%	16%	4%	0%	2%	6%
WFH 5 days	49%	26%	42%	25%	25%	15%
Other arrangement	5%	4%	4%	13%	5%	3%

*Note: The sample size for each of these regions is less than 70 so results should be interpreted with caution.



Professional privacy certifications
Education and, more specifically, certifications continued to be pursued by privacy pros looking to enhance and demonstrate their knowledge, including as a means of differentiating themselves from others in a competitive job market. Increased levels of knowledge and expertise can make individuals more valuable to employers, which may lead to higher salaries. It is no surprise when reports suggest [education](#) increases earnings and decreases unemployment.

When considering survey respondents’ highest level of education, common themes emerge from the data. An undergraduate degree is the highest level of education for 19% of respondents, with 42% of total respondents having a law degree. A postgraduate degree, such as a master’s or doctorate, was reported as the highest level of education for 31% of respondents. Overall, 95% of respondents reported having some degree-level qualifications.

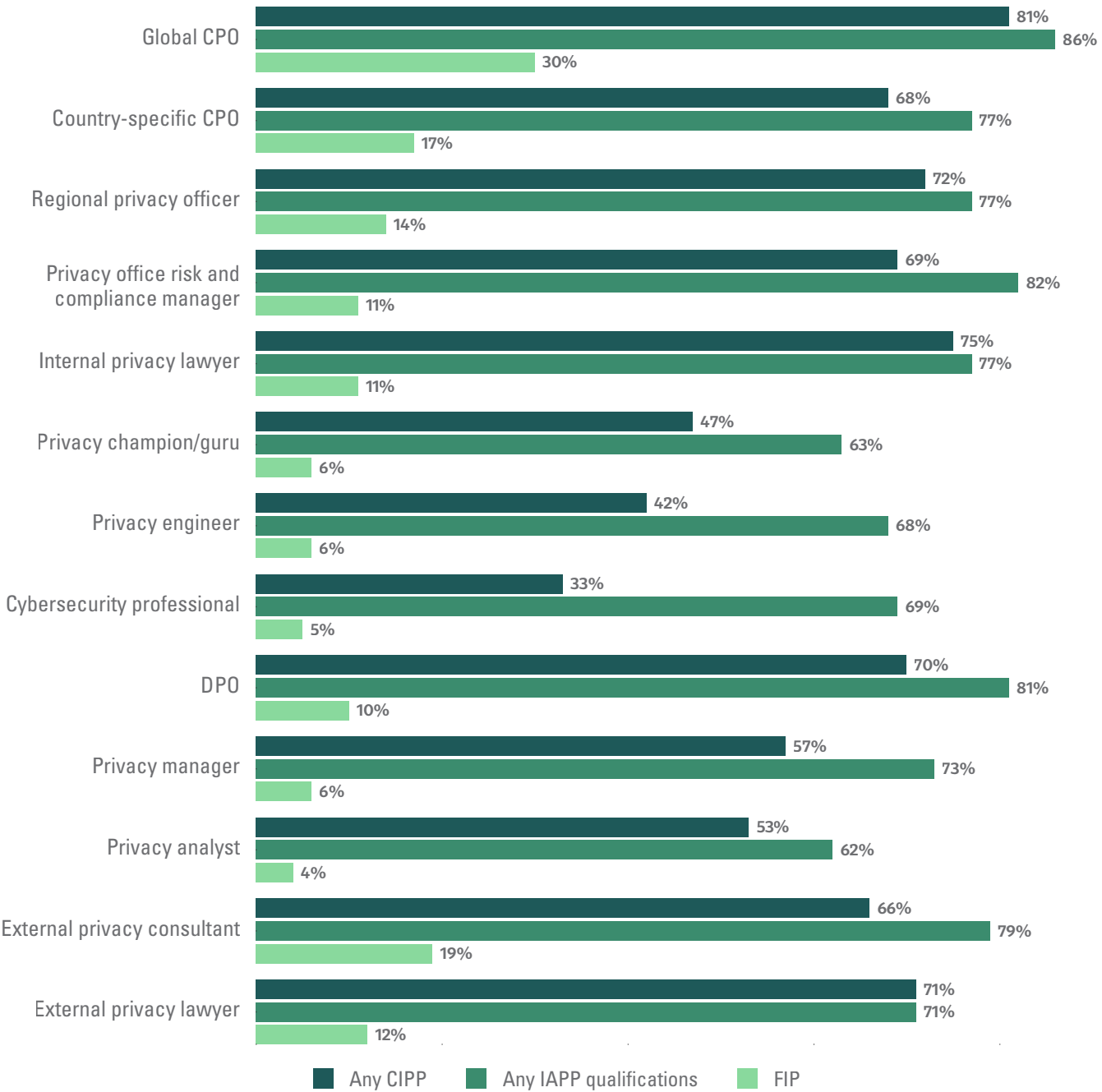
For privacy certifications, privacy pros have a wealth of qualifications to pursue and have chosen to do so.

For those individuals looking to differentiate themselves, pursuit of the Fellow of Information Privacy designation offers a chance to do so.

The data shows at least 77% of surveyed respondents held at least one IAPP qualification, while 37% of respondents held multiple IAPP qualifications. Global CPOs were more likely than those in other roles to hold both any IAPP qualification and any certified information privacy professional qualification. For those individuals looking to differentiate themselves, pursuit of the Fellow of Information Privacy designation offers a chance to do so. An FIP includes those who have a CIPP and either a certified information privacy manager or certified information privacy technologist, along with three years of experience. The designation is only held by 30% of surveyed global CPOs, dropping down to 6% of surveyed privacy managers.

Privacy pros have achieved other qualifications too. Qualifications such as certified information systems security professional, certified information security manager, certified information systems auditor, certified business continuity professional, certified data privacy solutions engineer and certified public accountant were held by less than 5% of respondents. Those with the job title of cybersecurity professional were more likely to hold other qualifications with almost four in 10 holding a CISSP, five in 10 holding a CISA and two in 10 holding the CDPSE.

Certifications held by role





Overall average base salary (in USD \$000) by number of qualifications and selected certifications type



How does this translate into average base salary for privacy pros?

The data shows respondents with any one IAPP qualification earned over 13% more than those with no IAPP qualification, while those with multiple IAPP qualifications earned just over 27% more than those with no IAPP qualifications. Respondents with specific combinations of qualifications earned at least 20% more than their peers with only one IAPP qualification, with greater rewards for those with CIPP, CIPM, and CIPT qualifications and those with a FIP.

We can look at this breakdown further by job title:

- Almost all respondents, other than those with the job title of privacy champion/guru, had an increase in base salary when they earned one IAPP qualification.
- External privacy consultants experienced the biggest increase, as those with one IAPP qualification earned 76% more in average base salary over those with no IAPP qualifications.

Overall, individuals who have more certifications may be paid more due to:

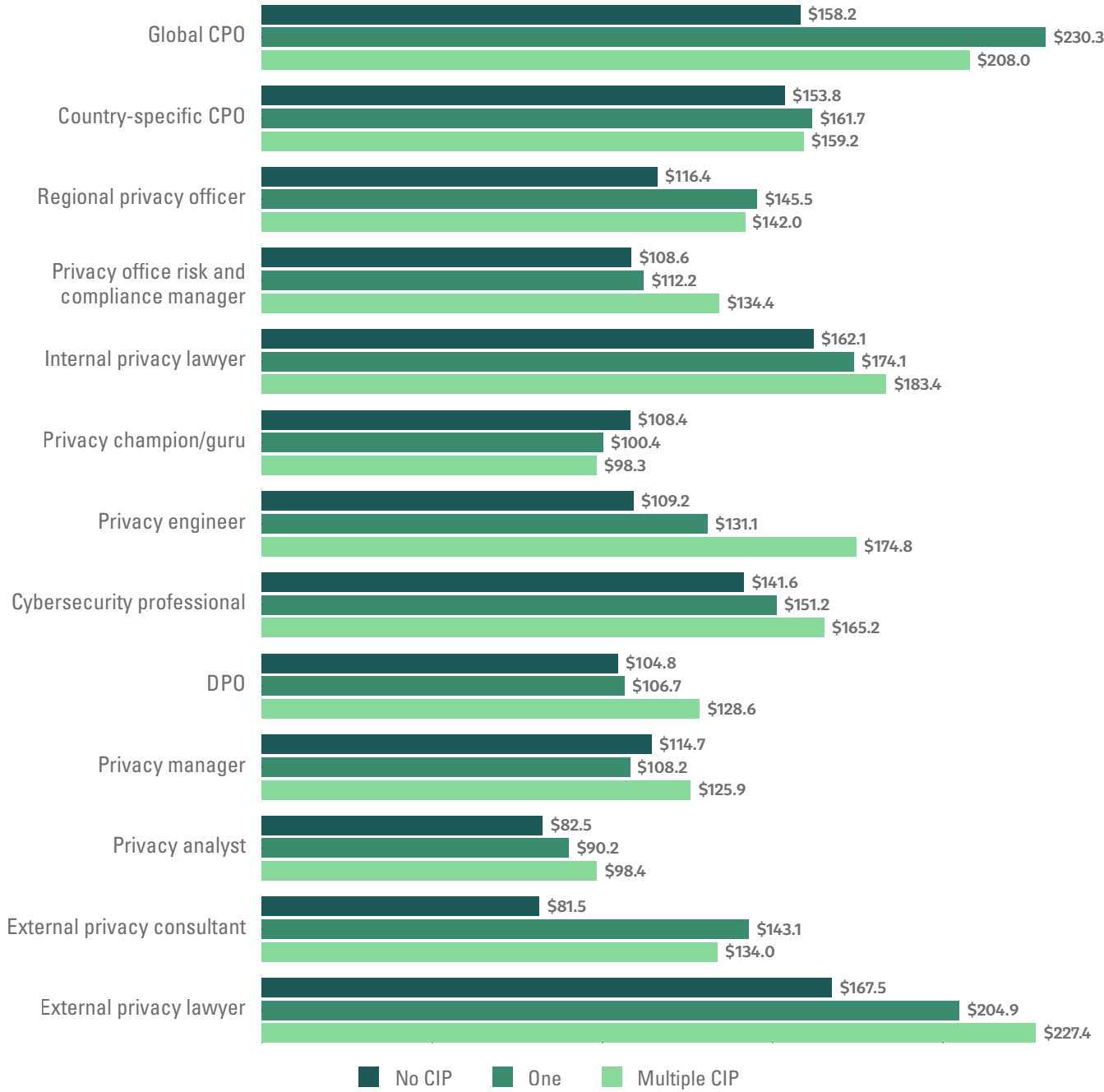
- **Demonstrated knowledge:** Employers may be willing to pay more for employees who have demonstrated a certain level of knowledge, skills and expertise through their certifications.
- **Increased value to the organization through improved job performance:** Employees with more certifications may be able to perform their role more efficiently and effectively, which can increase their value to the organization. This can result in increased productivity, higher quality work and improved outcomes for the organization.
- **Competitive advantage:** Employers may be willing to pay more for employees with certifications to maintain a competitive advantage over other organizations in the industry. A highly skilled and knowledgeable workforce may help an organization deliver on its privacy compliance strategy against its peers.

Experience

Conventional wisdom dictates organizations are likely to value more experienced employees who can bring insights from deep and diverse experience. For organizations additional benefits may include:

- **Reduced training costs:** More experienced employees who already have the required skills and expertise to perform a role may require less training and supervision than newer employees, saving the organization time and money, and potentially allowing the employee to settle in more quickly and become productive sooner.
- **Credible voice:** More experienced employees may be more likely to provide a credible voice, particularly by drawing upon past experiences to provide valuable insight and guidance.

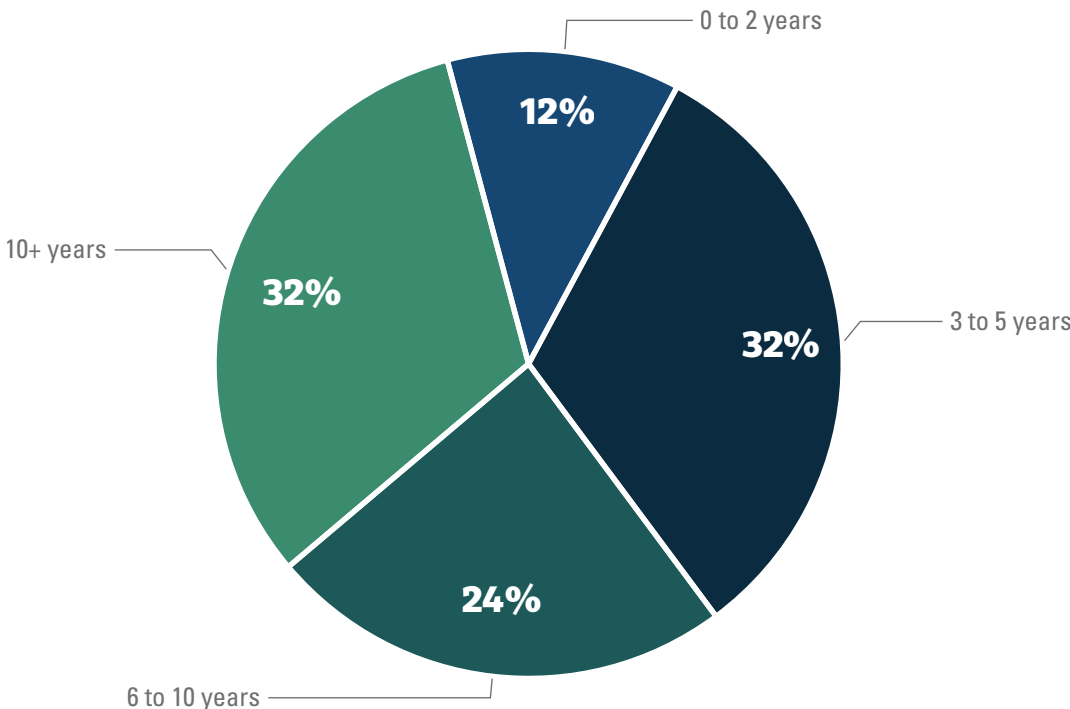
Privacy professionals’ base salaries (in USD \$000) by certifications achieved



Privacy professionals with three to seven years of experience have the greatest opportunity for extreme inflection in compensation and responsibility when changing jobs, as demand will continue to exceed supply in this demographic for years to come.

Jared Coseglia
Founder & CEO,
TRU Staffing Partners

Privacy experience of respondents



→ **Mentorship and leadership potential:**
Experienced employees may be able to serve as mentors to newer and junior employees, helping the organization nurture talent, offer guidance and support, and help others develop expertise, skills and reach their potential.

To what extent does this apply to the privacy profession? Almost nine in 10 respondents to this year’s survey brought prior professional experience to their first privacy role, with only one in 10 respondents joining the privacy profession as their first role.

When considering total years of privacy experience, this year’s data showed respondents’ average amount of privacy experience was six

years and approximately seven in 10 had less than 10 years of experience. Only 32% of respondents had more than 10 years of experience.

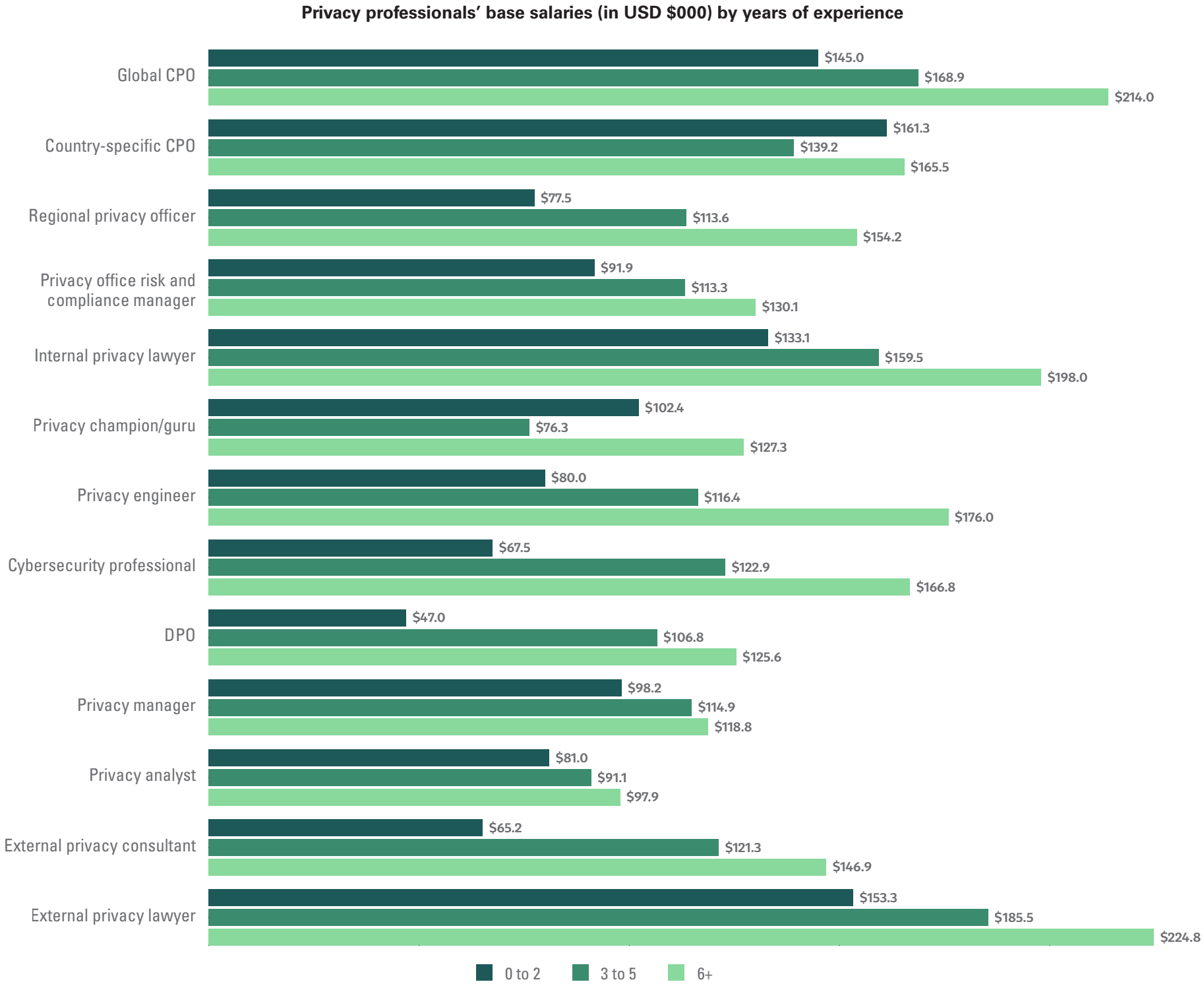
When breaking this down by role, we see 63% of global CPOs reported having more than 10 years of experience, while this figure dropped to 28% for DPOs and 12% for privacy analysts.

The impact of this on average base salary can be seen on the following page.

The data shows respondents with more experience earned greater annual base salaries across most job titles, with more significant jumps in base salary between three and five years of experience, over at least six years of experience.

Median years of privacy experience by job title

JOB TITLE	Median years of experience
Global CPO	12
Country-specific CPO	8
Regional privacy officer	7
Privacy office risk and compliance manager	6
Internal privacy lawyer	5
Privacy champion/guru	3
Privacy engineer	5
Cybersecurity professional	10
DPO	6
Privacy manager	6
Privacy analyst	4
External privacy consultant	6
External privacy lawyer	7



II. Examining the gender pay gap

The privacy profession leads the way in closing the gender pay gap

The gender pay gap continues to be an important area of focus across all professions. While some studies indicate that the [gender pay gap](#) seems to be narrowing in the long term, a difference in pay persists in so many professions. The U.N. indicated "women earn [77 cents](#) for every dollar men earn for work of equal value – with an even wider wage gap for women with children," and at current rates it will take 257 years to close the global gender gap.

Overall average compensation package (in USD \$000) by gender





When looking at data across all privacy roles, the privacy profession leads the way in closing the gap based on this year’s data. Women earned almost 1% more than men on the combined average of base salary and annual hourly pay, rising to 2.3% when accounting for additional compensation.

Overall average compensation package (in USD \$000) by gender

	Overall	Male	Female
Base salary and annual hourly	\$146.2	\$145.3	\$145.6
*Overall additional compensation:	\$64.5	\$62.9	\$64.7
(1) Bonus	\$24.5	\$25.7	\$22.8
(2) Stock/equity LTI	\$26.9	\$23.2	\$29.4
(3) Cash LTI	\$1.1	\$1.1	\$1.0
(4) COVID-19	\$0.1	\$0.1	\$0.2
(5) Cost of living bonus/payment	\$0.5	\$0.7	\$0.4
(6) Commission	\$0.3	\$0.2	\$0.4
(7) Employer pension	\$5.3	\$5.4	\$5.3
(8) Other monetary	\$5.8	\$6.6	\$5.2
Total compensation	\$210.7	\$208.1	\$210.3

**Note: Overall additional compensation is calculated as the sum of the individual types of additional compensation labelled 1-8 above.*

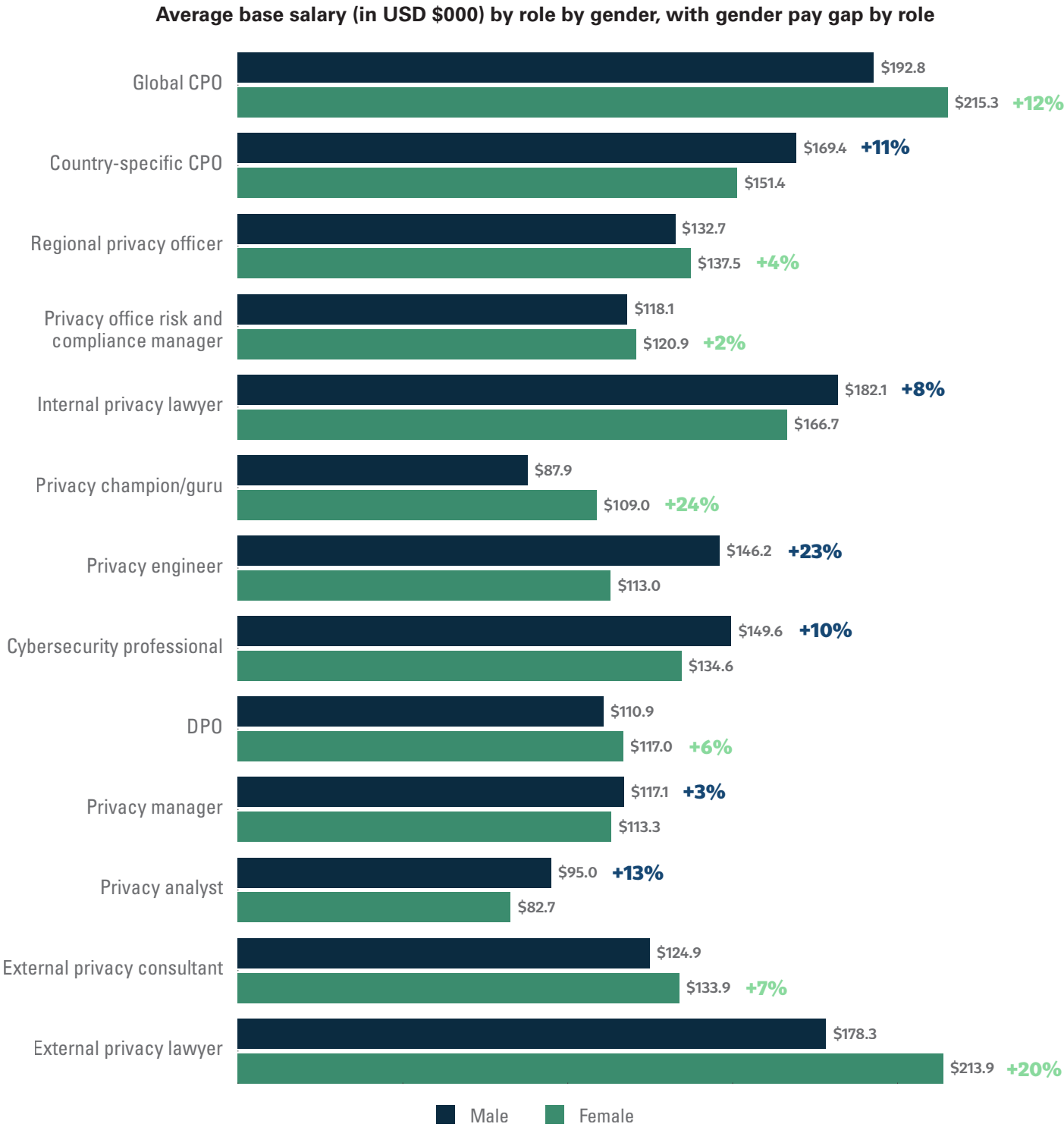
Total compensation is provided for comparative purposes only. Respondents who did not receive an additional compensation type were assigned a zero value. Overall figures include those who identified as nonbinary and those who did not share gender-related data.

In this year’s survey, 48% of respondents identified as female, 48% as male, 0.3% as nonbinary and 4% preferred not to share gender data. Given the overall sample size, it was not possible to provide a statistically significant breakdown of average salaries for non-binary respondents.

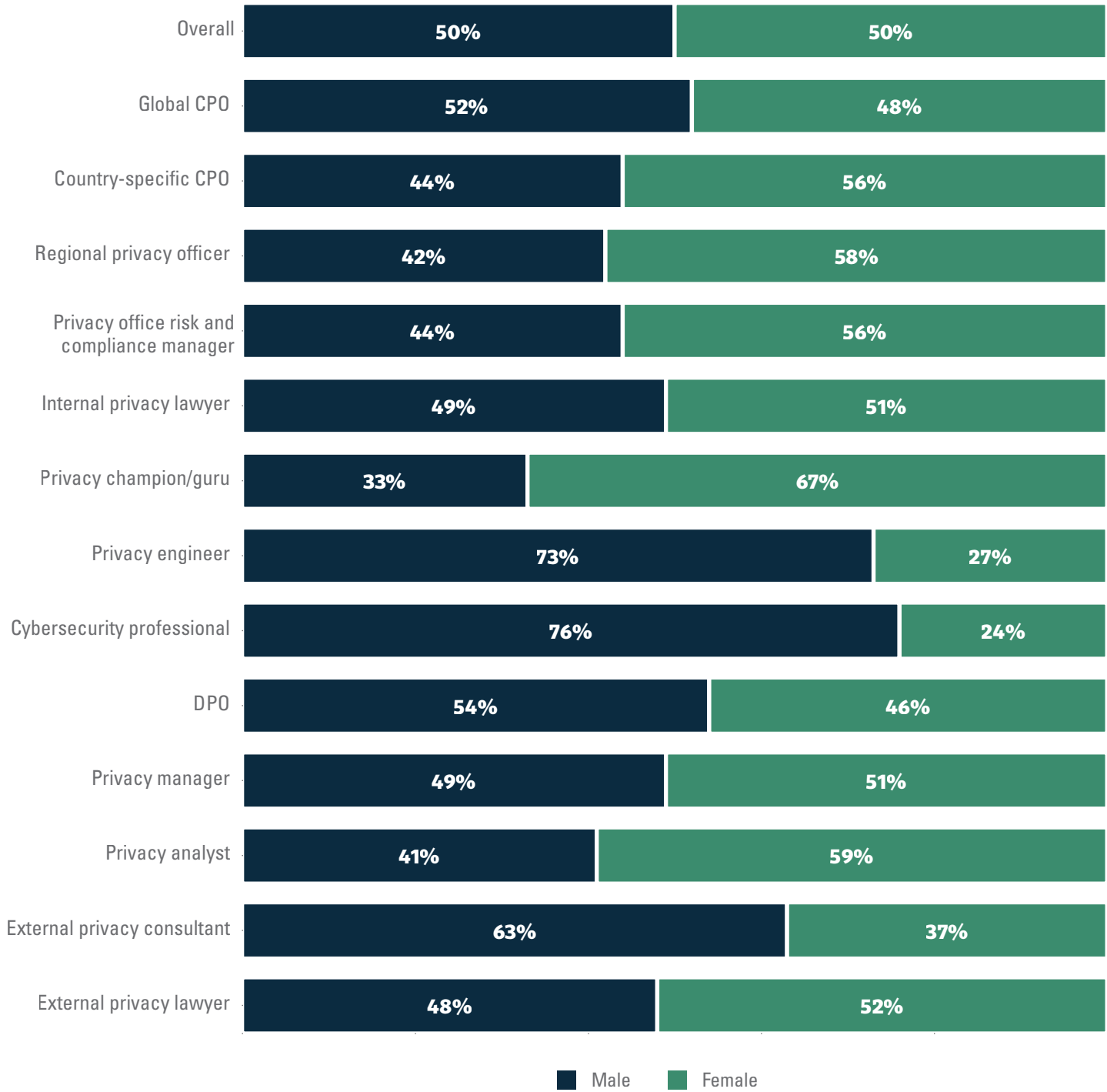
When considering overall compensation packages, in our sample of respondents, women earned more than men by almost \$4,800. Breaking out base salary and annual hourly further, this trend persists.

In exploring average base salary, there is no discernible difference between the average annual base salary of the overall sample when split by gender.

While there is much to celebrate with the privacy gender pay gap closing, important differences remain and help explain recent trends. Female global CPOs (\$215,300) and external privacy lawyers (\$213,900) are the highest paid across all roles, surpassing the average base salary of their male peers in any privacy role. That has an important impact on the average figures as compiled across all roles, and it is worth noting how women are not just underrepresented but are also paid significantly less than their male peers in certain roles, such as in privacy engineering and cybersecurity.

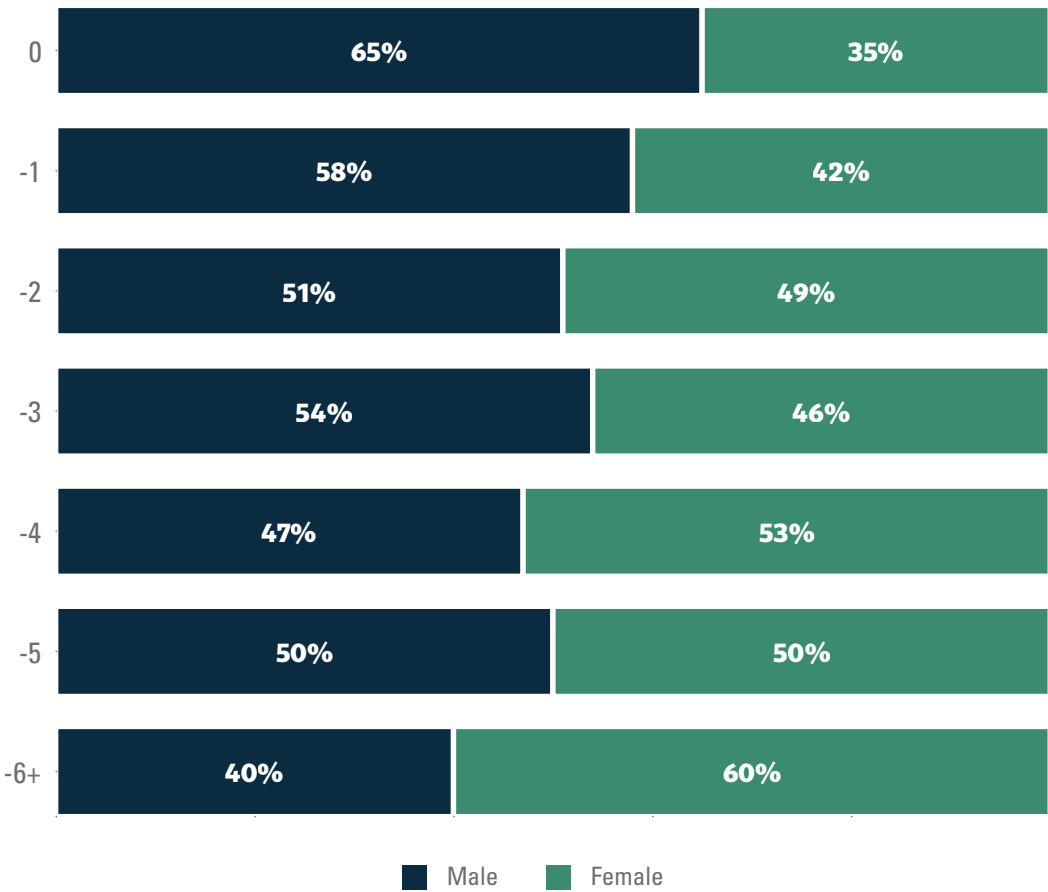


Gender representation by role



Despite women at the top being the highest earners, there remains disparity between men and women in terms of their representation at senior levels. There are more men in positions at, or closest to, the C-suite, with this switching at four positions below the C-suite.

Level of seniority by gender





III. Raises

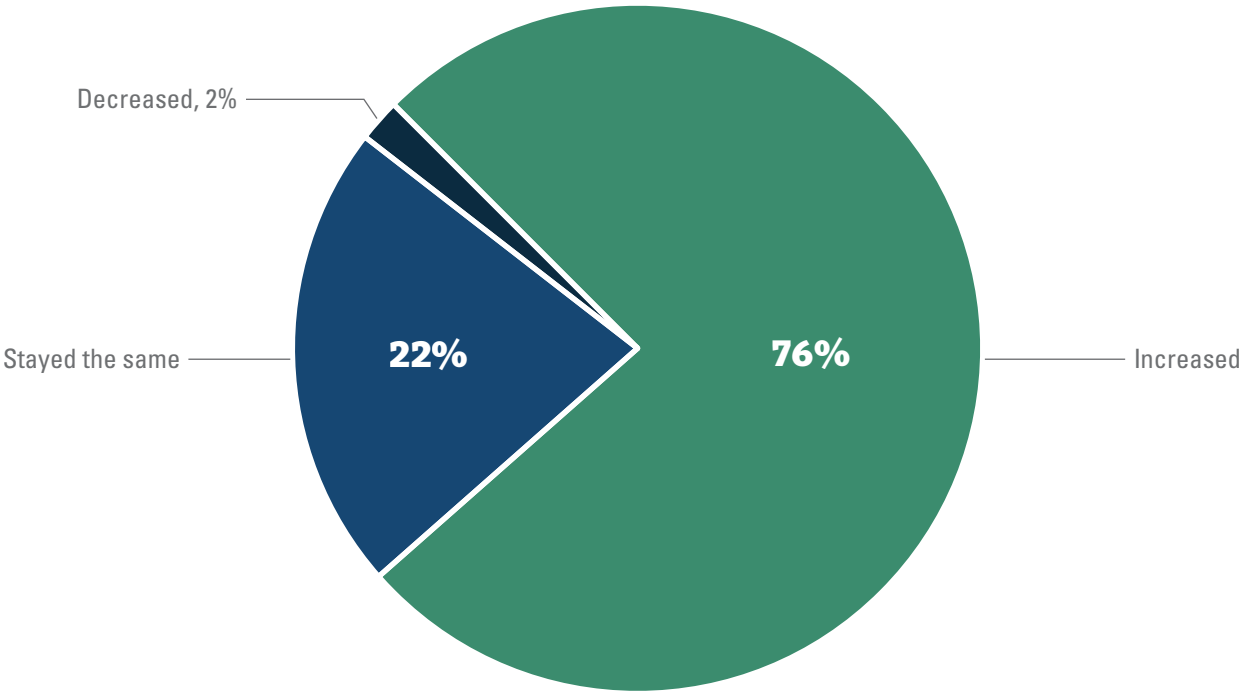
Raises remain a valuable tool for organizations

Raises have long been a way for organizations to recognize an employee's contributions, performance and longevity, and/or help calibrate salary in the context of the market. Raises remain a valuable tool for organizations to:

- Retain higher performing employees by rewarding them with a raise or a higher-than-average raise.
- Boost morale by demonstrating that employees contributions are valued, which may help to increase job satisfaction and productivity.
- Act as an incentive for employees to continue to perform at a high standard.
- Save costs in recruiting and onboarding new employees by retaining existing employees.

Our salary survey identified that nearly eight in 10 (76%) of respondents received a raise in the previous 12 months. This represents a rise from the six in 10 (63%) privacy pros who reported a raise in the 2021 survey.

Percentage of privacy professionals whose base salary changed over the previous 12 months



Just over 22% reported having no change in base salary over the previous 12 months, while 2% received a reduction in base salary.

Privacy pros based in Oceania and North America were more likely to have received a raise in the previous 12 months. With 84% of respondents reporting a base salary increase, Canadian-based respondents were the most likely to have received a raise in the previous 12 months.

While a large proportion of privacy pros reported raises, the percentage of base salary received as a raise may be of more interest. The raise offered may vary based on a number

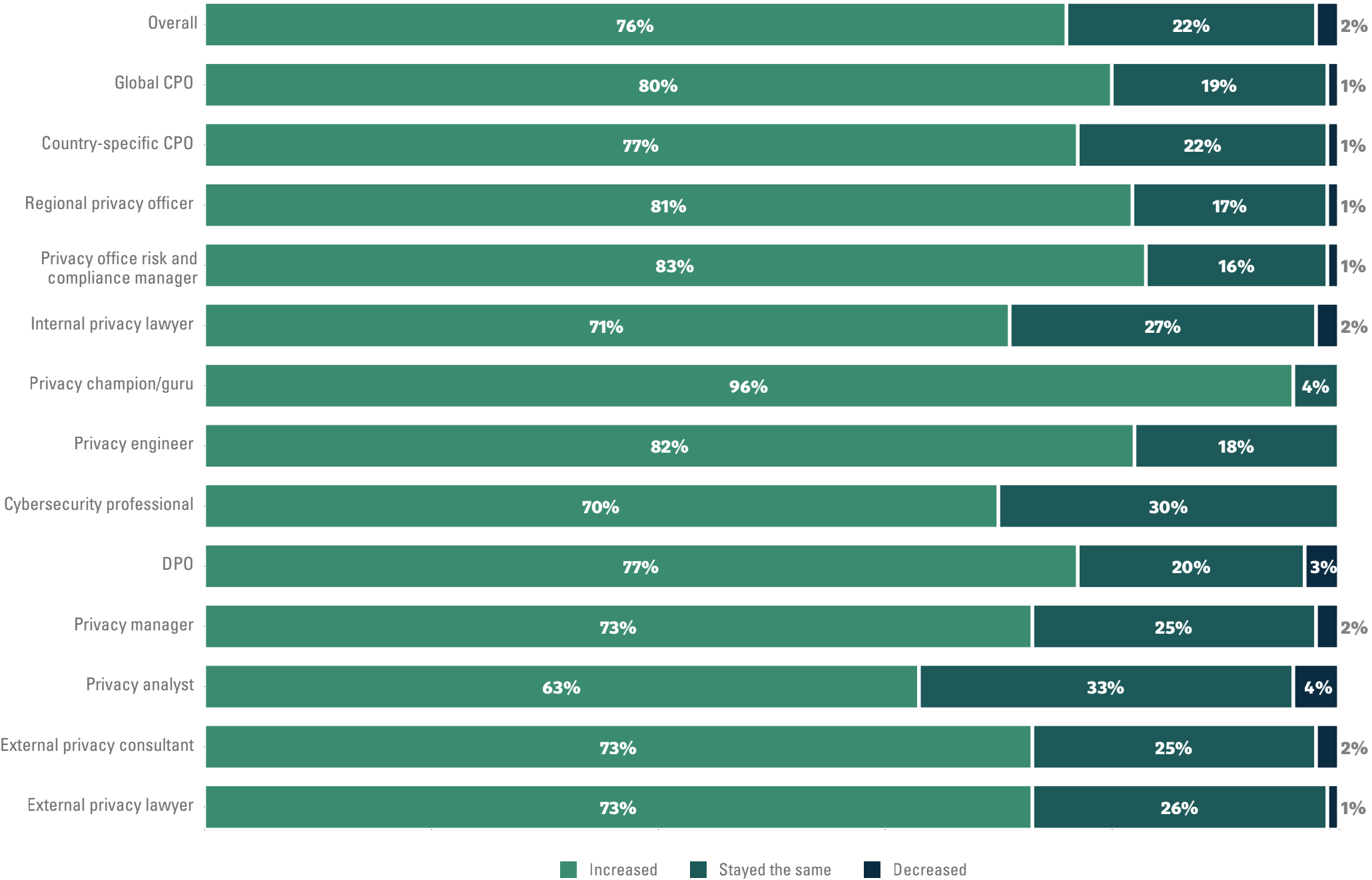
of factors, including the organization’s financial performance, current base salary, employee performance and market demand.

Of those respondents who received a raise, six in 10 respondents received a raise between 1% and 9% of their previous base salary, while 18% of this group received a raise of more than 20% of their base salary.

When considering this by role we see that privacy champions, followed by privacy risk officers and compliance managers, were most likely to receive raises. Privacy analysts were the least likely to receive raises.



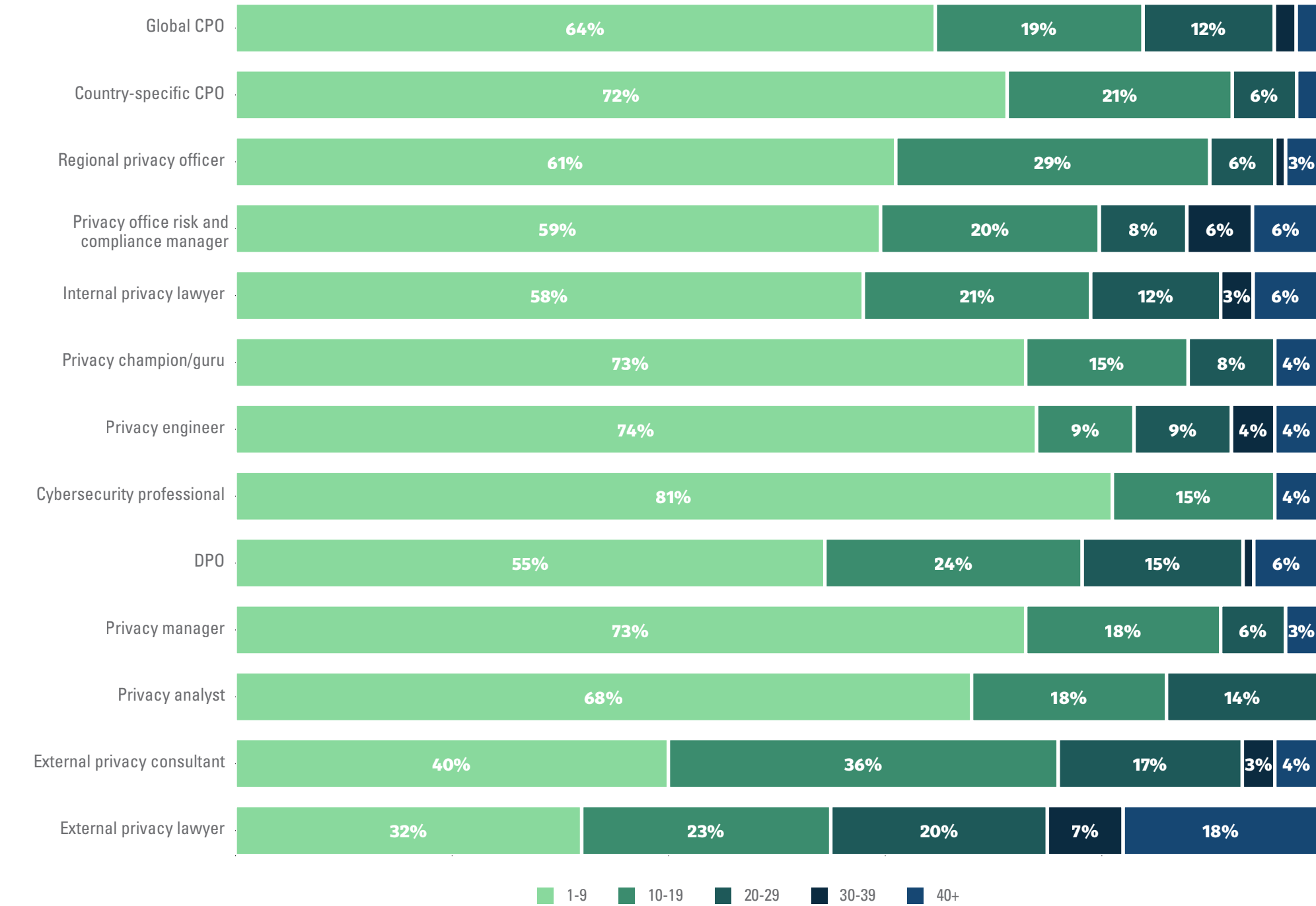
Percentage of privacy professionals whose base salary changed over the previous 12 months by role



Privacy champions, followed by privacy risk officers and compliance managers, were most likely to receive raises.

Privacy analysts were the least likely to receive raises.

Percentage increase to base salary for those respondents who received raises broken down by role



When looking at the amount of the specific raises received by role, we see the following:

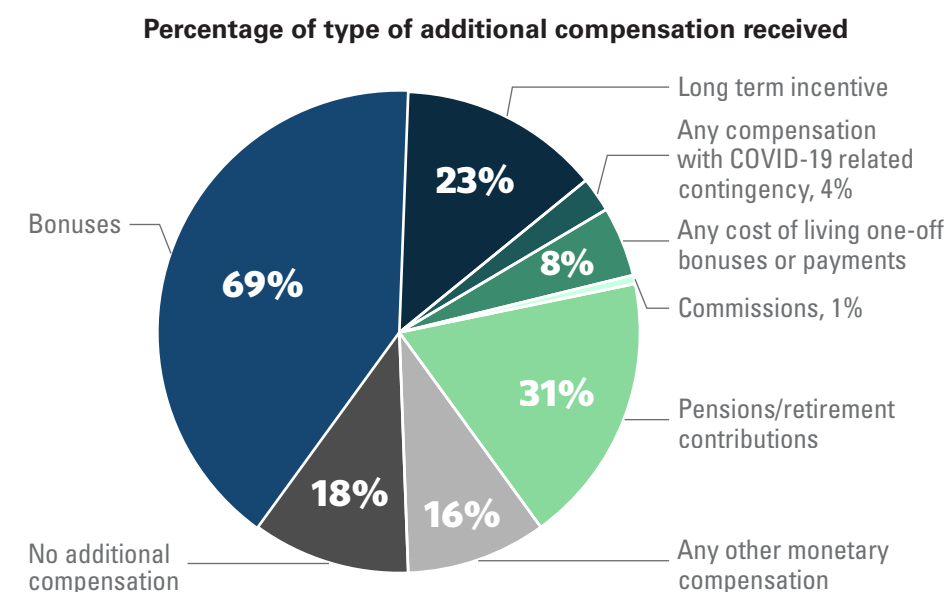
- Of privacy lawyers in external roles who received raises in base salary, 68% reported receiving raises of more than 10% and 45% reported raises of more than 20%.
- Of privacy consultants who received raises, 60% reported receiving raises of more than 10% of base salary and 24% reported raises of more than 20% of base salary.
- Of country-specific CPOs, privacy champions/gurus, privacy engineers, cybersecurity professionals and privacy managers who received raises, less than 30% received raises greater than 10% of their base salaries.

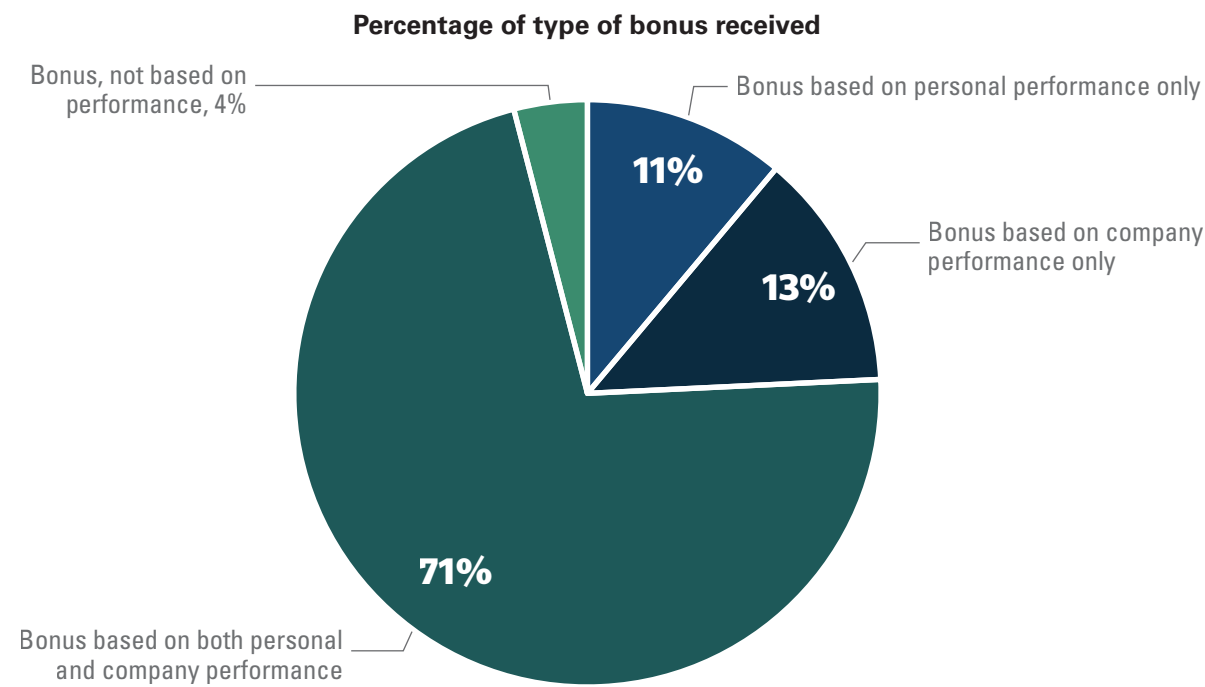
IV. Additional financial compensation

What additional compensation do privacy pros receive?

Additional monetary compensation includes the extra pay or benefits a privacy pro receives beyond their regular wages. This can include bonuses, long-term incentives, compensation with contingency, one-off payments and commissions, as well as pensions or retirement contributions made by employers. A generous package of additional compensation can enhance the overall financial remuneration package available to employees, provide motivation for hitting targets and help attract top talent.

However, the specific types of additional compensation available can vary widely depending on the role, employee's base location, as well as their specific expertise, skills and experience. To explore this further we can look at the results below.





When looking at the types of additional compensation received by privacy pros, we note the following: Almost seven in 10 received a bonus, making this the most popular form of additional compensation among respondents. This figure rose to 73% of respondents when considering only those based in North America, whereas this fell to 65% of respondents in Europe and to 61% for the rest of the world.

The second most popular form of additional compensation was employer pension contributions, received by three in 10 respondents. This increased to 41% of respondents when considering only those based in Europe. Almost one in five did not receive any additional compensation, with Canada as the country where respondents were most likely to fall into this category.

At 71% and 61%, pension contributions were most common in Ireland and the U.K. respectively.

Bonuses

Of those who received a bonus, 71% of respondents earned bonuses dependent on both personal and company performance, with 11% having a bonus awarded based on personal performance only and 13% having a bonus awarded based on company performance only. The types of bonuses awarded vary based on organizational size, with those in smaller organizations (either less than 100 employees or under \$100 million in annual revenue) more likely to receive a bonus solely based on company performance in comparison to larger organizations. Curiously, bonuses with no performance metric attached were also more likely to be awarded in smaller organizations rather than in larger ones.



Privacy pros in smaller organizations are more likely to receive a bonus solely based on company performance in comparison to larger organizations.

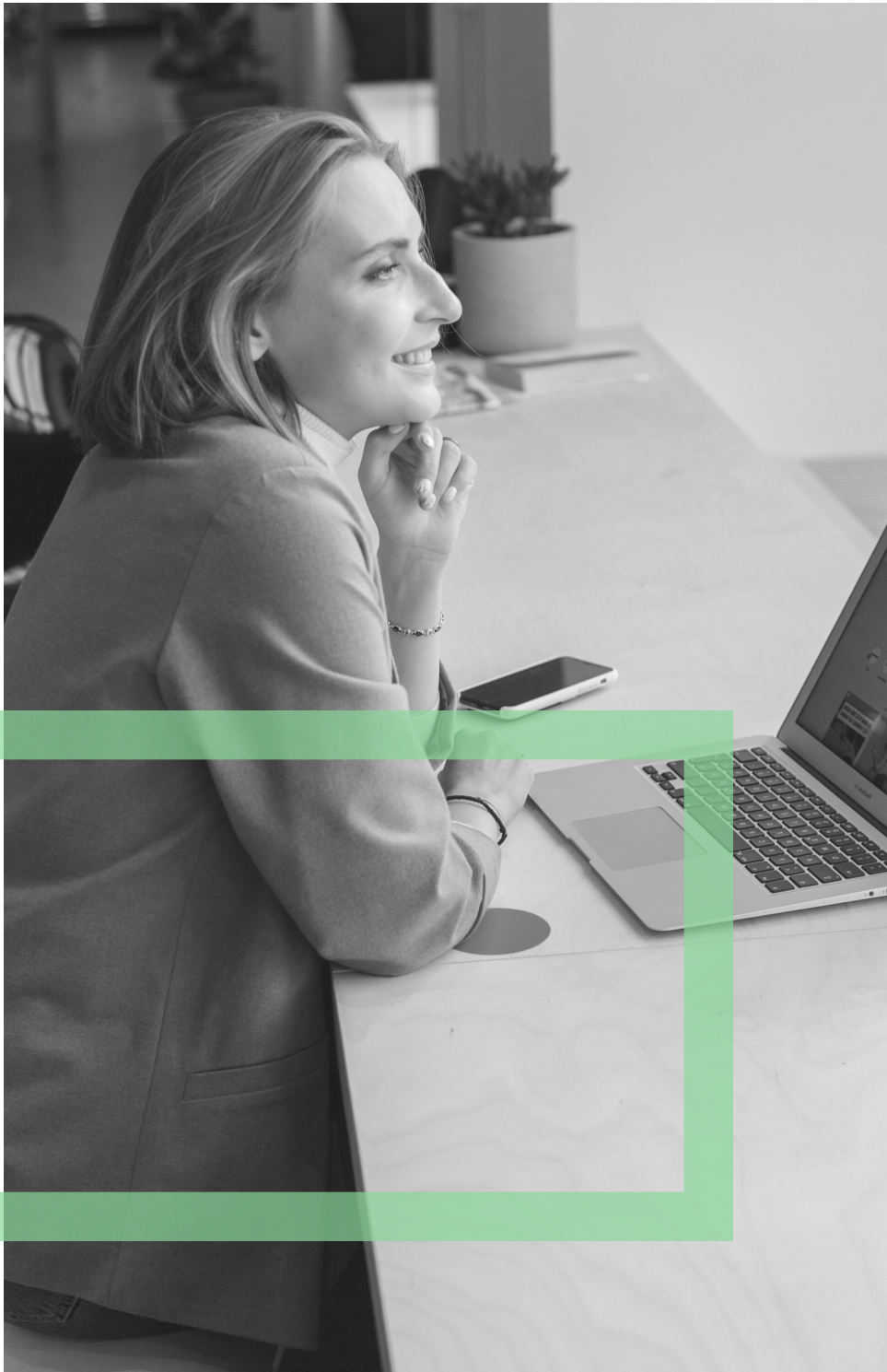
Bonuses with no performance metric attached were also more likely to be awarded in smaller organizations rather than in larger ones.

Percentage of type of bonus received by organization size in terms of number of employees

TYPE OF BONUS RECEIVED	NUMBER OF EMPLOYEES					
	Less than 100	100-999	1,000-4,999	5,000-24,999	25,000-79,999	80,000+
Bonus based on personal performance only	17%	15%	11%	8%	8%	14%
Bonus based on company performance only	30%	14%	19%	13%	9%	6%
Bonus based on both personal and company performance	45%	64%	65%	77%	81%	76%
Bonus, not based on performance	9%	8%	5%	2%	2%	5%

Percentage of type of bonus received by organization size in terms of annual revenue (USD)

TYPE OF BONUS RECEIVED	ANNUAL REVENUE						
	Under 100 M	101-999 M	1-4.9 B	5-10.9 B	11-19.9 B	20-39.9 B	40 B+
Bonus based on personal performance only	13%	13%	9%	8%	4%	9%	16%
Bonus based on company performance only	20%	17%	16%	17%	8%	5%	5%
Bonus based on both personal and company performance	56%	65%	73%	74%	82%	82%	76%
Bonus, not based on performance	11%	4%	3%	1%	6%	3%	3%



Pension contributions

Pension contributions were the third most prevalent category of additional compensation respondents received. A respondent’s location appears to impact expected pension contribution. A more generous pension contribution, of greater than 7%, was only available to three in 10 in North America against the European market where this was received by almost

six in 10. The most generous employer contributions, of more than 15%, again were more likely to be received by those in Europe rather than in North America. Other factors such as organizational size (by number of employees or by revenue), years of experience or level of seniority did not appear to significantly change the proportion of pension contributions received by individuals.

Percentage contribution made by employers to pension and/or retirement plans

CONTRIBUTION	REGION BASED			
	Overall	North America	Europe	*Rest of world
Less than 3%	6%	5%	5%	18%
3% to 5%	28%	39%	15%	18%
5% to 7%	23%	25%	23%	6%
7% to 10%	12%	9%	17%	12%
10% to 15%	14%	10%	20%	24%
15%+	16%	12%	20%	24%

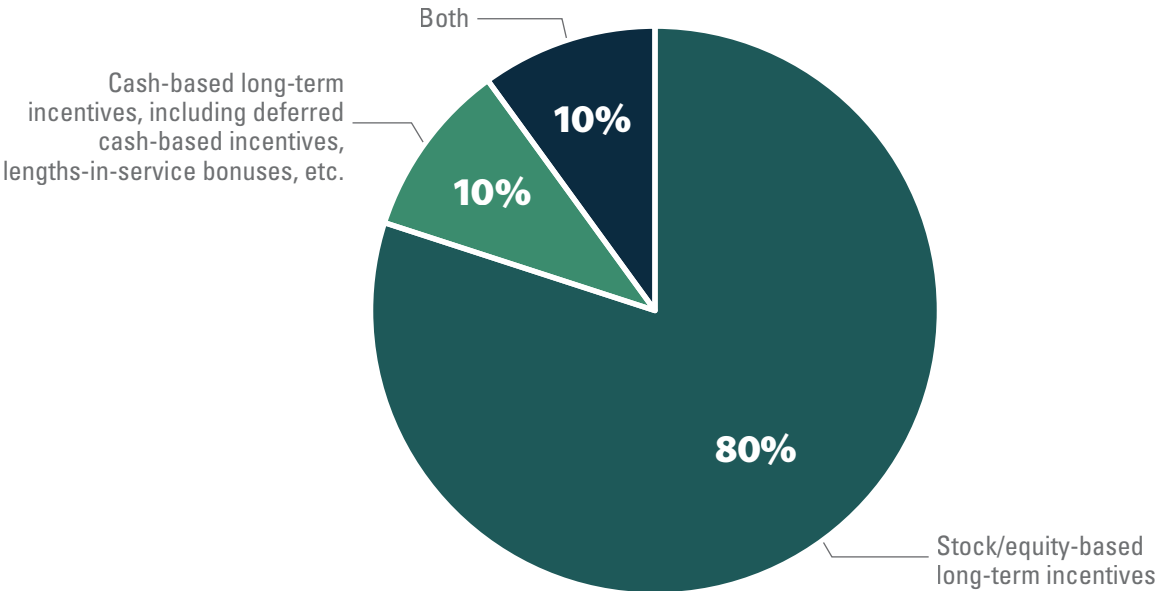
**Note: Small sample size, interpret results with caution.*

Long-term incentives

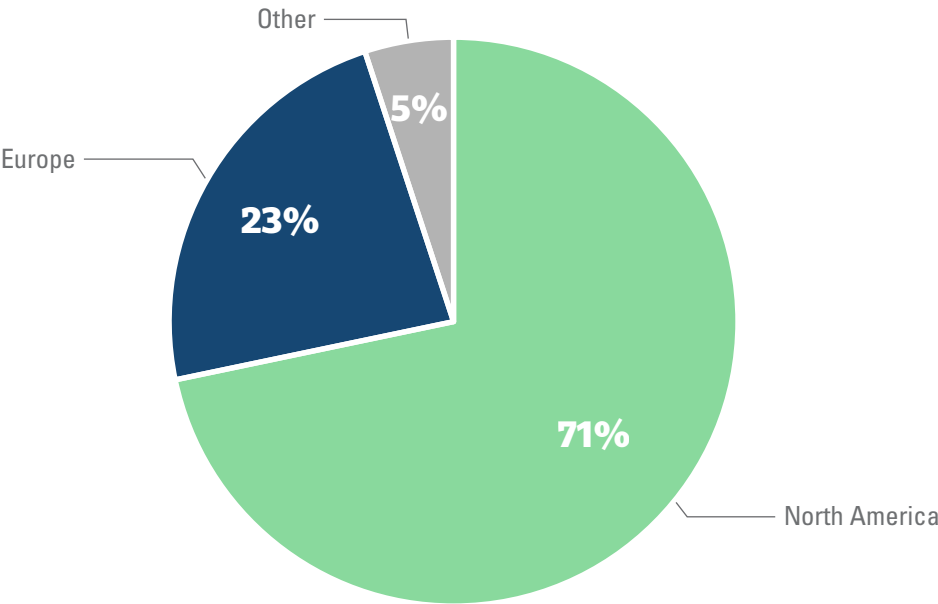
In this year’s salary survey, we also sought to understand the types and values of long-term incentives received by employees. These types of rewards are usually offered to retain and reward employees over longer periods, aligning the employee’s interests with the organization’s long-term success. We focused on two categories of long-term incentives, seeking to understand those that had been awarded or realized in the last 12 months. We looked at stock or equity-based long term-incentives, including stock options, equity, stock appreciation rights, time-based restricted stock or restricted stock units, profit sharing contributions, performance shares or units, long-term cash units, performance cash units. Cash-based long-term incentives include deferred cash-based incentives and lengths-in-service bonuses.

Of the 23% of respondents who received long-term incentives, eight in 10 received stock or equity-based long-term incentives. One in 10 of those respondents reported receiving both stock or equity and cash-based long-term incentives. The majority of those who received long-term incentives are based in North America, suggesting this remuneration method is more common in the U.S. and Canadian markets.

Percentage of type of long-term incentive received



Long-term incentive by region based



Percentage of type of additional compensation received by job title

ROLE	TYPE OF ADDITIONAL COMPENSATION							
	Bonus	Long-term incentive	Any compensation with COVID-19 related contingency	Any cost of living one-off bonuses/ payments	Commissions	Pensions/retirement contributions	Any other monetary compensation	No additional compensation
Global CPO	86%	47%	2%	6%	0%	38%	20%	5%
Country-specific CPO	67%	22%	3%	12%	1%	30%	14%	19%
Regional privacy officer	78%	30%	5%	11%	0%	26%	19%	13%
Privacy office risk and compliance manager	72%	21%	6%	8%	0%	36%	15%	17%
Internal privacy lawyer	75%	34%	3%	7%	0%	28%	17%	11%
Privacy champion/guru	75%	6%	3%	6%	6%	22%	19%	16%
Privacy engineer	77%	16%	10%	10%	3%	19%	19%	13%
Cybersecurity professional	67%	36%	8%	5%	0%	54%	18%	18%
DPO	66%	18%	3%	7%	0%	40%	17%	17%
Privacy manager	67%	17%	4%	9%	1%	34%	18%	16%
Privacy analyst	50%	7%	4%	9%	0%	18%	11%	39%
External privacy consultant	48%	5%	4%	6%	7%	19%	14%	35%
External privacy lawyer	60%	1%	1%	7%	0%	18%	11%	34%

Additional compensation variables

When breaking this down by role, global CPOs were most likely to receive a bonus. External privacy consultants were the least likely, with only 48% receiving a bonus. Long-term incentives, usually awarded to more senior staff members, were more likely to be awarded to global CPOs. Almost four in 10 privacy analysts did not receive any additional compensation, making this role the most likely to have a base salary as the sole method of financial remuneration.

Given the significant variability by role, to what extent does this continue if organizational size is considered? In looking at the data across the tables below, we note respondents working in larger organizations, both by number of employees and annual revenue, are more likely to receive a bonus and long-term incentives, and less likely to receive no additional compensation.

Percentage of type of additional compensation received by company size

TYPE OF ADDITIONAL COMPENSATION	NUMBER OF EMPLOYEES						ANNUAL REVENUE						
	Less than 100	100-999	1,000-4,999	5,000-24,999	25,000-79,999	80,000+	Under 100 M	101-999 M	1-4.9 B	5-10.9 B	11-19.9 B	20-39.9 B	40 B+
Bonus	43%	55%	65%	79%	82%	80%	45%	62%	74%	81%	82%	80%	86%
Long-term incentive	8%	16%	18%	27%	34%	28%	10%	19%	23%	25%	31%	30%	35%
Any compensation with COVID-19 related contingency	3%	1%	2%	4%	8%	5%	2%	3%	4%	3%	6%	3%	7%
Any cost of living one-off bonuses/payments	7%	7%	7%	9%	10%	6%	8%	6%	8%	7%	9%	7%	10%
Commissions	7%	0%	1%	0%	0%	1%	3%	1%	0%	0%	0%	0%	1%
Pensions/retirement contributions	14%	27%	31%	33%	35%	34%	23%	29%	32%	33%	39%	33%	34%
Any other monetary compensation	8%	15%	16%	18%	18%	19%	11%	16%	18%	15%	19%	13%	21%
No additional compensation	37%	22%	20%	13%	14%	13%	32%	19%	16%	13%	8%	13%	10%

Percentage of type of additional compensation received by certification

TYPE OF ADDITIONAL COMPENSATION	CERTIFICATION			
	No IAPP qualification	Any one IAPP qualification	Multiple IAPP qualification	FIP
Bonus	62%	69%	74%	81%
Long-term incentive	18%	21%	27%	28%
Any compensation with COVID-19 related contingency	4%	3%	4%	4%
Any cost of living one-off bonuses/payments	9%	6%	9%	5%
Commissions	1%	2%	0%	0%
Pensions/retirement contributions	26%	27%	37%	34%
Any other monetary compensation	14%	15%	19%	18%
No additional compensation	20%	19%	15%	14%

Curiously, respondents with multiple qualifications or FIPs were more likely to receive bonuses, long-term incentives and pension contributions.

It is clear additional compensation varies by job title, geography and organizational size, among other factors. In considering these results, privacy pros may also consider

whether their current compensation package offers the variety of compensation represented here. Those that do not receive any additional compensation may wish to review their overall package of financial and nonfinancial benefits to understand whether it offers levers that cause employers to offer additional compensation in the first place.



V. Total financial compensation package

What is the privacy pro's overall compensation package?

The overall compensation package is the total financial package an employee receives. By grouping the answers to questions on base salary, hourly pay for those on contracts and remuneration values for additional compensation, we are able to build a view of the average compensation package.

Summary of average total and additional compensation (in USD \$000), with a breakdown of each additional compensation type

	Average
Base salary and annual hourly	\$146.2
Overall additional compensation:	\$64.5
Bonus	\$24.5
Stock/equity LTI	\$26.9
Cash LTI	\$1.1
Covid-19 contingent payment	\$0.1
Cost-of-living bonus/payment	\$0.5
Commission	\$0.3
Employer pension	\$5.3
Other monetary	\$5.8
Total compensation	\$210.7

Note: Totals are provided for all roles across all regions.

Summary of average total and additional compensation (in USD \$000) by job title compared to the overall average

	Overall average	Global CPO	Country-specific CPO	Regional privacy officer	Privacy office risk and compliance manager	Internal privacy lawyer	Privacy champion/guru	Privacy engineer	Cybersecurity professional	DPO	Privacy manager	Privacy analyst	External privacy consultant	External privacy lawyer
Base salary and annual hourly	\$146.2	\$206.0	\$158.9	\$137.5	\$119.4	\$174.7	\$102.9	\$135.6	\$150.3	\$113.7	\$115.2	\$89.5	\$128.0	\$200.8
Overall additional compensation:	\$64.5	\$212.9	\$39.2	\$43.7	\$32.4	\$70.8	\$24.2	\$79.0	\$82.0	\$35.4	\$28.3	\$6.7	\$20.7	\$70.9
Bonus	\$24.5	\$66.4	\$18.4	\$21.7	\$12.7	\$24.9	\$9.5	\$25.7	\$15.9	\$12.8	\$12.4	\$4.3	\$9.8	\$64.2
Stock/equity LTI	\$26.9	\$129.4	\$11.3	\$8.6	\$10.1	\$23.7	\$4.4	\$39.9	\$46.3	\$9.7	\$7.0	\$0.4	\$0.7	\$0.0
Cash LTI	\$1.1	\$2.0	\$2.4	\$0.8	\$1.1	\$1.1	\$0.0	\$0.0	\$0.3	\$1.3	\$1.4	\$0.1	\$0.2	\$0.0
Covid-19	\$0.1	\$0.0	\$0.0	\$0.1	\$0.1	\$0.1	\$0.0	\$0.1	\$0.1	\$0.0	\$0.6	\$0.0	\$0.2	\$0.0
Cost-of-living bonus/payment	\$0.5	\$0.2	\$0.2	\$0.4	\$0.3	\$0.5	\$0.0	\$11.3	\$0.0	\$0.1	\$0.3	\$0.2	\$0.2	\$0.4
Commission	\$0.3	\$0.0	\$0.1	\$0.0	\$0.0	\$0.0	\$7.8	\$0	\$0.0	\$0.0	\$0.1	\$0.0	\$0.9	\$0.0
Employer pension	\$5.3	\$7.4	\$4.9	\$4.8	\$5.2	\$6.0	\$1.7	\$1.3	\$19.0	\$5.5	\$4.4	\$1.5	\$2.3	\$4.9
Other monetary	\$5.8	\$7.5	\$1.9	\$7.4	\$2.9	\$14.5	\$0.8	\$0.6	\$0.4	\$6.0	\$2.0	\$0.1	\$6.3	\$1.4
Total compensation	\$210.7	\$418.9	\$198.1	\$181.2	\$151.8	\$245.6	\$127.1	\$214.6	\$232.3	\$149.1	\$143.5	\$96.1	\$148.6	\$271.7

Note: Totals are provided for all roles across all regions.

In reviewing the prior tables, it should be noted the average base salary includes contract workers who provided hourly rates. Additionally, not all respondents and not all employees can expect to receive every type of additional compensation. The prior table and role-specific breakdown offer the opportunity for privacy pros to baseline their own salaries, by comparing against those additional compensation categories.

In looking at overall compensation packages, the following can be noted:

- Of internal roles, global CPOs earn the highest average base salaries, at \$206,000 annually, and the highest overall compensation packages, at \$418,900 annually.
 - On average, respondents in this role earned an additional 103% of their average base salaries through additional compensation.
- In external roles, privacy lawyers earn the highest average base salaries, at \$200,800 annually, and the highest overall compensation packages, at \$271,700 annually.
 - On average, respondents in this role earned an additional 35% of average base salary through additional compensation.
- Respondents with the job title of privacy analyst earned average base salaries of \$89,500 annually, with further additional compensation of \$6,700 on average annually.
 - On average, respondents in this role earned 7% of their average base salaries through additional compensation.

“
**Privacy pros are worth
their weight in salt, gold
and everything in between.**

**It’s evident that the increasingly
valued worth of the privacy pro
commands more than increased
base salaries. Wider compensation
and benefits play an important role
in attracting, rewarding
and retaining talent.**

Joe Jones
Research and Insights Director, IAPP

VI. Nonfinancial benefits

The benefits of being a privacy pro

Benefits packages are nonfinancial compensation provided to employees alongside their regular financial compensation packages. These benefits are designed to provide employees with additional support and protection, while good benefits packages may have the added bonus of attracting talent, retaining existing employees and rewarding employees who meet or exceed goals. Employees may be more likely to stay with an organization that offers a good benefits package, while others may be enticed to move to an organization that offers a better benefits package.

With the COVID-19 pandemic, benefits packages have seen additions such as increased remote and flexible working practices, while a focus on work-life balance has seen organizations adopt practices such as flex time, unlimited vacation days and a four-day work week.

In this year's survey, for the first time, we sought to understand the benefits respondents enjoy alongside their financial compensation packages.

Percentage of type of benefit received by organization size in terms of number of employees

TYPE OF BENEFIT RECEIVED	NUMBER OF EMPLOYEES					
	Less than 100	100-999	1,000-4,999	5,000-24,999	25,000-79,999	80,000+
Health	59%	91%	91%	91%	93%	91%
Insurance	42%	76%	79%	82%	83%	80%
Travel	30%	36%	38%	44%	49%	45%
Working time benefits	72%	89%	87%	88%	92%	87%
Other noncash benefits	62%	80%	82%	86%	89%	86%
Other	11%	7%	5%	4%	3%	3%

The tables on the right show the benefits received by respondents broken down into key categories.

When considering organization size, the data shows respondents working in smaller organizations, with less than 100 employees or less than \$100 million in annual revenue, were given fewer benefits across the key categories included in this survey.

Paid time off

Vacation allowance plays another key role in how employees are compensated for their time at work. With key benefits, such as promoting work-life balance, potentially helping reduce burnout, and attract and retain employees, vacation allowances are no longer just offered by employers to comply with local labor laws.

In this year’s survey we sought to understand the average vacation allowance available for privacy pros. The results show at least 50% of respondents reported a minimum of five weeks’ vacation allowance, with 14% enjoying unlimited vacation.

Percentage of type of benefit received by organization size in terms of annual revenue (USD)

TYPE OF BENEFIT RECEIVED	ANNUAL REVENUE						
	Under 100 M	101-999 M	1-4.9 B	5-10.9 B	11-19.9 B	20-39.9 B	40 B+
Health	78%	91%	92%	90%	91%	85%	94%
Insurance	60%	78%	83%	83%	81%	80%	82%
Travel	32%	37%	42%	44%	42%	49%	50%
Working time benefits	80%	90%	85%	92%	88%	88%	88%
Other noncash benefits	68%	85%	85%	88%	87%	81%	88%
Other	10%	7%	2%	6%	2%	3%	1%



When considering this by region, 78% of Europeans have at least five weeks’ vacation allowance. Unlimited vacation allowances were also popular among privacy pros, particularly in North America, where this was available to 23% of respondents. When compared to the 56% of those in North America with less than four weeks of vacation time, this shows a divide between vacation allowances available in this market.

When considering vacation allowance by role, we found a greater proportion of respondents with the job title of global CPO and internal privacy lawyer enjoyed unlimited vacation when compared to other roles. Privacy analysts, external privacy consultants and external privacy lawyers were more likely to have between one and two weeks of vacation allowance compared to other roles. At least six in 10 DPOs and global CPOs enjoyed at least five weeks of vacation allowance.

Employees vacation allowance in weeks by region

WEEKS	REGION BASED						
	Overall	North America	Europe	South America*	Africa*	Asia*	Oceania*
1 to 2	7%	8%	2%	4%	0%	30%	3%
3 to 4	40%	48%	20%	92%	63%	43%	79%
5 to 6	31%	18%	62%	0%	25%	17%	12%
7+	7%	4%	14%	0%	0%	10%	0%
Unlimited	14%	23%	2%	4%	13%	0%	6%

**Note: The sample size for each of these regions is less than 70 so results should be interpreted with caution.*

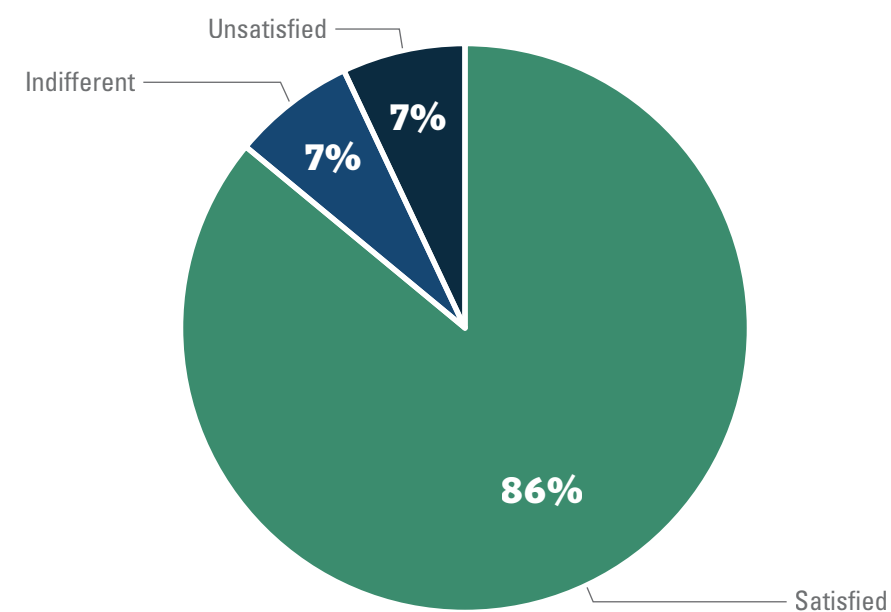
VII. Job satisfaction

Are privacy pros satisfied with their current roles?

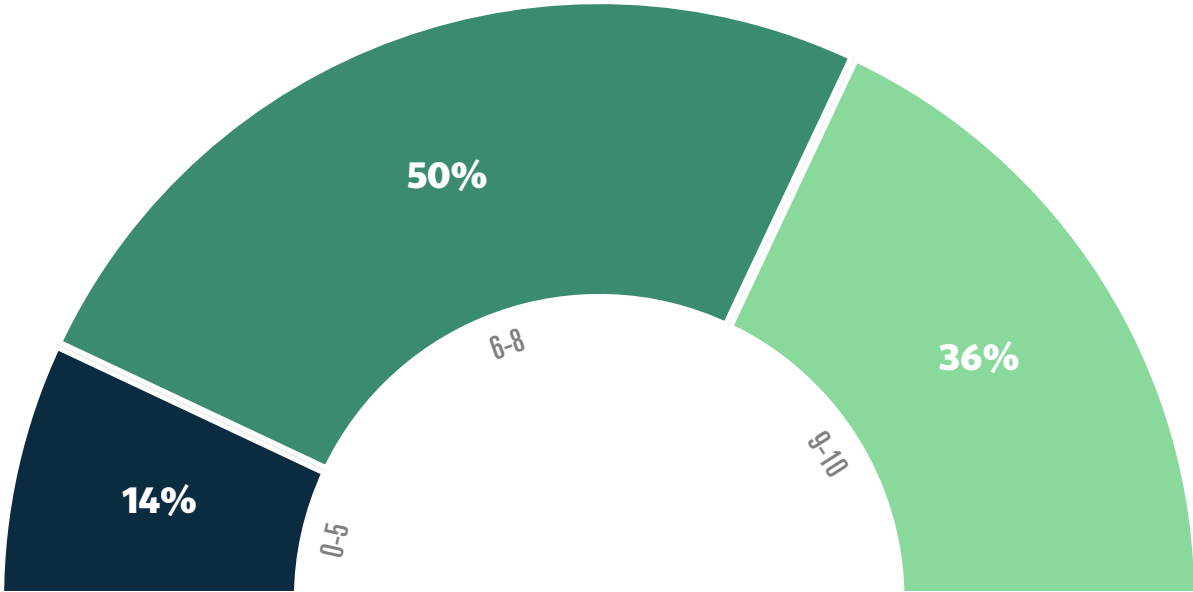
Employee motivation, and the art of increasing and maintaining an overall high level of motivation, may be key to an organization's success. In its absence, employees may have lower engagement, commitment and overall job performance which may impact organizations' ability to deliver on its objective and employees' chances of working in a high performing environment.

This year's survey shows amount of compensation is a critical factor in employees' satisfaction.

Percentage of respondents who are satisfied with their current role



Job satisfaction of privacy pros, where zero means extremely unsatisfied and 10 means extremely satisfied



Overall, respondents were overwhelmingly satisfied with their current roles, with 86% of respondents selecting a score above six out of 10, where 10 is extremely satisfied. A further 36% scored their current role between nine and 10, denoting the highest levels of satisfaction.

DPOs and regional privacy officers were the least unhappy in their roles, with 9% and

7% respectively choosing a job satisfaction score of five or less. Conversely, respondents with the job titles privacy champion/guru and cybersecurity professional were the least satisfied in their roles, with 28% and 31% respectively selecting a score between zero and five. We also noted those with multiple IAPP privacy qualifications reported higher job satisfaction when compared to those with one IAPP privacy qualification or none at all.





Motivations for privacy pros to move jobs by percentage

FACTORS IN THE TOP THREE	Percentage
Pay increase	72%
Career progression	42%
Improved role/responsibilities	31%
Better work life balance	22%
Fully remote working	21%
Better company culture	17%
Flexible working options	16%
More privacy conscious employer	16%
International opportunities for work	15%
More training and education	8%
Increased job security	8%
Unlimited vacation	8%
A different supervisor/more direct mentorship	7%
Increased holiday entitlement	6%
Diverse workplace	3%
Paid maternity/paternity leave	2%
Student loan assistance	2%
Childcare coverage	1%
Gym membership	1%

While the data suggests the majority of respondents are happy with their roles, respondents clearly identified what would motivate them to move jobs. Just over 72% of respondents identified a pay increase would motivate them to move jobs. A further 42% identified opportunities for career progression would motivate them. Improved roles or responsibilities rounded out the top three, identified by 31% of respondents. All three were selected by 8% of all respondents, making this combination the most popular. Pay increase and career progression were selected within the top three by 32% of respondents, while 19% selected pay increase and improved roles or responsibilities within their top three.

We further looked at motivations to move roles by region. Respondents based in Africa and North America were more motivated by pay raises as a driver to find a new role, with 88% and 74% of respondents from these regions, respectively, selecting this factor in their top three. Of respondents based in Europe, 20% would move to a new role to work for a more privacy-conscious employer. Respondents in South America overwhelmingly preferred international opportunities to work as their top motivator to switch to new roles. This was the only region to do so, as pay rise was the top factor in all other markets.

While privacy pros may be happy with their current roles, it is clear they may move to roles with higher pay, career progression opportunities and other motivating factors, should the opportunity arise.



Appendix

Research ethos

The IAPP's research and insight function focuses on bringing our membership accurate, meaningful and actionable privacy insights in a digestible way. We aim to provide research and insights that help build trust and confidence in the field of privacy and address the most pressing current and future challenges faced by privacy pros.

We focus our efforts on areas which matter most to our membership based on the changing world and organizational agenda. We do this by leveraging our team of experts and a global network of subject matter experts, professionals and volunteer contributors to deliver impactful insights for the benefit of our community.

The focus

This research seeks to provide an updated benchmark of privacy pros' compensation, changes to it and nonfinancial components. For the first time, the 2023 Salary Survey included both internal and external privacy roles. The survey also seeks to identify the persistence of remote work, privacy pros' motivations and job satisfaction.

Approach

The IAPP fielded its periodic salary survey in the later part of 2022 and the early part of 2023, working with third-party research firm Fondulas Strategic Research to document compensation for privacy pros worldwide. This was sent to privacy pros by email, via a link in the IAPP's Daily Dashboard email digest to more than 70,000 subscribers, as well as on the IAPP's social media channels. Alongside this, TRU Staffing Partners shared the survey with their network.

The 2023 Privacy Professionals Salary Survey received a total of 1,488 responses from respondents based in over 60 countries.

The survey took an average length of 12 minutes to complete, with participants responding to questions on salaries, additional compensation, benefits and operational aspects of their privacy organizations. As a result, the salary survey received a total of 1,488 responses from respondents based in over 60 countries. All responses were anonymous and only analyzed in aggregate. For some questions, sample sizes for salary information are smaller than for personal information, such as gender, so discrepancies may exist between overall means and the means of some segments. Where relevant samples for respondents from South America, Africa, Asia and Oceania were combined due to small sample sizes.

Thanks

Many thanks to all respondents who chose to share their data in this year's salary survey. The insights and analysis included in this report would not have been possible without this contribution. We are also grateful to TRU Staffing Partners for their insights and contributions to this year's survey. Many thanks also go to Fondulas Strategic Research for their work on the questionnaire and data analysis.



Contacts

Saz Kanthasamy

Principal Researcher,
Privacy Management, IAPP
skanthasamy@iapp.org

Jared Michael Coseglia

Founder & CEO,
TRU Staffing Partners
info@trustaffingpartners.com

Joe Jones

Research and Insights
Director, IAPP
jjones@iapp.org

Follow the IAPP on social media

Published May 2023.

IAPP disclaims all warranties, expressed or implied, with respect to the contents of this document, including any warranties of accuracy, merchantability, or fitness for a particular purpose. Nothing herein should be construed as legal advice.

© 2023 International Association of Privacy Professionals. All rights reserved.