



## The IT Dilemma: Balancing Data Privacy And Personalisation In Customer Experience



Customer relationships are built on trust. But with the data privacy and security landscape evolving quickly, trust can be difficult to maintain. Facing rising cybersecurity threats and increasing regulation, IT leaders are moving to ensure customer data stays private and secure. But this focus on privacy is at odds with customer expectations around personalization, which is shown to create better customer experiences and drive loyalty a key investment for IT leaders.