

# What eMarketer Analysts Expect in 2020 with Lauren Fisher: Figuring Out Privacy

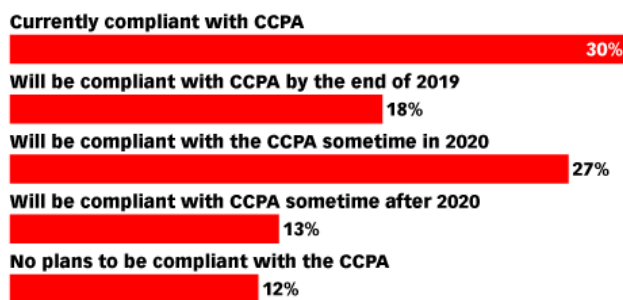
**AUDIO** |

## eMarketer Editors

eMarketer principal analyst Lauren Fisher discusses one thing that summed up 2019 for her, as well as some of her predictions for 2020, with a focus on handling privacy.

### California Consumer Privacy Act (CCPA) Compliance\* According to US Security Professionals, Oct 2019

% of respondents



Note: \*at their company

Source: Egress, "Key Steps in Satisfying Your CCPA and Other Privacy Obligations" conducted by Osterman Research, Inc., Nov 20, 2019

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