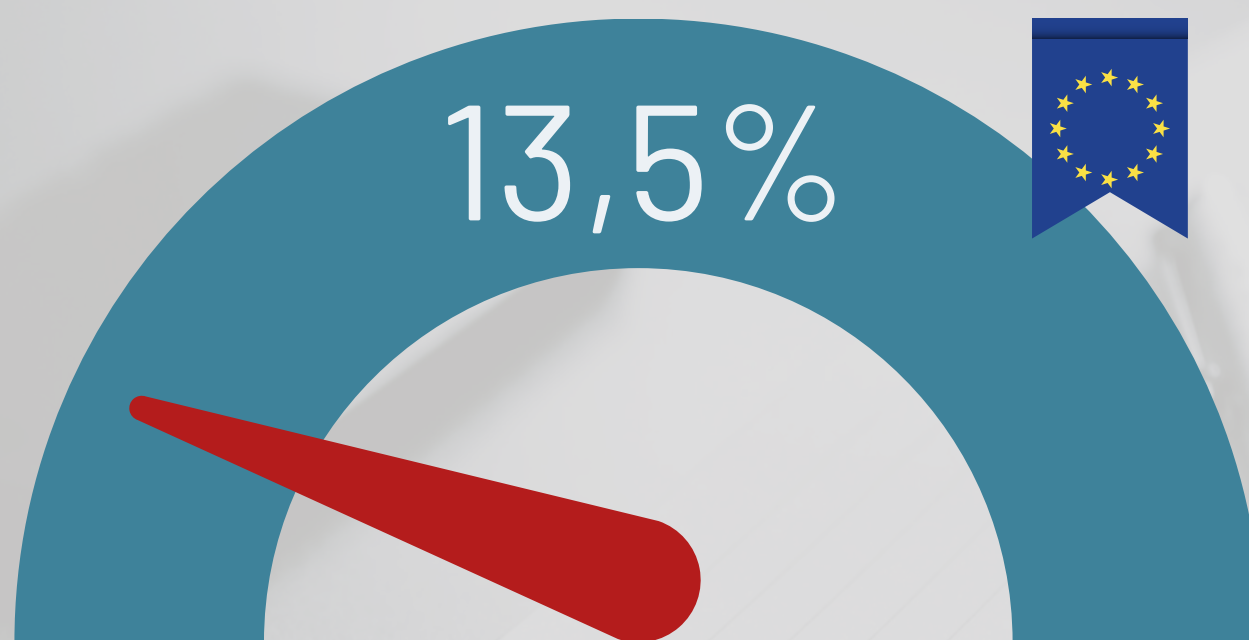
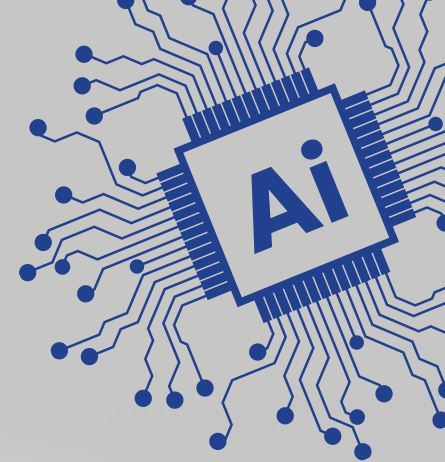


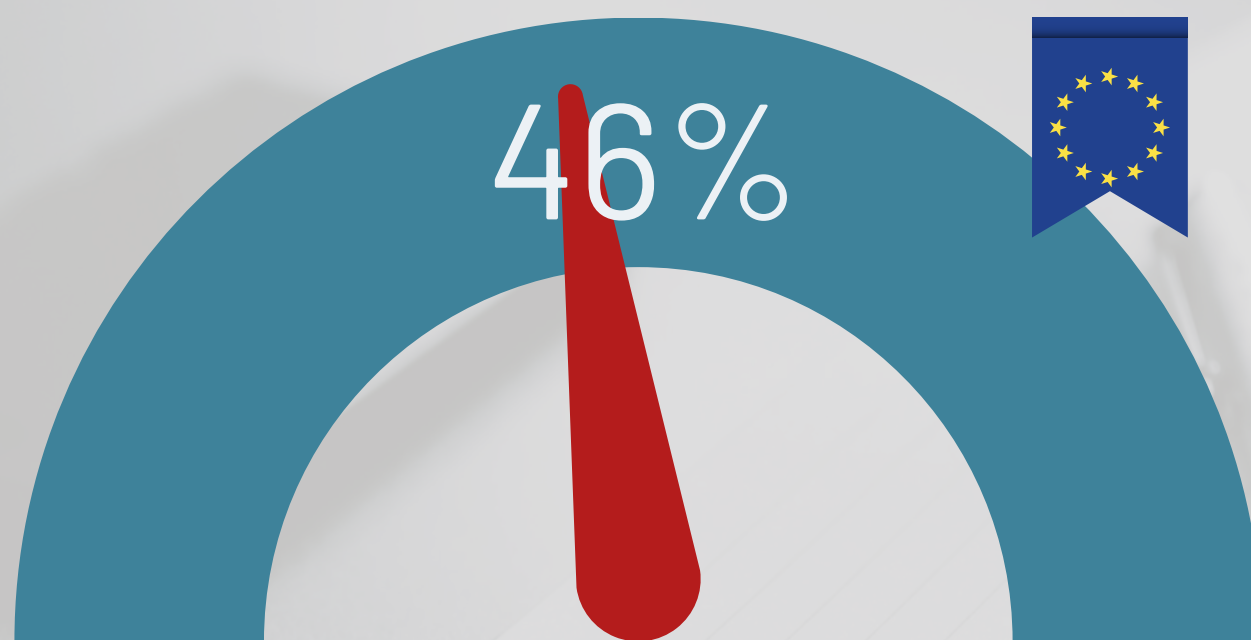
# Europe's Core Dilemma: Data Protection by Design vs. AI Innovation



In 2024, 13.5% of enterprises in the European Union (with 10 or more employees) used artificial intelligence technologies, indicating a 5.5 percentage points (pp) growth from 8.0% in 2023.



# Europe's Core Dilemma: Data Protection by Design vs. AI Innovation



In 2021, 46% of EU citizens show concern on the use of personal data and information by companies or public administrations.