

EDM Webinar

Enabling Safe Use of Generative AI with Data Controls

A conversation with



Daniel Kendzior

Global Data & AI Security Lead
Accenture



Rehan Jalil

CEO
Securiti



Moderated by **Mike Meriton** Co-Founder & COO, EDM Council

- Joined EDM Council full-time 2015 to lead Industry Engagement
- EDM Council Co-Founder & First Chairman (2005-2007)
- EDM Council Finance Board Chair (2007-2015)
- Former CEO GoldenSource (2002-2015)
- Former Executive for D&B Software and Oracle
- FinTech Innovation Lab – Executive Mentor (2011 – Present)



Today's panel

Moderator



Mike Meriton

Co-Founder & COO
EDM Council



Daniel Kendzior

Global Data & AI
Security Lead
Accenture



Rehan Jalil

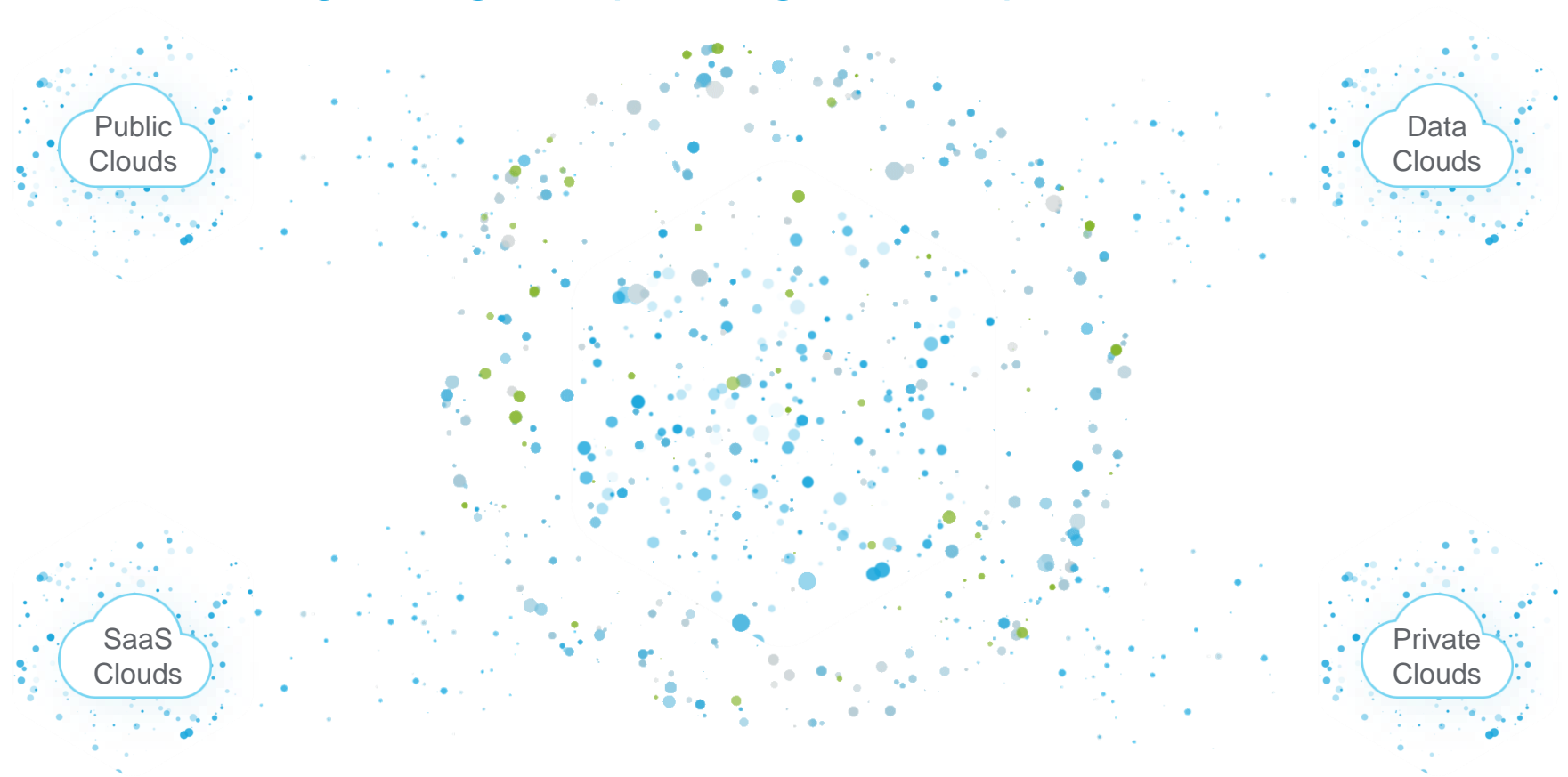
CEO
Securiti



We are in the Big Bang Era of Data!



Data is growing & expanding at an unprecedented rate





Public
Clouds

Data
Clouds

SaaS
Clouds

Private
Clouds

Generative AI is here to help transform EVERY function and industry. Data is at the heart of it!

Sales

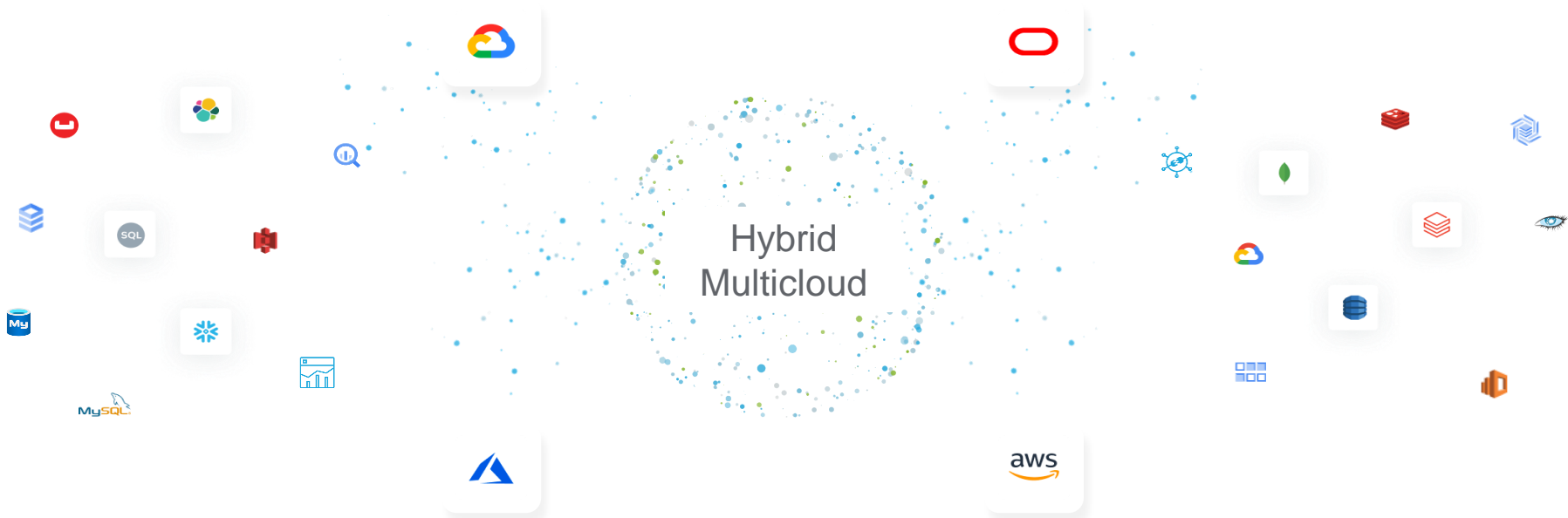
Customer Service

Finance

Marketing

HR

Development

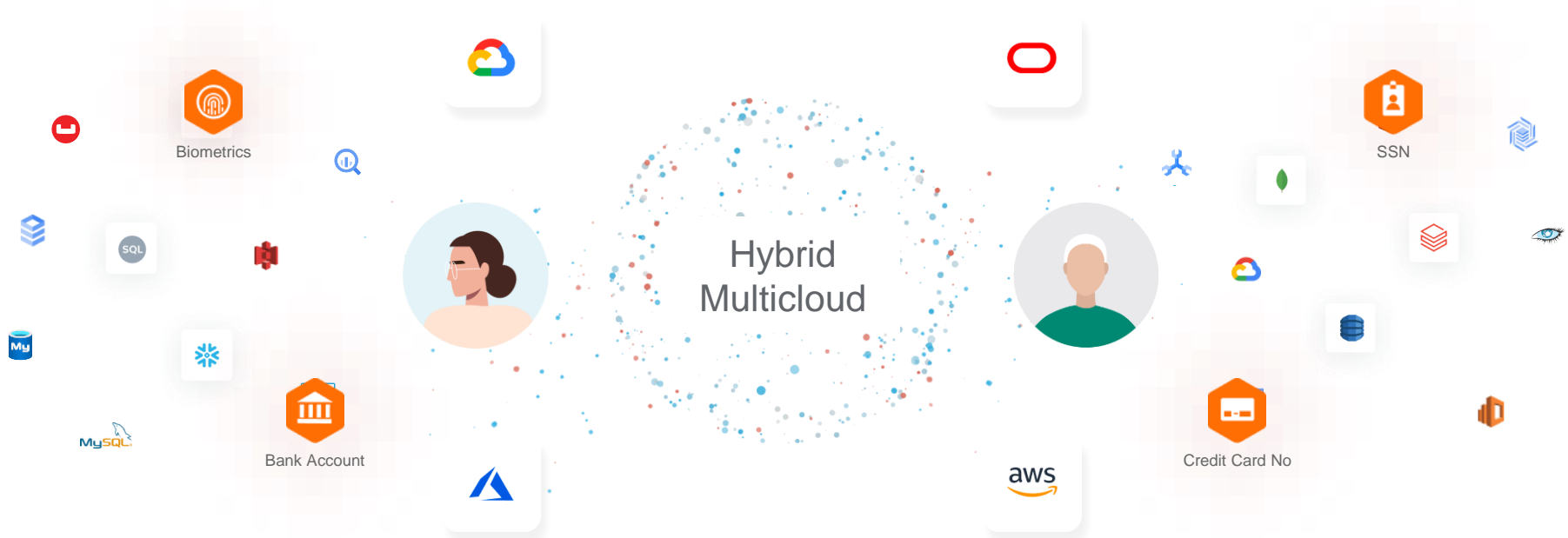


Poll Question: Where is your company on it's Generative AI Journey?

Maturity: (Not at all, planning, already using extensively)

Generative AI is here to help transform Functions and Industries. Data is at the heart of it!

However this data is intermingled with risky sensitive information



Responsible Data Use with Generative AI is of Paramount Importance

Large Models more easily “memorize” Info, making
Data Ethics a key consideration

Irresponsible
Use of
Data



Bound to
create Major
Issues

Susceptible to Training Data Exfiltration Attacks



What Data exist
in your environments



Is Data Classified, for Sensitivity
& Confidentiality



Is there Consent to Use Data



What is the Source of Data.
Lineage



What Global Regulation apply
on the Data



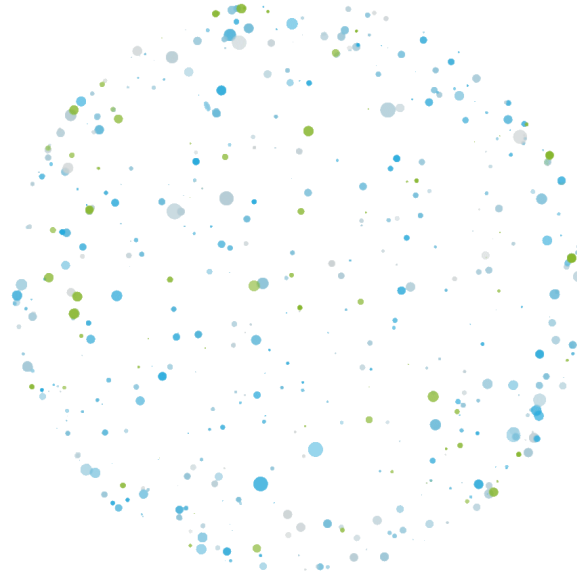
What Internal Data Ethics rules
apply on Data

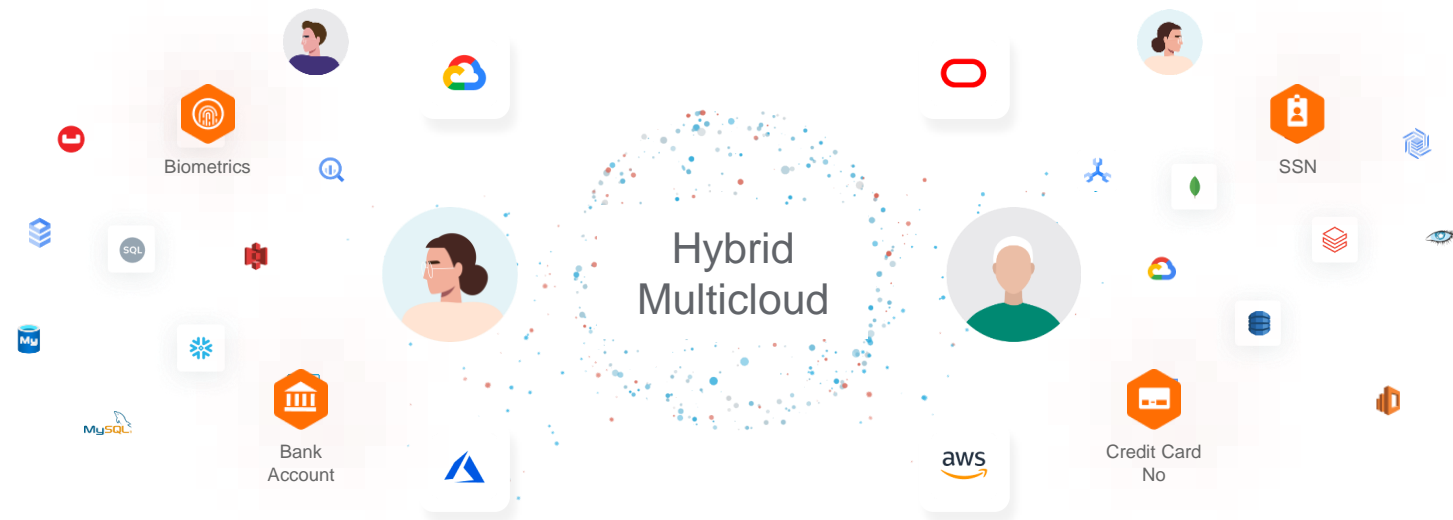


What Retention Rules apply on
Data



What would be the impact of a
breach





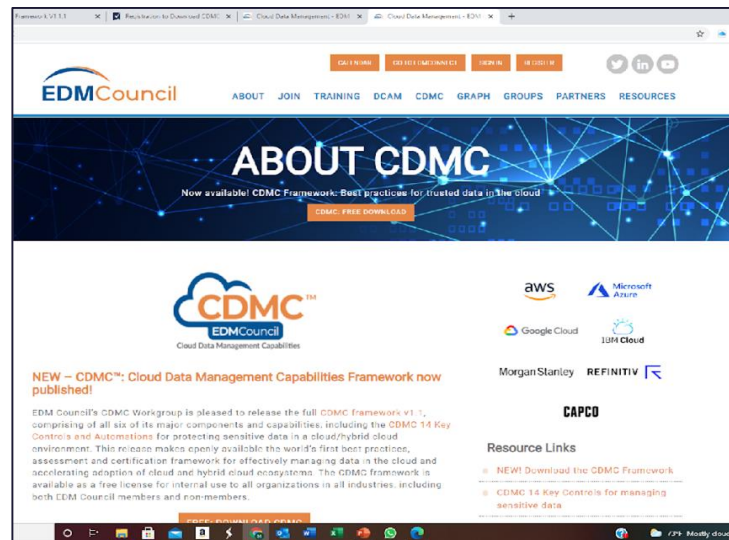
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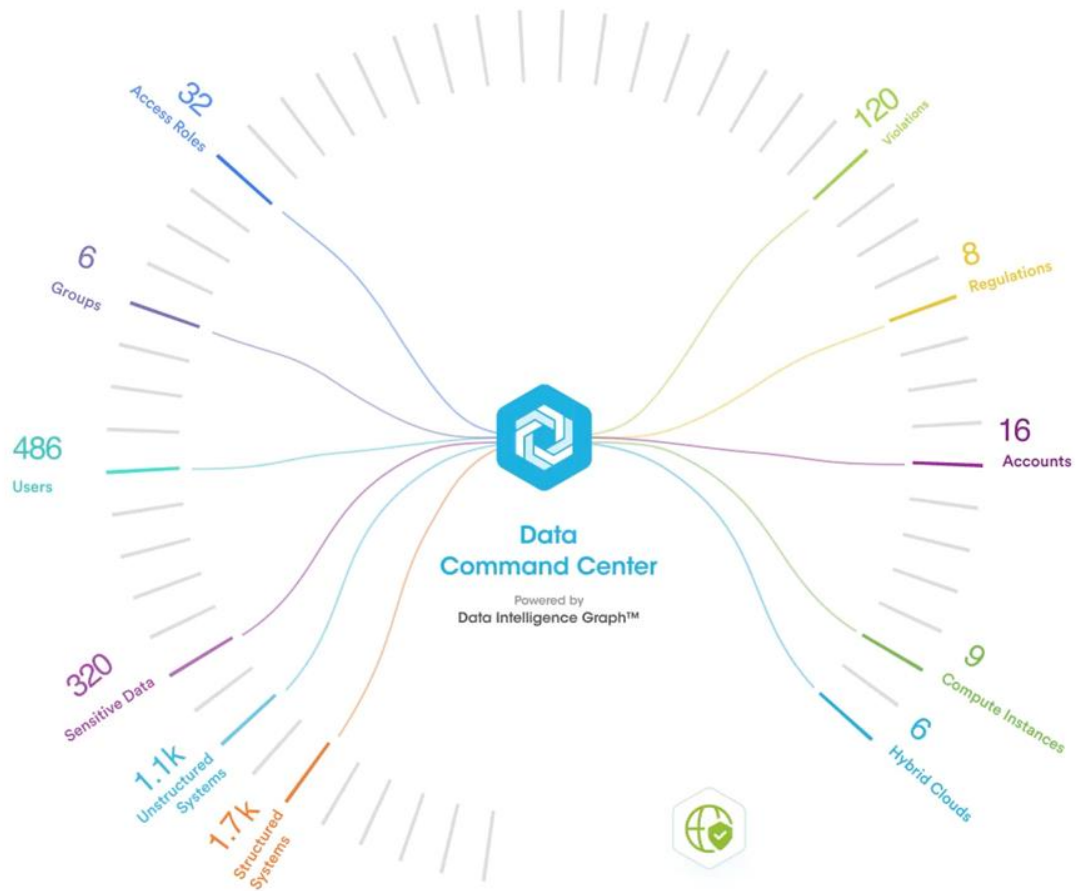
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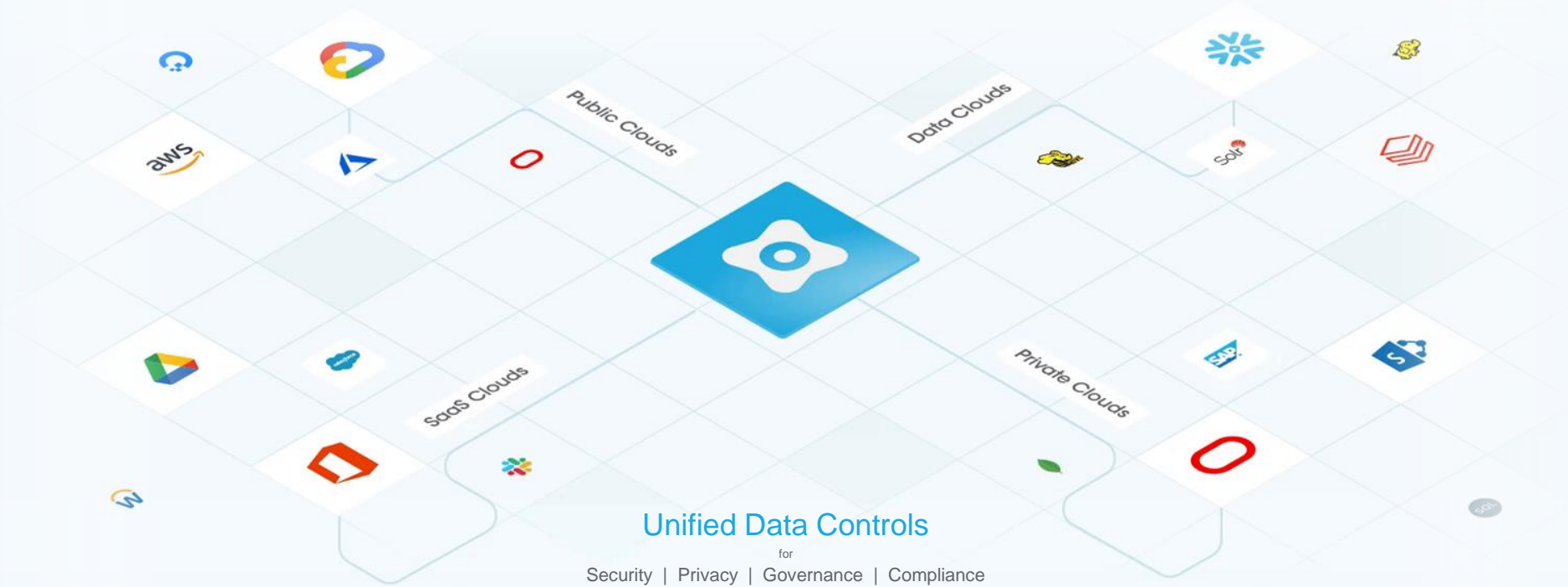




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Thank you.



Questions?



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Thank you!

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