

EDM Webinar

Ensuring Compliance and Reducing Risk: Best Practices in AI-Driven Data Governance

A conversation with



Peggy Tsai
CDO
BigID



JoAnn Stonier
Fellow of Data and AI
Mastercard



Sonali Bhavsar
Managing Director
Accenture



Moderated by **Mike Meriton** Co-Founder, 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)
- EDM Council COO (2020-2023)



Today's speakers

Moderator



Mike Meriton
Co-Founder
EDM Council



Peggy Tsai
Chief Data Officer
BigID



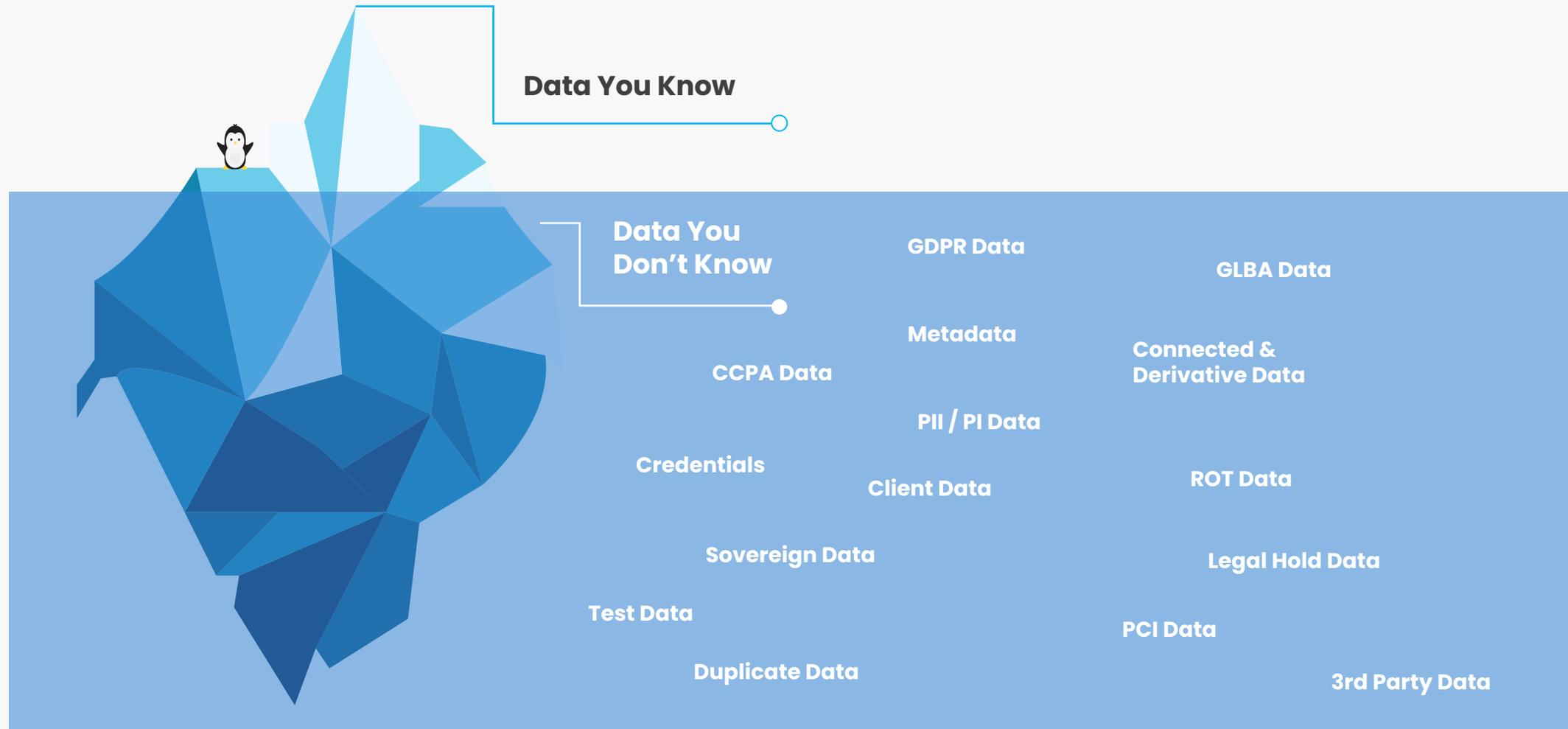
JoAnn Stonier
AI and Data Fellow
Mastercard



Sonali Bhavsar
Managing Director
Accenture



New Regulations Driving New Challenges for Managing Sensitive Data



A Multitude of Regulations & Frameworks

- Financial
- Privacy
- Security
- Healthcare
- Public
- Private
- Regional



This is hard in Data Center & harder in the Cloud



what & where is Sensitive & Critical data:

Patents, Recipes, Customer Identifiers, Research, Classified, Credentials, Data, Top Secret Data, ...

what & where is my Regulated data:

GLBA, HIPAA, PCI, SOX, GDPR, CCPA, PII, PI, PCI, ...

how do you measure & remediate risk:

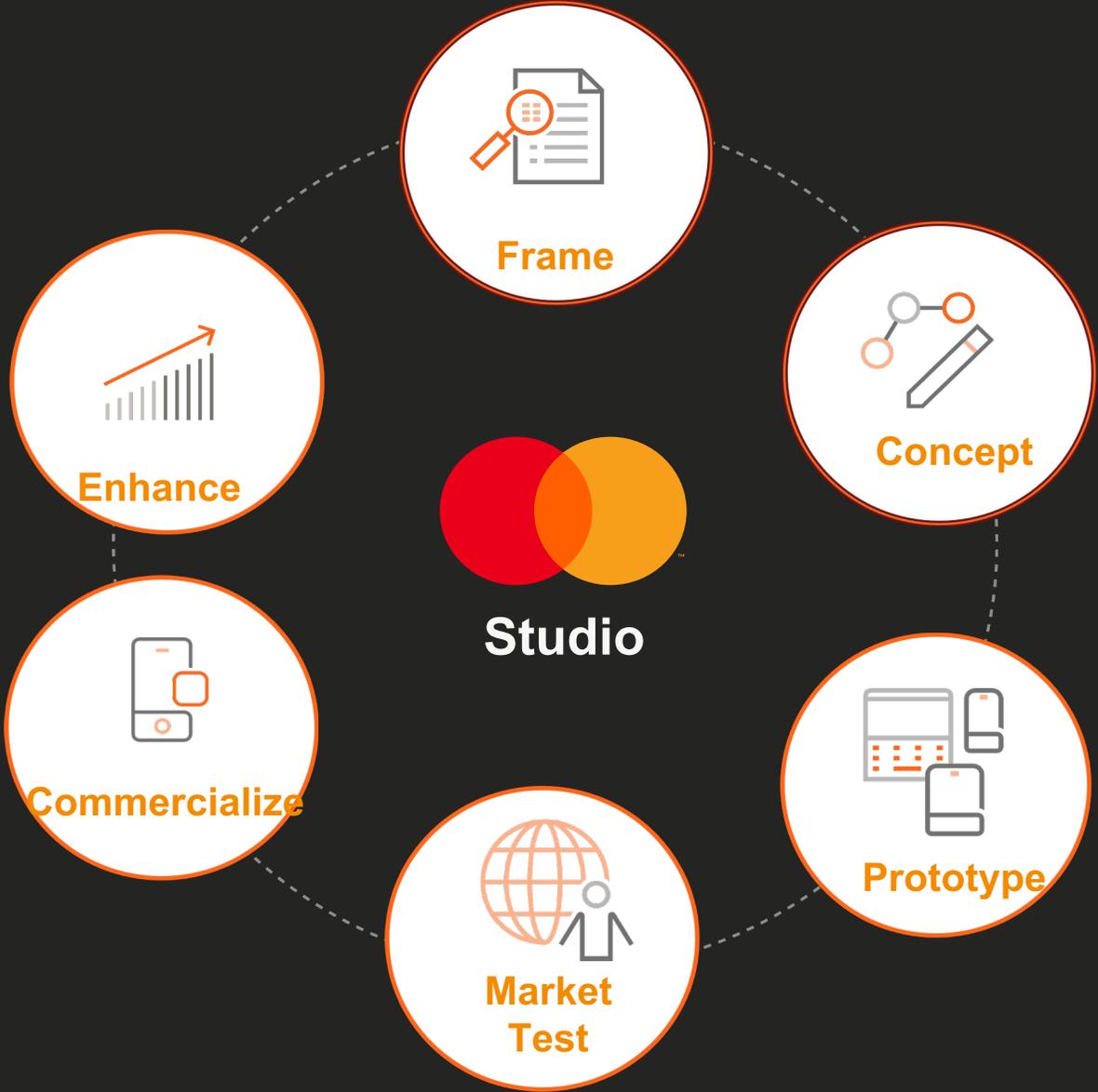
open access, excessive privileges, duplicate data, sovereign data, misconfigurations,

What is the current maturity of your company's AI Governance program? Select one.

- 1) Initial - Unpredictable and reactive
- 2) Managed - Managed on project level
- 3) Defined - Proactive rather than reactive
- 4) Quantitatively Managed - Process measured and controlled
- 5) Optimized - Focus on process improvement

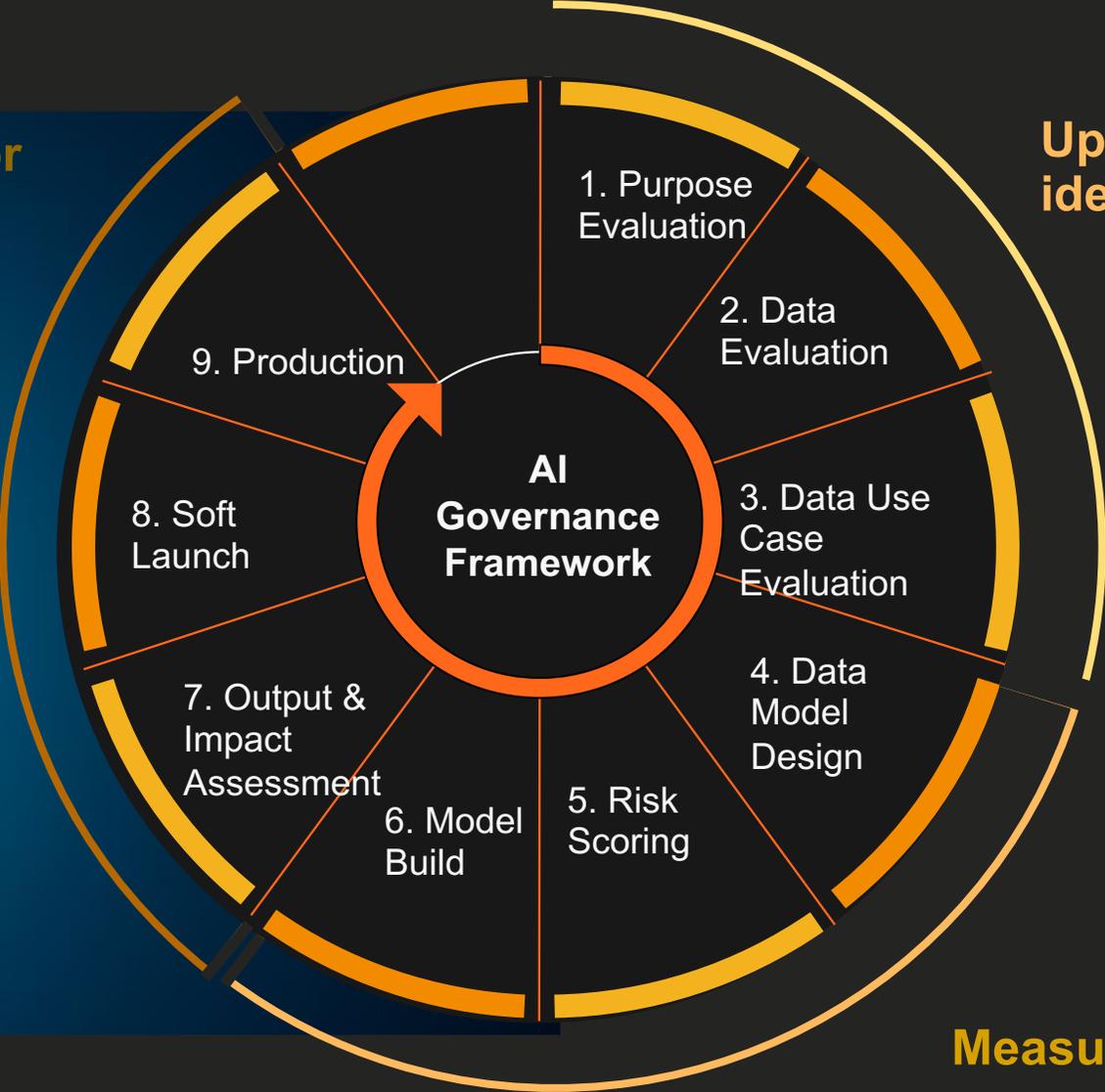
Ethical AI | Mastercard's Data Responsibility Principles







Monitor Risk



Upfront risk identification

Measure Risk

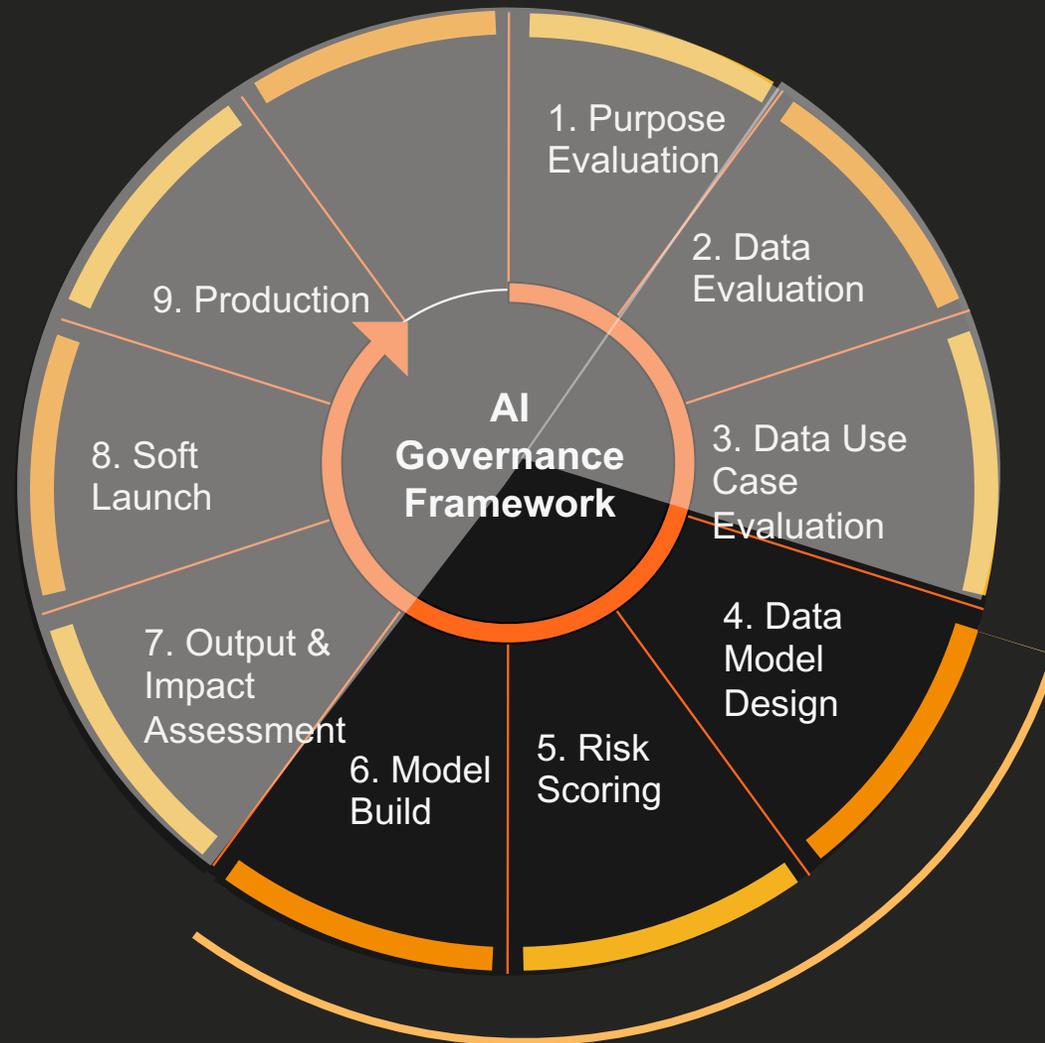


What

- Understand the risk inherent in nature of the prediction and decision being automated and the impacts on individuals
- Identify potential risk in the data sources, quality, and potential bias of input data
- Identify potential mitigations to include in model design or business deployment

How

- Standardized **risk scorecard**
- Detailed **data model questionnaire** or use case specific **policy responses**
- Upfront **data suitability analysis**



What

- Assess how input data, the predicted variable, and key model features vary relative to demographic variables
- Measure differences in model outcomes by demographic or specific groups
- Quantify impacts of the decision made on individuals and a potentially incorrect decision made

How

- Performance and **efficacy reports** with standard metrics
- **Bias test reports**, including assessment of **disparate impact** where relevant
- **Vendor assessments**

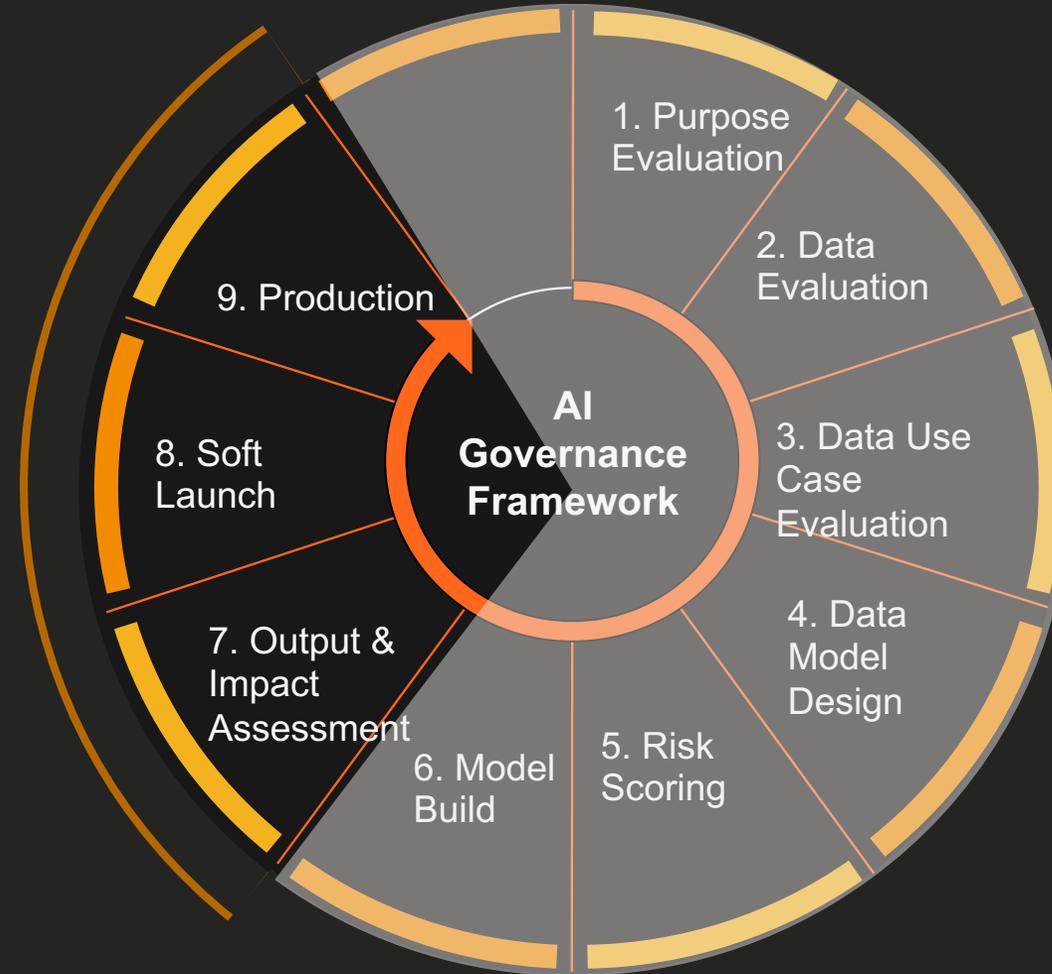


What

- Track changes in predicted phenomena, data sources, and population
- Track changes in model output performance and bias

How

- **Monitoring plan** and automation
- **Reassessment of performance and bias** (periodic, threshold, or change driven)





**AI & Model Governance
Data Office**

Define, administer & maintain AI Governance Framework to mitigate and manage AI risks appropriately

Ensure proper requirements exist to uphold privacy & data protection stands and comply with laws & regulations

Privacy & Data Protection

Data Scientists

Ensure implementation thought the model lifecycle

Ensure products are managed with respect to AI outputs

Product Owners

Legal

Ensure compliance with internal policies and applicable laws/regulations

In the upcoming year, what is the priority of expanding AI Governance in your organization? Select one.

- 1) Low priority to focus on AI technology**
- 2) Medium priority to identify new use cases**
- 3) High priority to expand and grow AI transformation**
- 4) Other (Type reason in comments)**

A standard set of Responsible AI capabilities provide a basis to capture, consider, and address the ethical issues that could arise from data and AI

Responsible AI Capabilities



Soundness. Comprehend context as well as uphold data quality and model performance



Bias & Fairness. Identify and remove discrimination as well as support diversity and inclusion



Explainability & Transparency. Provide explainability, understandability, and traceability



Accountability, Governance, & Agency. Manage oversight, redress, and auditability



Robustness. Ensure security and resilience of systems from breaches or tampering as well as readiness of a response plan



Data, Privacy, & Security. Safeguard personally identifiable information, data ethics, and human rights; comply with data owner consents



Sustainability. Consideration of human-centered ethics as well as societal and environmental well-being

...Capabilities are implemented through four pillars...



Responsible AI Framework



Principles & Governance. Refine capabilities into guiding **principles** and establish structure for processes, roles, and responsibilities to enact **governance**



Risk, Policy, & Control. Manage risks, policies, and controls to comply with data and AI **ethics and regulations**



Technology & Enablers. Provide **tools and techniques** to support the implementation of technical capabilities

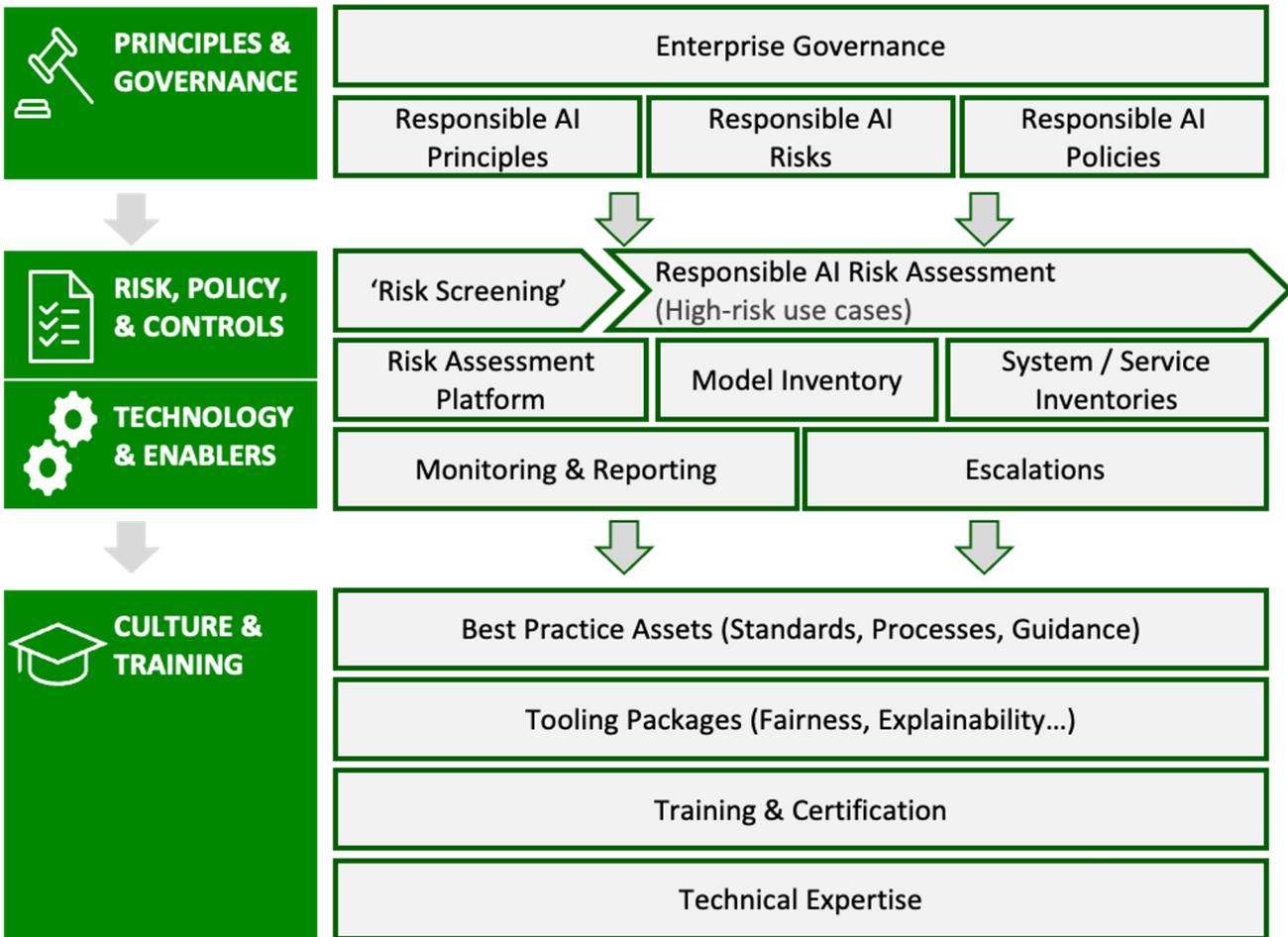


Culture & Training. Educate employees to enable them to adopt refined capabilities into their **day-to-day operations**

Infuse Human-Centered & Society-Based Ethics

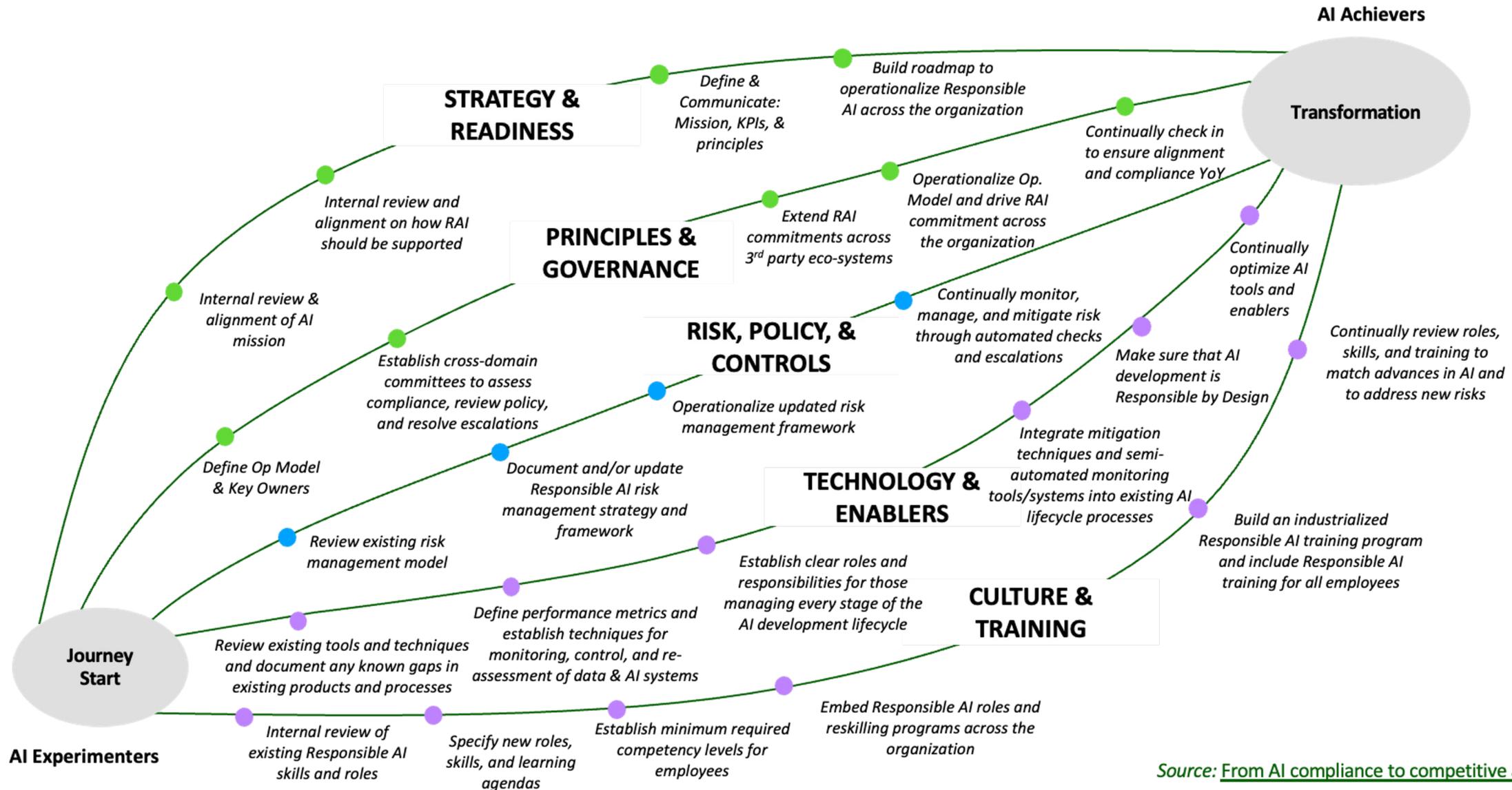
A standard set of Responsible AI capabilities provide a basis to capture, consider, and address the ethical issues that could arise from data and AI

RESPONSIBLE AI CAPABILITY FRAMEWORK



KEY QUESTIONS:

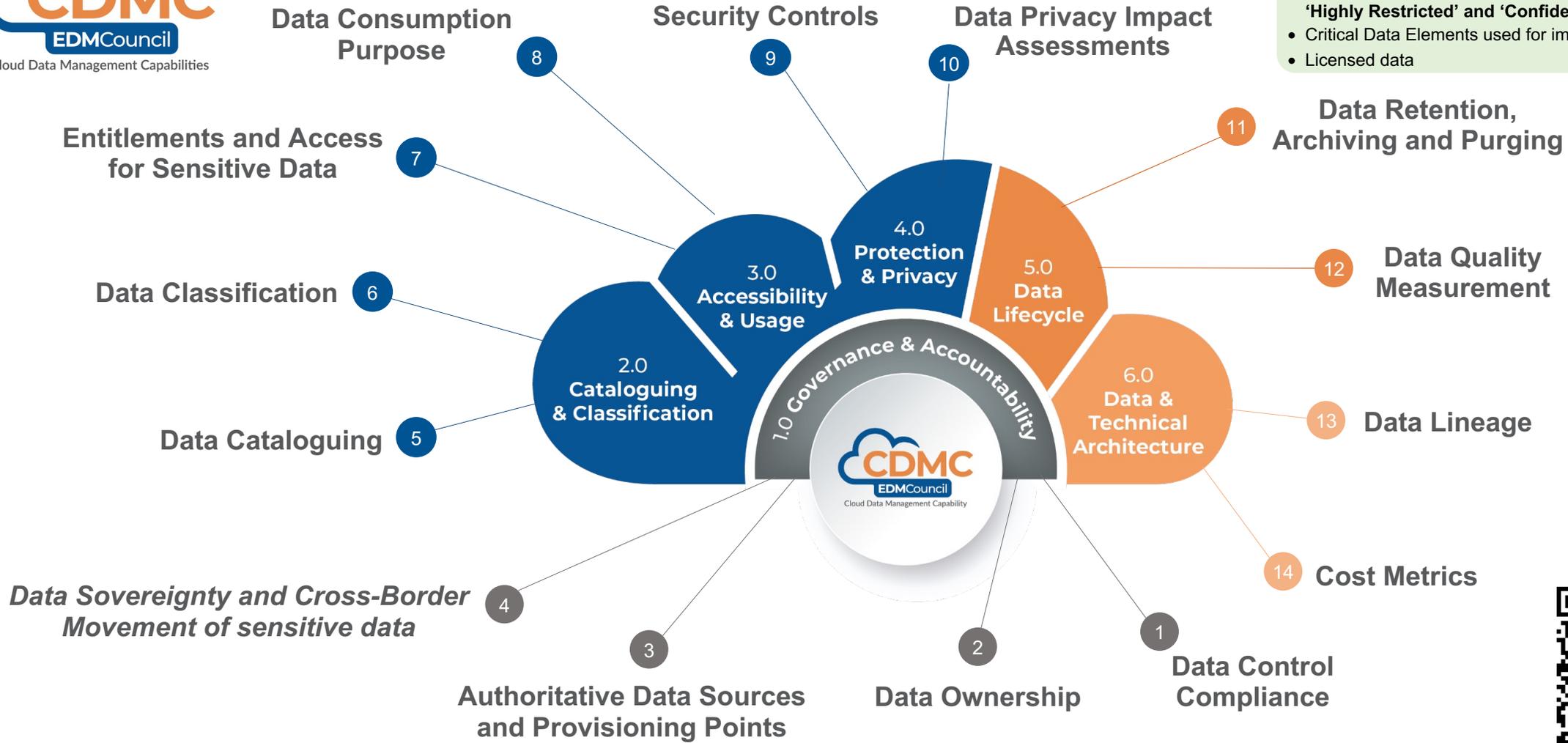
- Who has **oversight responsibility (2nd Line of Defence)** for validating answers to each question in the risk assessments?
- What is the coverage of **firmwide policies** to the questions in the risk assessments? Are any enhancements required?
- What **risk assessment(s)** or **control frameworks** are already established in the firm? Can these be uplifted to include Data & AI Ethics OR is a new risk assessment required?
- What **reporting** is needed to support the risk assessment(s)? Is a **platform** required to track assessments?
- What **tools and platforms** are put in place to measure and monitor responsible AI by design across the enterprise?
- Who sets the **standards** for firmwide 'best practice' (to be embedded across the AI development lifecycle)?
- What are the required **capabilities** for supporting practitioners to achieve standards; and also answer each question in the risk assessment? (for e.g. - training; tooling...)
- Who has **ownership** for the required capabilities (for e.g.- training; tooling)?
- Who provides **technical support**, and explains best practice to practitioners?



Source: [From AI compliance to competitive advantage](#)

Cloud Data Management Capabilities (CDMC) – Industry Framework

Includes 14 Key Controls & Automations for Managing Data Risk



Sensitive Data includes classifications such as:

- Personal Information (PI) / Sensitive Personal Data
- Personally Identifiable Information (PII)
- Personal Health Information (PHI)
- Company or Client Identifiable Information
- Material Non-Public Information (MNPI)
- Specific Information Sensitivity Classifications (such as 'Highly Restricted' and 'Confidential')
- Critical Data Elements used for important business processes
- Licensed data

Free License – Download at:
EDMCouncil.org > Frameworks > CDMC



Questions?



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Break down the data silos with

One Platform.

Improve visibility and control with a single interface - and modular apps within the platform. Drive better decisions and outcomes with greater context, insight, and accuracy of your data.



Discover dark data and find all sensitive data, improve security posture, reduce risk



Accelerate cloud migrations, data validation for M&A, and avoid audits



Fill gaps in the security stack with a data-centric approach to get more value from your existing tech stack



Achieve compliance, comply with data privacy and protection regulations, and avoid audits



Enable security frameworks: NIST, HITRUST, CIS CSC, Zero Trust



Make better decisions and accelerate security initiatives with more accuracy and confidence in understanding enterprise data

Open Extensible Data Visibility & Control Platform

One Platform Deployable as SaaS, Edge-to-Cloud, or Self-managed



Do more with your data
across the entire tech
stack.

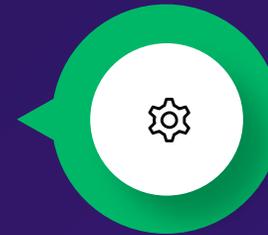
Know Your Data

Automatically scan, find, and classify the data that matters most - wherever it lives (and whatever it is)



Enrich your Investments

Extend and enrich your existing investments with an open ecosystem designed for actionable context and integrations across the board



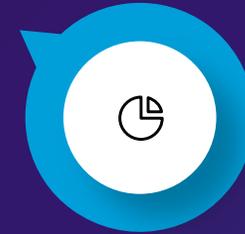
Multi-cloud & Hybrid Cloud

PaaS. SaaS. Hybrid.
Everywhere in-between.



Scale

Modern architecture designed for deployment where you want it, at petabyte scale.



Structured & Unstructured

Not all data looks the same - your data management needs to be customized to your challenges & environment.



ML with Meaning

Make technology work for you - modern ML methodology to reduce time, improve accuracy, and accelerate value



Join EDM Council and our membership community of companies...



The screenshot shows the EDM Council website homepage. At the top, there is a navigation bar with links for Membership, Frameworks, Training, Engage, Innovation, About, Sign in, and Join now. The main header features the EDM Council logo and the title "Global Advocates for Data & Analytics Management". Below this, a sub-header reads "The leading global trade association providing best practices, standards and education to data and business professionals in our data-driven world." A "What we do" button is visible. The right side of the page has a "TODAY'S HIGHLIGHTS" section with three news items: "Bank of Valletta becomes the newest member to join the EDM Council", "EDM Council welcomes Webber Wentzel as its newest member", and "Lion Group joins EDM Council as its newest member". At the bottom, there is a banner with the text "Join a vibrant community of 25,000+ business leaders, CDOs, and data and analytics professionals across all industries." and a row of member logos including Bank of England, NOVARTIS, HSBC, AWS, Schneider Electric, Microsoft, Google, and AEGON. Two buttons at the bottom of the banner are "Explore membership" and "See all 350+ member organizations".



350+ Member Firms

Cross-industry,
including Regulators



25,000+

Professionals



Worldwide

Americas, Europe,
Africa, Asia, Australia

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Thank you!

**FOR MORE INFORMATION
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