



Data at the Crossroads: Balancing Value, Risk, and Responsibility in the Age of AI

Presenters



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The background features a complex, three-dimensional geometric pattern of interlocking cubes or triangles, creating a sense of depth and movement. The color palette is dominated by deep purples and blues, with a bright orange and red gradient on the left side that frames the central text. The text is white, bold, and sans-serif, positioned in the center of the image.

DATA AT THE CROSSROADS

Emerging Risks & Regulations

The Age-Old Question: What Data Do We Have?



~~You can't remediate~~
~~DATA RETENTION~~
~~DATA RISKS~~
is the Sleeping Giant of Security.
you can't see or quantify.

Questions

Do you know where all your data is stored?

Do you know how long to keep data and when to dispose of it?

Do you know what regulations govern your data?

Can you easily and quickly respond to requests for data (DSAR, e-discovery, investigation, breach notification, etc.)?

Is personal or sensitive data being used to train AI models?

What business processes are using AI?

Do we have consent to use personal data?

Do you know what 3rd Parties access or have your data?



Rights, Consents, and Data Licensing



**LITIGATION &
CLASS ACTIONS**



**DATA PRIVACY
LAWS**



**DATA SUBJECT
REQUESTS**



**ENFORCEMENT
ACTIONS**



**DATA BREACH LAWS &
INCIDENTS**



**AI RISKS &
REGULATIONS**



YOUR DATA





Risks, Ethics, and Blindspots

Over-Retention of Data = Massive Breaches & Fines

BlackBaud

“Reckless Data Retention Practices”



FTC Fine
\$3M

- 2020 data breach impacting millions of people
- Failed to enforce their records retention schedule
- Exacerbated the number of individuals impacted.
- The average fine levied by the FTC for privacy and cybersecurity violations is \$45.7M

Disney

“Millions of Slack Messages Breached”



Internal
Slack Messages
44 Mil

- 18,800 spreadsheets
- 13,000 PDFs
- Highly sensitive personal data about employees
- Unreleased projects & sensitive documents
- Class action lawsuit



Managing AI Governance



Are You Ready for Boom?



Litigation



Breach or Cyber Attack



Enforcement Action



Use of AI

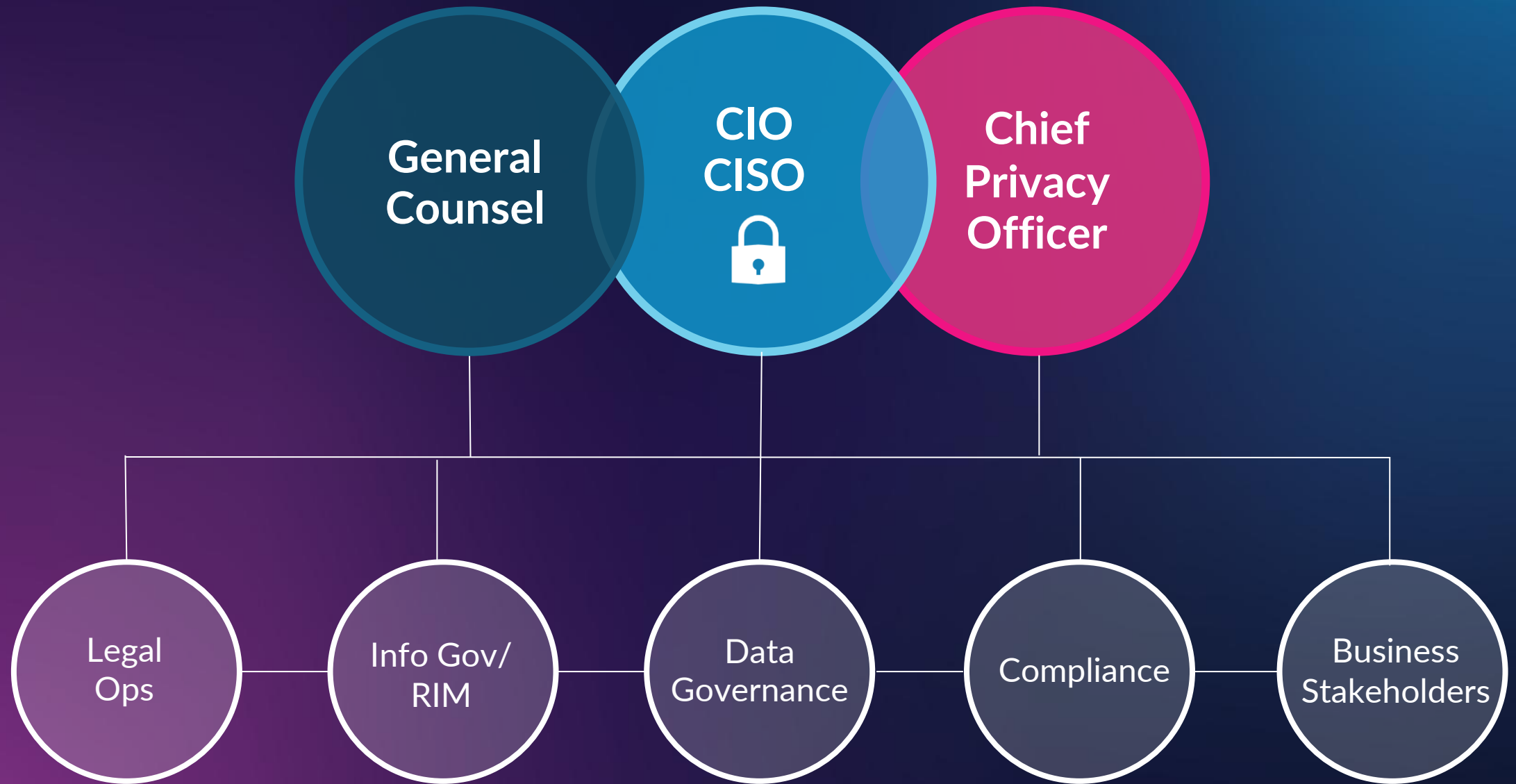


Privacy Rights Request



Centralized Visibility Across Your Data Landscape





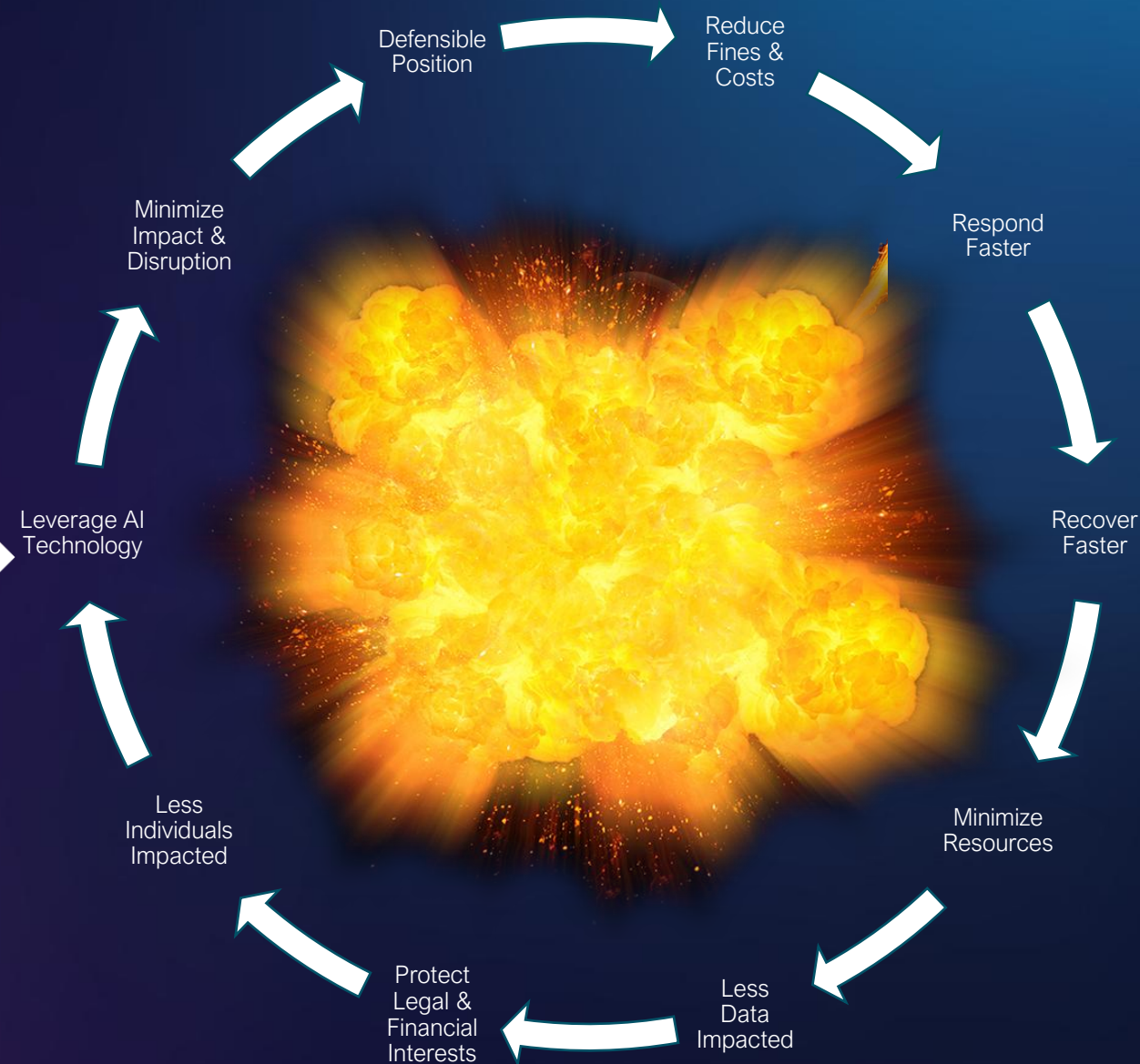
The background features a complex, three-dimensional geometric pattern of interlocking cubes or triangles. The top half is dark purple, and the bottom half is a teal-blue. A horizontal banner with a purple-to-orange gradient is positioned in the center, containing the title text.

DATA RISK MANAGEMENT STRATEGY

Defensible Data Risk Management Strategy

360°
Data
Visibility

- ✓ Assess PII Processing
- ✓ Assess AI Processing
- ✓ Privacy Rights Processes
- ✓ Notice & Consent
- ✓ Data Retention Rules
- ✓ Legal Hold Processes
- ✓ Data Classification
- ✓ Data Remediation & Disposition
- ✓ Assess Third Party Risks





In Conclusion

KEY TAKEAWAYS + Q&A



Reduce Risks & Costs
Avoid Fines



Respond
Faster



Protect
Your Company





Thanks for Attending!

For more information on anything from today's presentation, please contact...

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