

onetrust

AI-Ready Governance in Data Policy Enforcement

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Agenda

- AI is speeding up the decision-making process
- Why data governance needs to change
- A new approach: Data Use Governance
- Demo

AI is speeding up the
clock-time of decisions.

From days to minutes or even seconds in some cases

Business process

Insurance - underwriting

Financial services – fraud detection

Market research

Software development

Media buying

Performance achieved

AI reduces decision time from 3-5 days to 12 minutes.

AI reduces fraud assessments from 2-3 days to minutes

AI can analyze market data & provide insights in minutes instead of weeks or months.

AI can speed up engineers coding time 20%.

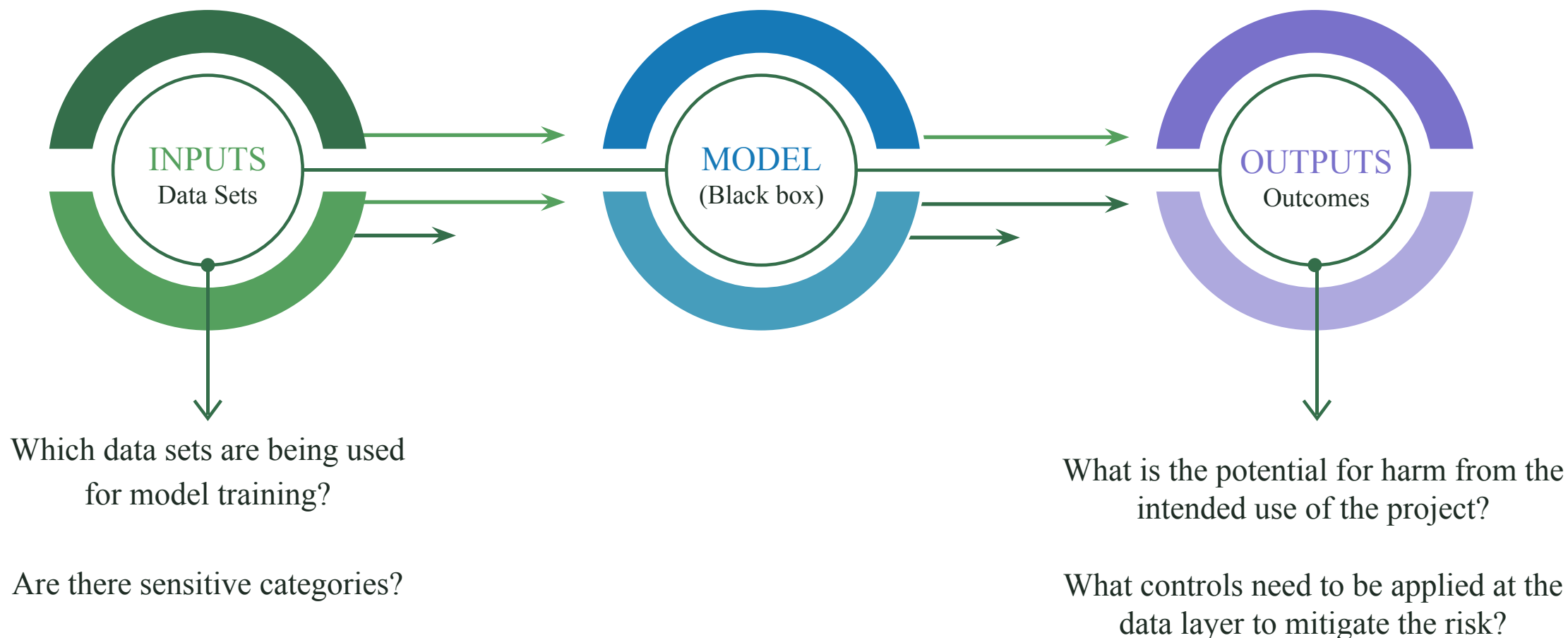
AI can evaluate individual impression opportunities & place optimized bids in less than a second.

We want to say **yes**
to **AI** innovation.

But the speed required for
governance controls
is overwhelming.

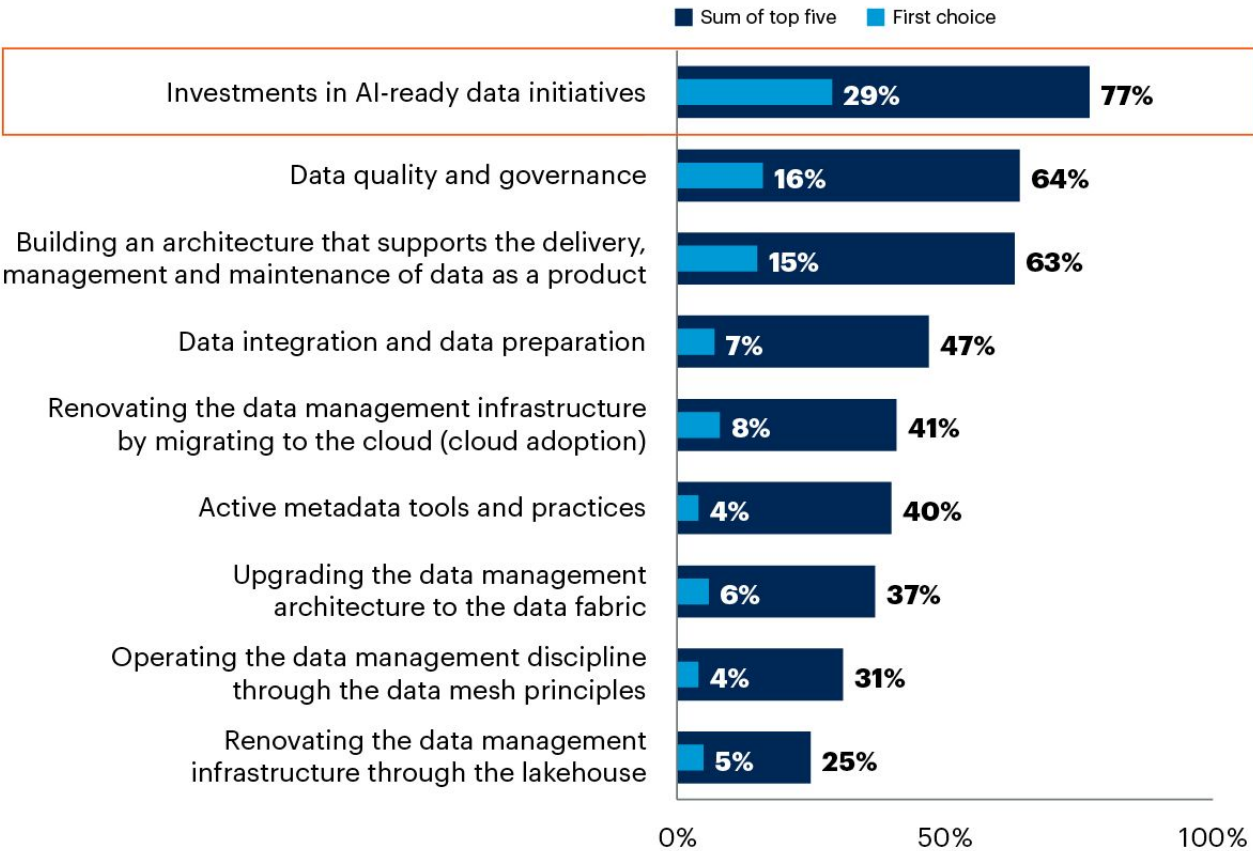
AI

And controlling AI data processing is more complex than GDPR data processing



What’s clear to data teams is that data governance needs to change

Top 5 Investment Trends in the Next 2-3 Years



n = 247; all respondents excluding “not sure”
Q: What do you think are the top 5 investment trends for data management leaders in the next 2-3 years?
Source: 2024 The Evolution of Data Management Survey
836469_C

Additional data governance tooling isn't working



Data Use Governance is a new approach

Data Use Governance is a new approach to data governance



Policy-centric

- Embedded governance policies
- Dynamic governance
- Scalable & real-time compliance



Programmatic-enforcement

- Real-time policy enforcement
- Reduced compliance risks
- Seamless native integration

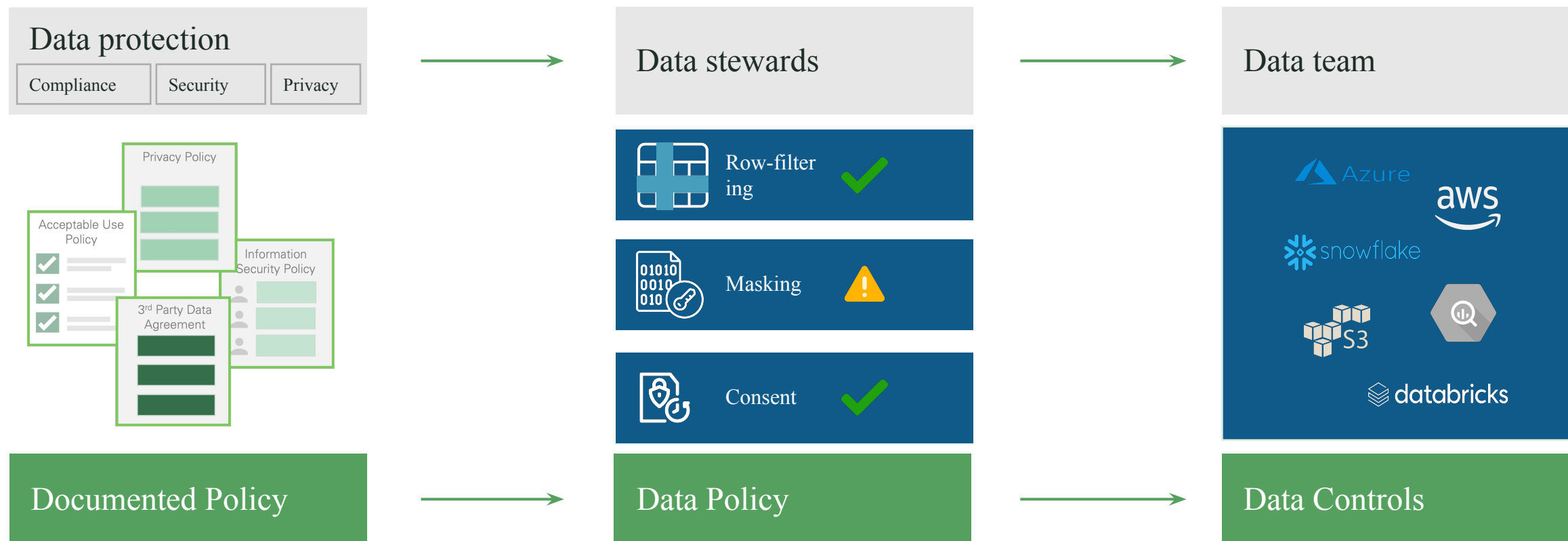


Purpose-based

- Project-specific governance
- Automated enforcement
- Faster AI & analytics deployment

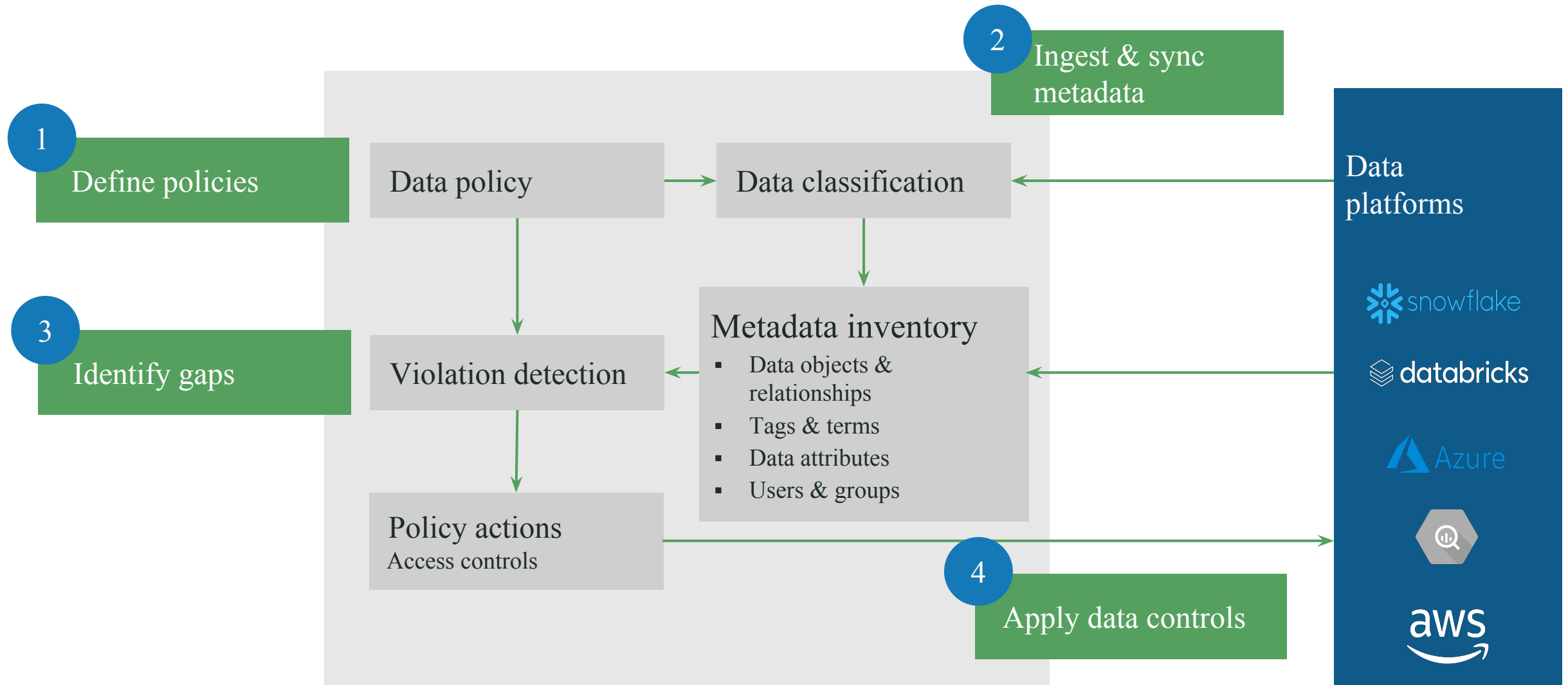
POLICY CENTRIC

Policy-centric governance reduces this complexity



PROGRAMMATIC

Programmatic enforcement ensures behavioral changes



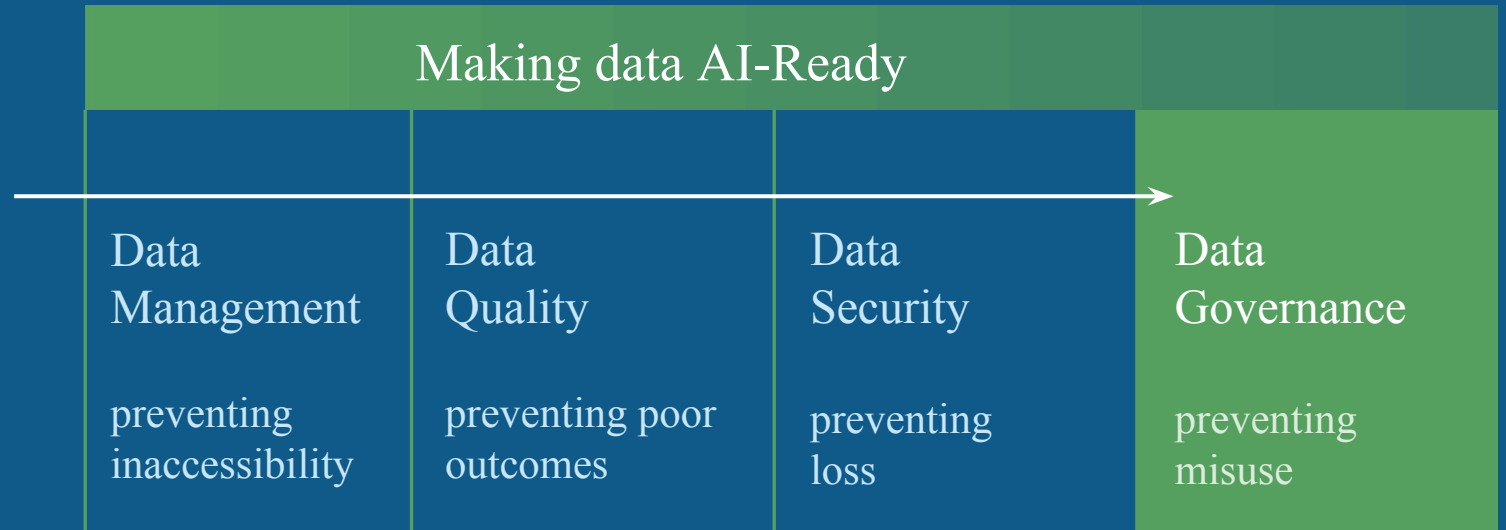
PURPOSE-BASED

Purpose-based governance starts at project initiation

Identifier	Purpose	Consent status	Collection point	Timestamp
ntolbert@ot.com	'Email marketing'	Opt-in	Adobe.com	Tue 18 th 9AM PT
Who gave us consent	What they gave consent for	How they gave consent	Where they gave consent	When they gave consent

Data Use Governance compliments your data management, quality, & security tools

AI-ready data requires **Data Governance**, and it's on the critical path for every AI project



Demo

Responsible Use: OneTrust suggested blueprint

1

Build a data foundation

Organize the data chaos and establish a solid data foundation by gathering data with appropriate consent and privacy measures.

2

Identify, centralize & manage risk

Automate risk management across technology and third parties for clear visibility. Establish effective AI governance rules to manage AI risk.

3

Enforce data use policies

Apply and enforce responsible data use policies across the data estate to ensure data is used for the right purpose.

In closing...

WHITEPAPER

AI Redefines the Governance of Data Based on Use

Download the whitepaper to discover how AI is redefining data governance — shifting from reactive controls to proactive, policy-driven enforcement. Learn how organizations are embedding governance into the fabric of data and AI workflows to scale data governance and accelerate innovation.



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AI Redefines the Governance of Data Based on Use

Embracing new changes in the data infrastructure landscape

MAY 2025

