## 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%.

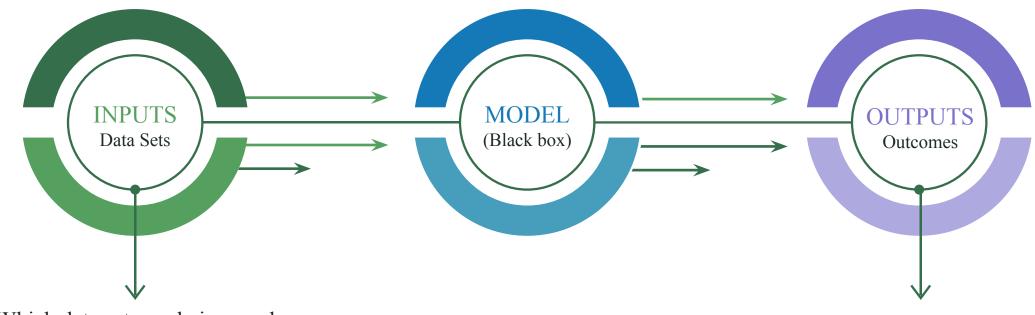
AI can evaluate individual impression opportunities & place optimized bids in less than a second.

We want to say yes to AI innovation.

But the speed requestive governance controls is overwhelming.

AI

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



Which data sets are being used for model training?

Are there sensitive categories?

What is the potential for harm from the intended use of the project?

What controls need to be applied at the data layer to mitigate the risk?

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

#### **Top 5 Investment Trends in the Next 2-3 Years** Sum of top five First choice Investments in Al-ready data initiatives 29% 77% Data quality and governance 64% 16% Building an architecture that supports the delivery, 63% 15% management and maintenance of data as a product Data integration and data preparation 47% 7% Renovating the data management infrastructure 8% 41% by migrating to the cloud (cloud adoption) Active metadata tools and practices 4% 40% Upgrading the data management 6% 37% architecture to the data fabric Operating the data management discipline 4% 31% through the data mesh principles Renovating the data management 5% **25**% infrastructure through the lakehouse 0% 50% 100% 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

**Gartner** 

aditional 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 polices
- Dynamic governance
- Scalable & real-time compliance



#### Programmatic-enforcement

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

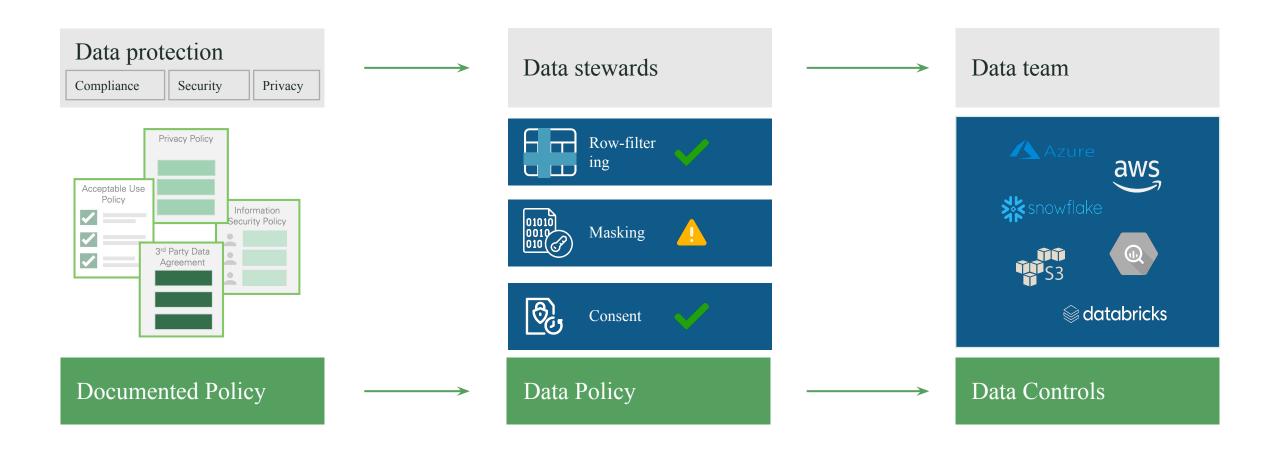


#### Purpose-based

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

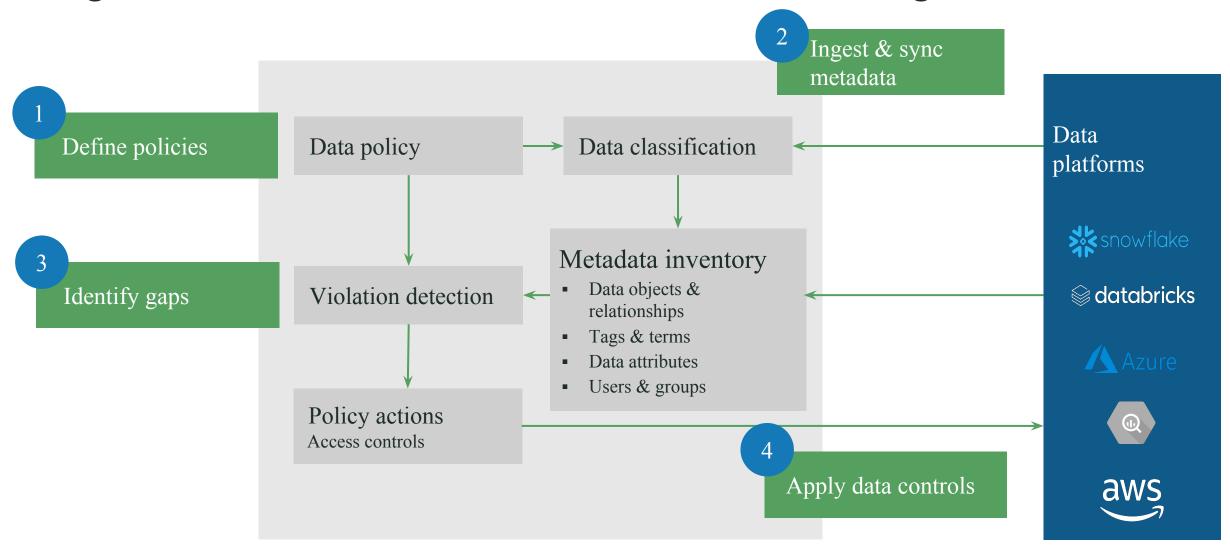
#### POLICY CENTRIC

## Policy-centric governance reduces this complexity



#### **PROGRAMMATIC**

## Programmatic enforcement ensures behavioral changes



#### **PURPOSE-BASED**

## Purpose-based governance starts at project initiation

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# 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

Making data AI-Ready			
Data Management	Data Quality	Data Security	Data Governance
preventing inaccessibility	preventing poor outcomes	preventing loss	preventing misuse



## Responsible Use: OneTrust suggested blueprint

Build a data foundation

2 Identify, centralize & manage risk

Enforce data use policies

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

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

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

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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.



#### onetrust

## Al Redefines the Governance of Data Based on Use

Embracing new changes in the data infrastructure landscape

MAY 2025

