WHAT'S A GLOBAL DATA CLEAN ROOM AND WHY SHOULD YOU CARE?

January 12, 2023 | 10:00 AM PT

Protecting consumer privacy is an important issue for organizations. Regulatory requirements, new privacy laws, and customers' lack of trust in the ethical use of their data are important factors driving the need to maintain the privacy of information. Protecting the privacy of customers results in sensitive data that organizations can't share. Yet collaborating on sensitive data is important for many organizations to create and deliver better products and experiences and develop new remedies for emerging ailments. How is collaboration possible without sharing sensitive data?

Over the past few years, the idea of a data clean room has emerged. The data clean room is a secure environment where organizations can analyze data while still maintaining data privacy. These clean rooms can be accomplished a few different ways; for instance, via cloud data platforms or third-party providers.

Join TDWI and Snowflake in a fireside chat on January 12 at 10 a.m. PT to learn more about global data clean rooms, what they are, and why you should care. Topics include:

- What is a global data clean room? Why is it important?
- How do global data clean rooms work?
- Approaches to global data clean rooms
- Examples of how global data clean rooms can be used across organizations

Register now to save your seat.

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