

Data Governance Policy

Purpose & Scope

Defines classification, access, and lifecycle of marketing data across analytics and AI.

Applies to Unity Catalog objects, including `megacorp_indid` and `megacorp_hhid` plus derivative marts.

- Classification levels: Public, Internal, Confidential, Restricted.
- Lineage required on published tables (owner, upstreams, refresh cadence).
- Minimum cohort size (k■anonymity) ****k ≥ 50**** for any audience slice surfaced to business users; suppress smaller cohorts.
- Small■cell suppression: mask counts where $n < 50$ (display "<50").

Access & Auditing

Use role■based access control; analysts query with least privilege.

Batch AI jobs run on serverless with budget policies; all reads/writes audited.

- Exports require governance approval; no row■level PII leaves the workspace.