

2 No Data, no Data Science

– Insights into Handling of Personal Data

Content:

1. Motivation
2. Dilemma Social Media
3. Shitstorms & Cyberbullying
4. The Role of Influencers
5. Cambridge Analytica
6. Data Governance & Ethics,
Data Protection Rights
7. Social Scores
8. Summary

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(6) Data Governance & Protection Rights



The slide features a composite image. At the top, a hand interacts with a digital interface displaying a network graph with nodes and icons. The word "GOVERNANCE" is prominently displayed in the center. Below this, a smaller image shows a busy, crowded city street with many people on motorbikes and cars, illustrating the scope of data handling.

Anforderungen der EU-DSGVO (GDPR)

DSGVO	RECHTMÄLIGE VERMARKETING	INFORMATIONSPFLICHTEN	BETROFFENENRECHTE	DATENSCHUTZMANAGEMENT
	Reklame Art. 22 DSGVO	Informationspflichten Art. 13 DSGVO	Basis auf Auskunft Art. 15 DSGVO	Technolog., Methoden Art. 30 und 31 DSGVO
	Rechtfertigung Art. 22 DSGVO		Basis auf Korrektur Art. 16 DSGVO	Privacy by Design-Prinzip Art. 25 DSGVO
			Basis auf Löschung Art. 17 DSGVO	Datenschutzprinzipien Art. 32 DSGVO
			Basis auf Sperrung Art. 18 DSGVO	Verschleierungstechnik Art. 25 DSGVO
			Mitteilungspflicht an Dritte Art. 15 DSGVO	Hilfe von DS-Verein Art. 28 und 30 DSGVO
			Transparenzpflicht Art. 15 DSGVO	DS-Verantwortung Art. 25 DSGVO
			Widerspruch Art. 21 DSGVO	Prüfung Art. 25 DSGVO
				Risikobeurteilung Art. 35 DSGVO

dsgvo-gesetz.de

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- **Data is the new Oil.**
- **Attention is the Product.**
- **Social Media, the good / bad.**
- **China, the new Saudi-Arabia.**



Data Governance does Not contain

- a) People
- b) Information Technology
- c) Processes
- d) Government
- e) Data



Which Goal does Not belong to Data Governance?

		Art des Wissens	Absatzwissen (Verleihung)	Anwendungswissen (Literatur)
Schwierigkeitsgrad	Einfach	Green	Yellow	Red
	Mittel	Yellow	Yellow	Red
	Schwer	Red	Red	Red

- a) Decreasing the risk of regulatory fines
- b) Designating accountability for information quality
- c) Increasing consistency and confidence in decision making
- d) Maximizing the income generation potential of data
- e) All goals from a) – d) belong to data governance



6a. Data Governance & Ethics

Wozu Governance?



Data Governance raises data quality.

From Wikipedia, the free encyclopedia

Data governance is a term used on both a macro and a micro level. The former is a political concept and forms part of international relations and Internet governance; the latter is a data management concept and forms part of corporate data governance.

Part of a series on

Governance

Models

[Bad](#) · [Collaborative](#) · [Good](#) · [Multistakeholder](#)

Micro level [edit]

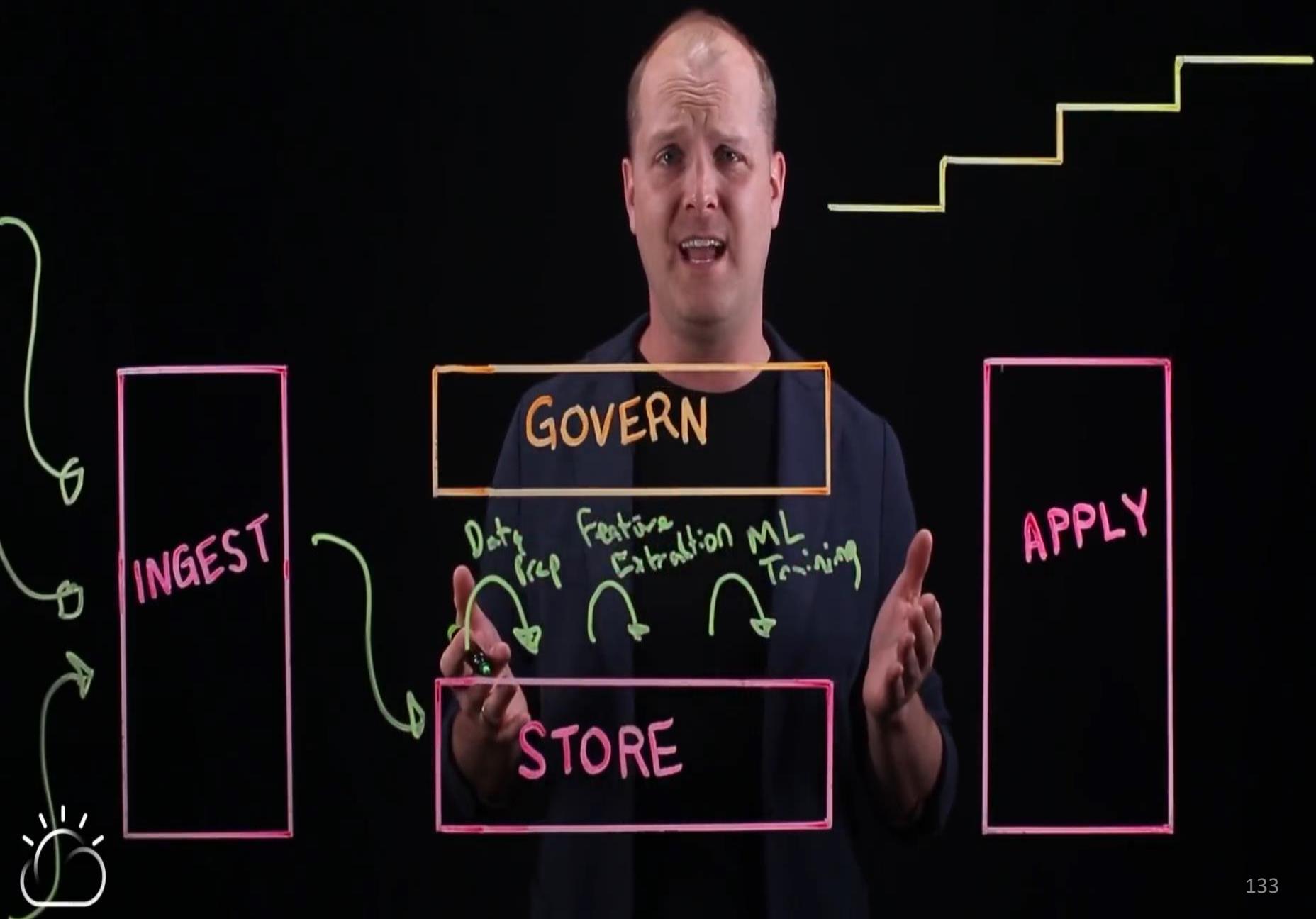
Here the focus is on an individual company. Here **data governance** is a **data management** concept concerning the capability that enables an organization to ensure that high **data quality** exists throughout the complete lifecycle of the data, and data controls are implemented that support business objectives. The key focus areas of data governance include availability, usability, consistency,^[2] **data integrity** and **data security** and includes establishing processes to ensure effective data management throughout the enterprise such as accountability for the adverse effects of poor data quality and ensuring that the data which an enterprise has can be used by the entire organization.

A **data steward** is a role that ensures that data governance processes are followed and that guidelines enforced, as well as recommending improvements to data governance processes.

Data governance encompasses the people, processes, and **information technology** required to create a consistent and proper handling of an organization's data across the **business enterprise**. It provides all data management practices with the necessary foundation, strategy, and structure needed to ensure that data is managed as an asset and transformed into meaningful information.^[3] Goals may be defined at all levels of the enterprise and doing so may aid in acceptance of processes by those who will use them. Some goals include

- Increasing consistency and confidence in **decision making**
- Decreasing the risk of regulatory fines
- Improving **data security**, also defining and verifying the requirements for data distribution policies^[4]
- Maximizing the income generation potential of data
- Designating accountability for information quality
- Enable better planning by supervisory staff
- Minimizing or eliminating re-work
- Optimize staff effectiveness
- Establish process performance baselines to enable improvement efforts
- Acknowledge and hold all gain

Why do we care about Data Governance?



Data Governance

Die **Bereitstellung und Nutzung von Daten** ist für **datengetriebene Unternehmen** selbstverständlich. **Data Governance** sorgt dabei für eine **sichere** und zugleich **offene Datennutzung**. Sie schafft den **organisatorischen Rahmen** für den **Umgang mit Daten, strukturiert Rollen und Verantwortlichkeiten** und **unterstützt** dadurch die **Datennutzung im Unternehmen**.

Data Governance Handlungsfelder



Strategie



Organisation



Prozesse &
Standards



Kennzahlen &
Monitoring



Technologie &
Lösungen



Kommuni-
kation

Metadaten

Woher stammen
die Daten?
Data Lineage

Wer ist für die
Daten
verantwortlich?

Wie werden
die Daten
verarbeitet bzw.
berechnet?

In welchen
Geschäftsprozessen
werden Daten
verarbeitet und
genutzt?

In welchen
Systemen werden
die Daten
gespeichert?

Wer nutzt die
Daten und wo?
Prozesse,
Reports etc.

Michael Amberg

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