* 1. **Data governance touch points throughout the data lifecycle- As Described in DAMA-DMBOK**

**Data governance** in DAMA-DMBOK V2 is a foundational discipline that applies **throughout the entire data lifecycle**. It ensures that data is properly managed, controlled, and aligned with organizational goals and compliance requirements at every stage.

Here are the **key governance touchpoints** across each stage of the **data lifecycle**:

**1. Create or Capture**

**Governance Touchpoints:**

* Define data standards and formats (naming conventions, mandatory fields)
* Approve data entry interfaces and validation rules
* Assign data owners and stewards
* Enforce data privacy by design (minimize personal/sensitive data collection)

**Example**: In a CRM system, governance ensures new customer data is entered using validated fields and conforms to naming standards.

**2. Store and Maintain**

**Governance Touchpoints:**

* Classify data based on sensitivity (e.g., public, confidential)
* Approve storage solutions based on compliance (e.g., cloud location restrictions)
* Define metadata requirements and data lineage tracking
* Set rules for backups and disaster recovery

**Example**: HR data stored in a cloud system must comply with regional data residency laws. Governance ensures it’s stored appropriately.

**3. Use**

**Governance Touchpoints:**

* Define access controls and approval workflows
* Monitor usage to detect misuse or policy violations
* Provide usage guidelines and training
* Ensure data quality metrics are tracked and reported

**Example**: A business user accessing sales data must be authorized, and their access should be logged and monitored.

**4. Share or Distribute**

**Governance Touchpoints:**

* Approve external data sharing requests (with contracts or agreements)
* Require anonymization or masking of sensitive data
* Track data lineage and transformations before sharing
* Audit data sharing activities

**Example**: Before marketing exports customer lists to a third party, governance ensures personal data is anonymized and the sharing is logged.

**5. Archive**

**Governance Touchpoints:**

* Approve archival criteria and schedules
* Ensure retention policies align with regulations (e.g., tax records for 7 years)
* Define formats and metadata for future usability
* Confirm storage systems meet security standards

**Example**: Financial records are archived annually and retained for legal compliance, based on governance policies.

**6. Dispose or Destroy**

**Governance Touchpoints:**

* Set policies for what, when, and how data should be deleted
* Require secure deletion methods (aligned with GDPR, HIPAA, etc.)
* Maintain audit logs of disposal actions
* Periodically review data holdings for expiration

**Example**: After a retention period, governance enforces secure deletion of old customer service emails, with logs for audit.

**Supporting Governance Functions Active Across All Stages:**

* **Data Stewardship**: Ensures policy execution
* **Policy Management**: Maintains rules and standards
* **Monitoring & Auditing**: Tracks compliance and data behavior
* **Communication & Training**: Promotes data literacy and accountability