Spotify Sensitive Data Governance Pilot Plan

Start Date: April 18, 2025
Focus: Marketing & Product Departments (Red & Orange-Level Data)

1. Scope & Involved Departments

1.1. Scope

This pilot focuses on **sensitive (Red)** and **operational (Orange)** data within the Marketing and Product departments.

- **Red-Level Data (Sensitive)**:
    - Personal Identifiable Information (PII): Names, emails, phone numbers, stored credit cards, payment history, precise location.
    - **Protection Measures**: AES-256 encryption (at rest/in transit), anonymization, strict least-privilege access, 12-month access logging.
- **Orange-Level Data (Operational)**:
    - Music preferences, interaction logs (playtime, playlists, user activity).
    - **Protection Measures**: Anonymization after 6 months, RBAC (role-based access control), tagging via Collibra central catalog.

1.2. Involved Teams

- **Marketing**: Responsible for user data collection and utilization for personalized services.
- **Product**: Ensures data quality and functionality for product-related datasets.

2. Governance Tools & Timeline Overview

2.1. Governance Tools

- **Databricks :** Unified data platform
- **Collibra**: Metadata management and data cataloging.
- **Informatica Data Quality**: Validation of sensitive/operational data quality.
- **Security Tools**: AWS for MDM storage, AES-256 encryption, RBAC via Okta, Splunk for monitoring.

2.2. Phased Timeline

Phase	Activity	Duration
Phase 1	Sensitive & operational data mapping	1 month
Phase 2	Tool integration (Databricks, Collibra, Informatica)	5 months
Phase 3	Security controls deployment	1 month
Phase 4	User training & change management	2 month
Phase 5	Functional testing & validation	2 month
Phase 6	Final evaluation & reporting	1 month

3. Refined Objectives & KPIs

3.1. Objectives

1. Ensure regulatory compliance (GDPR, CCPA).

2. Optimize quality and security of sensitive data.

3. Maximize efficiency of operational data-driven recommendations.

3.2. Refined KPIs

Domain	Red-Level Targets	Orange-Level Targets
Quality	>99.5% completeness, <0.5% errors	95% successful anonymization
Compliance	100% valid consents	100% RBAC adherence
Security	0 major incidents, 100% access control	12-month access logging
Integration	98% MDM data integration	50% reduction in data silos
Adoption	85% governance process compliance	90% adoption by marketing teams

4. Pilot Team Structure & Collaboration

4.1. Pilot Team Composition (described into organisational chart provided by side)

- **Data Owners**: Marketing/Product leads (responsible for Red/Orange data).

- **Data ops** : Data project manager & business data specialists (marketing & Product)

4.2. Collaboration

- Weekly progress meetings via

- Collibra agile scale framework .

- Regular reporting to the governance committee for escalations and decisions.

5. Key Deliverables

- **Quality Report**: Assessment of sensitive/operational data.

- **Compliance Audit**: Consent management validation.

- **Technical Integration Plan**: Secure architecture and access policies.

- **Risk Assessment**: Identified risks and mitigation strategies.

- **Stakeholder Feedback**: User and team adoption insights.

6. Risk Management

6.1. Key Risks

- **Resistance to Change**: Proactive communication and training.

- **Tool Complexity**: Clear documentation and hands-on sessions.

- **Technical Issues**: Rigorous phased testing and 24/7 support.

6.2. Mitigation Strategies

- Pre-launch communication plan to address concerns.

- Internal champions to drive adoption.

- Rapid escalation paths to Data Owners.

7. Training & Change Management

- **Technical Training**: Data security, Collibra/Informatica usage.

- **Compliance**: GDPR/CCPA regulations and best practices.

- **Engagement**: Internal ambassadors within marketing teams.

8. Testing, Validation & Corrections

- **Functional Tests**: Data integrity, tool performance, and security checks.

- **Corrections**: Immediate resolution of issues pre-launch.

9. Final Evaluation & Scaling

9.1. Evaluation

- KPI vs. target comparison and stakeholder feedback.

- Final report to governance committee with lessons learned.

9.2. Scaling

- Gradual expansion to other departments and Green-Level data using validated processes.

Conclusion

This pilot plan strengthens Spotify's data governance by focusing on Marketing and Product departments, emphasizing security, compliance, and quality. With trained teams and validated tools, Spotify is positioned to scale governance practices globally while maintaining user trust and competitive innovation.

Approved by the Data Governance Committee
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