

# **Client Data Governance Framework**

## **Introduction**

Client is a pioneering company specializing in the creation of virtual and hybrid event platforms that are meticulously designed to enhance attendee engagement and elevate event excellence. With tools like interactive chats, polls, and more, Client empowers event organizers to create captivating immersive experiences. Their comprehensive engagement suite fosters connections, insights sharing, and dynamic interactions, setting the stage for exceptional events.

At our core is a commitment to elevate engagement and our clients' success. This Data Governance Framework Document reflects our dedication to managing, safeguarding, and harnessing data's potential. It ensures our platform remains a potent industry tool, upholding data integrity, privacy, and security. By making our data governance practices official, we reaffirm our commitment to upholding the highest standards of data integrity, privacy, and security. This journey underscores our dedication to building trust, fostering innovation, and amplifying success.

## **Data Governance Vision and Objectives**

### **Vision**

Client is committed to revolutionizing the way data is handled, managed, and leveraged in the events industry. We believe that by blending advanced technology with ethical values, we can create a more secure, valuable, and innovative data ecosystem for our clients.

### **Secure and Valuable Data**

We take the protection of our clients' data very seriously. We implement robust data governance practices, encryption protocols, and stringent access controls to ensure that client data remains protected and confidential. We also believe that data is valuable, and we work hard to ensure that our clients can use it to make informed decisions that lead to growth and innovation.

### **Driving Growth and Innovation**

We believe that data can be a powerful tool for driving growth and innovation. By harnessing the data generated during events, we can help our clients uncover insights, understand attendee preferences, and identify trends. This data-driven approach can help clients refine their event strategies, enhance participant experiences, and drive business growth. We are committed to using our technology to transform raw event data into actionable intelligence that our clients can use to make informed decisions and achieve their goals.

We believe that our vision for data governance is the future of the events industry. We are excited to work with our clients to help them realize the full potential of their data and achieve their business goals.

## Objectives

- **Holistic Data Governance:** Client seeks to integrate a comprehensive data governance framework into its operations, ingraining responsible data practices throughout the company.
- **Respectful Data Usage:** By treating data with respect, protection, and responsibility, Client aims to establish trust and reliability, showcasing ethical data handling.
- **Data Quality Assurance:** Client commits to upholding data accuracy and consistency to ensure the insights provided to clients are of superior quality and value.
- **Privacy Controls and Transparency:** Striving for stringent data privacy controls and transparent practices, Client safeguards sensitive information while openly sharing its data management approach.
- **Seamless Platform Integration:** Client's focus on seamless platform integration enhances the client experience, making event management more efficient and streamlined.
- **Data-Driven Decision Making:** Leveraging data for informed choices, Client enhances operational efficiency and client satisfaction, showcasing the power of data-driven strategies.
- **Cultivating Data Ownership:** Client nurtures a culture of collective responsibility, emphasizing that data protection is a shared commitment across the organization.
- **Continuous Improvement:** Client's commitment to ongoing assessment and adaptation ensures it remains at the forefront of compliance and technology, delivering optimal data practices.

## Key Benefits of Data Governance at Client

By embracing robust data governance, Client reaps significant advantages that resonate throughout our team and client relationships:

- **Enhanced Data Quality and Accuracy:** Effective data governance ensures consistent, accurate, and reliable information, leading to superior insights and personalized attendee experiences.
- **Informed Decision-Making and Resource Utilization:** Well-managed data informs smart decisions, optimizing resource allocation for impactful outcomes.
- **Heightened Security, Privacy, and Adherence to Best Practices:** Data governance establishes strong security measures, fostering trust among clients and participants, while adhering to responsible data management practices.
- **Seamless Integration, Collaboration, and Teamwork:** A well-structured data governance plan facilitates seamless platform integration, enhances cross-team collaboration, and delivers cohesive event experiences.

- **Demonstrated Value and Future Readiness:** Data governance empowers us to showcase contributions through data-driven insights, fortifying client relationships, and preparing us for innovative advancements in virtual and hybrid events.

## **Roles and Responsibilities in Client's Data Governance**

Effective Data Governance in Client is guided by well-defined roles that support responsible data management. Here's an overview of key roles:

### **Data Governance Steering Committee**

#### **Composition**

Comprising senior leaders, department representatives, and data experts with decision-making authority and cross-functional expertise.

#### **Responsibilities**

- Set data governance direction and policies.
- Oversee implementation and alignment with business goals.
- Resolve data-related conflicts and make strategic decisions.

### **Data Owners**

#### **Roles**

Responsible for specific data sets, ensuring accuracy, quality, and proper use.

#### **Responsibilities**

- Define ownership and access controls.
- Approve usage policies and data sharing.
- Maintain data integrity and relevance.

### **Data Stewards**

#### **Roles**

Manage data elements, enforcing quality and collaborating with Data Owners.

#### **Responsibilities**

- Monitor consistency and accuracy.
- Assist in issue resolution and data management.
- Document metadata and lineage.

#### **Activities**

Engage in data profiling, cleansing, and training.

## **Data Users**

### **Roles**

Employees and stakeholders utilizing data for decision-making.

### **Responsibilities**

- Adhere to policies and protect data.
- Report issues and discrepancies.
- Utilize data for informed choices.

By clarifying these roles, Client's Data Governance ensures responsible data use and management, aligning with our mission to elevate attendee engagement and event excellence.

## **Client Data Governance Policies**

### **1. Data Classification and Sensitivity Levels**

Client's Data Classification and Sensitivity Levels policy classifies data into distinct categories based on its sensitivity and criticality to the organization. This policy outlines the criteria for labeling data as Public, Internal, Confidential, or Restricted. It defines the appropriate security measures, access controls, and encryption methods required for each classification level to ensure the utmost protection and compliance with industry standards.

### **2. Data Access and Security Policies**

The Data Access and Security Policies at Client establish a stringent framework for controlling access to data. This policy defines user roles and permissions, authentication protocols, and multi-factor authentication requirements. It outlines procedures for data access approval, monitoring, and audit trails to prevent unauthorized access and safeguard data integrity.

### **3. Data Retention and Archiving Policies**

Client's Data Retention and Archiving Policies dictate the duration for which different types of data are retained and how data is archived or disposed of after its lifecycle ends. This policy ensures alignment with legal, regulatory, and contractual obligations while optimizing storage resources. Data retention periods for event-related information are defined, and archiving procedures guarantee data accessibility and compliance with retention regulations.

### **4. Data Quality and Integrity Standards**

The Data Quality and Integrity Standards policy sets the benchmark for maintaining accurate and consistent data throughout Client's operations. It details practices for data validation, deduplication, normalization, and regular data cleansing. By adhering to these standards,

Client ensures that the insights and analytics derived from the data are of the highest quality and reliability.

## **5. Data Sharing and Integration Guidelines**

Data Sharing and Integration Guidelines lay out the protocols for sharing data both internally and externally across Client's platform. This policy encompasses secure APIs, data exchange formats, and authentication mechanisms for seamless data integration. It ensures that data integrity, confidentiality, and privacy are upheld while enabling clients and partners to access and exchange data efficiently.

## **6. Data Privacy and Compliance Policies**

Client's Data Privacy and Compliance Policies address the organization's commitment to data protection and privacy. This policy outlines procedures for obtaining user consent, handling data subject requests, and ensuring compliance with regulations such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). By adhering to these policies, Client safeguards personal data, respects privacy rights, and builds trust with its clients and attendees.

These Client-specific Data Governance Policies collectively form a comprehensive framework that governs the responsible management, security, and utilization of data across the organization. Adherence to these policies reinforces Client's commitment to delivering exceptional virtual and hybrid event experiences while upholding the highest standards of data integrity, privacy, and compliance.

# **Client's Data Management Processes**

Client has a comprehensive framework in place to govern how data is collected, stored, processed, retained, and managed throughout its lifecycle within the event platform. This framework ensures data integrity, security, and compliance while delivering exceptional virtual and hybrid event experiences to its clients and attendees.

## **1. Data Collection: Methods, Consent, and Transparency**

Client's Data Collection process employs various methods such as event registrations, attendee interactions, and user profiles. Consent mechanisms are implemented to ensure individuals provide explicit permission for data collection. Transparent communication is maintained, informing users about the types of data collected, its purpose, and how it will be used within the event platform.

## **2. Data Storage: Infrastructure, Security Measures**

Client's Data Storage process utilizes robust and secure infrastructure to safeguard data. Industry-standard encryption and access controls are applied to protect data at rest and in

transit. Data is stored within controlled environments compliant with security certifications, ensuring data integrity and confidentiality.

### **3. Data Processing: Consent, Purpose Limitation**

Data Processing at Client adheres to consent principles and purpose limitation. Data collected is processed solely for the purposes specified during collection, such as event management and engagement enhancement. Individuals are provided with clear options to provide or withdraw consent for specific processing activities.

### **4. Data Retention and Deletion: Schedule and Procedures**

The Data Retention and Deletion process at Client follows predefined schedules for retaining data based on regulatory requirements and business needs. Upon reaching the retention period, data is securely archived or deleted using established procedures. Users have the right to request data deletion, and mechanisms are in place to honor such requests promptly.

### **5. Data Quality Management: Validation, Cleansing, Monitoring**

Client's Data Quality Management process ensures data accuracy and integrity. Data validation mechanisms are implemented during collection to prevent inaccuracies. Regular data cleansing procedures remove duplicate or outdated records. Ongoing data monitoring identifies anomalies, discrepancies, and errors for swift correction.

### **6. Data Integration and Interoperability: Standards, Protocols**

Data Integration and Interoperability within Client's platform follow standardized protocols and APIs to facilitate seamless data exchange. Data sharing between different parts of the platform adheres to established standards, ensuring compatibility and consistency. Data security measures are maintained during integration processes to uphold data protection.

## **Client Data Governance Framework Implementation**

To implement its comprehensive data governance framework, Client follows a structured approach that includes the following steps:

### **1. Assessment and Planning**

Conduct an in-depth assessment of current data management practices and identify gaps. Formulate a comprehensive data governance strategy and framework tailored to Client's needs.

### **2. Leadership and Stakeholder Engagement**

Establish a Data Governance Steering Committee with representation from relevant departments. Engage key stakeholders to ensure alignment with the data governance initiative.

### **3. Policy Development**

Create Client-specific data governance policies addressing classification, access, security, retention, quality, and compliance. Ensure policies are well-communicated, understood, and embraced across the organization.

### **4. Data Governance Roles and Responsibilities**

Define specific roles for Data Owners, Data Stewards, and Data Users in line with Client's operational structure. Clearly outline responsibilities and accountability for each role to promote effective data management.

### **5. Data Management Processes**

Develop and document Client-specific data management processes covering collection, storage, processing, retention, deletion, quality, and integration. Incorporate consent mechanisms, transparency, and adherence to data protection regulations.

### **6. Technology Integration**

Implement technology solutions that support data governance, including tools for data classification, access control, encryption, and monitoring.

### **7. Training and Education**

Conduct training programs to educate **employees** about the importance of data governance, their roles, and best practices.

### **8. Data Quality Assurance**

Establish procedures for data validation, cleansing

