

# Panel Discussion

# Data Governance

Building Customer Data Governance Frameworks for Trust, Compliance and Security



**ARTUR  
YATSENKO**

Director, Data Engineering  
**Urban Sports Club**



**CAROLINA MATAMOROS  
FERRO**

Data Governance Expert  
**BASF Agricultural Solutions**



**ELIZAVETA  
YURINA**

Data Scientist  
**JetBrains**



**KRISZTINA  
PINTER**

Head of Global Service Planning &  
Data Governance  
**Sony**

**Moderator**

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**Future of Data Governance - What emerging trend will have the biggest impact on data governance in the next 3 years?**

① Start presenting to display the poll results on this slide.



## Data Governance

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### QUESTION 1

How does your industry approach customer data governance, and how do national/regional/international regulations impact updates to your framework?



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### QUESTION 2

Does having more data always lead to better business outcomes? How to balance business objectives and data management/governance framework?



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### QUESTION 3

How can businesses collect / leverage customer data effectively while avoiding "consent fatigue" and maintaining trust and compliance?





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## Key Takeaways



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# Question & Answer



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