



Monthly Newsletter

December 2022

DAMA NCR's Chapter Meeting

Chapter meetings are held quarterly, on the second Wednesday of the month. Next Chapter meeting will be on **Wednesday 14 December, 2022 at 17:00**; the invitation, presentation details, and agenda for next meeting will be forthcoming.

Please stay connected and [subscribe](#) to receive the monthly newsletter and emails from the NCR-RCN Chapter.

DAMA NCR Job Postings Forum

DAMA NCR created a [Job Postings Forum](#) to help members advertise available data-related job opportunities within their organizations to the DAMA NCR community. We maintain a distribution list of ~200 data community members in the NCR and hope this forum assists in facilitating resourcing demands. Subscribe to the Job Postings Forum to receive updates.

Education & Programs

Visit the Membership Portal's [Resources](#) to access discount codes and the [Upcoming & Past Events](#) page for consolidated events calendar. Login into your account for exclusive access.

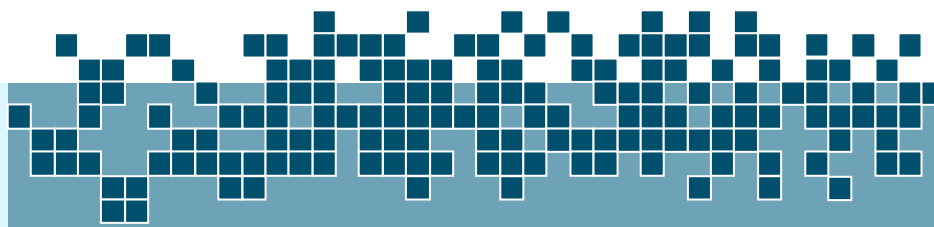
DAMA NCR-RCN Store

Welcome to the [DAMA NCR-RCN online store](#). Browse the selection of items available for purchase. DAMA members get a discount on all current books on offer.

Upcoming Events and Conferences

DAMA NCR-RCN Data and Drinks. ([Registration – free event](#)). December 13, 2022, 6:00 to 8:00 PM at 10 Fourteen Bar – 1014 Wellington St. West, Ottawa.

DAMA NCR-RCN is hosting monthly social events every third Tuesday of each month. Come join data professionals from the National Capital Region to socialize, strengthen business connections, get fresh ideas, and raise your professional profile.





US State SPI Opt-In Requirements for Marketers and Advertisers. ([Virtual](#)). January 24, 2023, 11:00 AM to 12:00 PM EST.

Important examples include the right to opt-out of data sharing and profiling, to limit the use of sensitive personal information (SPI), the right to rectification or correction, and the right to appeal. In this webinar, you will learn about the data types considered as SPI under each state law and the opt-in requirements for SPI. Learn the SPI differences between the CPRA, CDPA, and CPA – from what information is included in the definitions of SPI outlined by each law, to how to handle it, and what rights consumers have concerning their SPI.

Live Demo: Embark on Your Trust Journey with Consent and Preferences. ([Virtual](#)). January 31, 2023, 11:00 AM to 12:00 PM EST.

Learn how OneTrust can help achieve your marketing goals. 70% of consumers report that trust is more important now than ever before. Data transparency, particularly regarding consent and preferences, is critical to forming lasting customer relationships.

Convincing Stakeholders Data Governance is Essential ([Watch-on-Demand](#)).

Why there is need to convince stakeholders of the importance of Data Governance and why they should invest in Data Governance.

Understanding the Data You Have Before Applying a Governance Strategy ([Watch-on-Demand](#)).

Discuss the importance of knowing your data before applying a governance strategy.

Meet the data and analytics leaders driving business results with data (PODCAST 1) ([Recording](#)).

Rakuten's Takuya Kitagawa on Digital Twins, Getting a CEO to Love Data, and Moonshots.

Meet the data and analytics leaders driving business results with data (PODCAST 2) ([Recording](#)).

Etsy's Chu-Cheng Hsieh on Using Data to Develop a Thriving Marketplace.

Automating Data Policies: Retention, Classification, Minimization, and More ([Watch-on-Demand – YouTube](#)).

As businesses rely more heavily on the processing of personal data to create value, enforcement of data retention, classification, and minimization policies becomes more challenging for privacy and governance professionals. In the latest installment of our Future of Privacy Automation Series, learn how to automate data policy enforcement and policy violation remediation.



Data Radicals Podcast: “How to Be a Data Cheerleader” ([Watch-on-Demand](#)).

Data Radicals, a show about the people who use data to see things that nobody else can. This episode features an interview with Caroline Carruthers, co-author of The Chief Data Officer’s Playbook. In this episode, they discuss the traits of an effective chief data officer, how to drive transformation within an organization, and the importance of emotional intelligence.

ADM Monster-Sized Meet-Up: AI-Infused VSM ([Watch-on-Demand - YouTube](#)).

Session on how to Leverage AI-Infused VSM to Stay Relevant with our expert Don Jackson and guest Chris Trimper from Independent Health.

Policy Boundaries of Creative Machines. ([Watch-on-Demand - YouTube](#)).

“The realities of artificial intelligence have taken IP by storm. In every core subject matter—copyright, patents, and trademarks—AI has affected core questions.” It explores the equity implications of the interactions between AI and IP.

Articles

[Keys to Successful Data Governance](#). Unfortunately a lot of data governance programs fail and there are many reasons why.

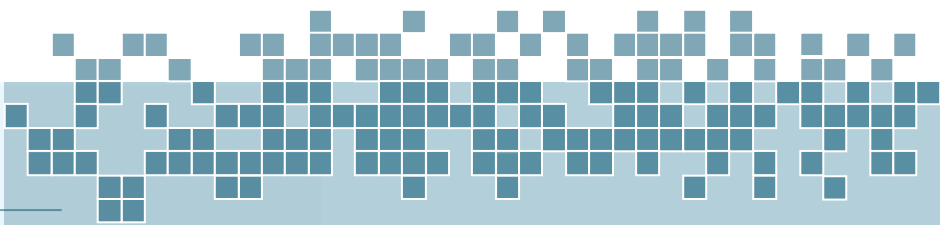
[Lean Data Governance Strategies](#). The goal of data governance is to ensure the quality, availability, integrity, security, and usability within an organization.

[Trends in Data Management: A 2022 DATAVERSITY Report](#). In today’s data-driven digital economy, organizations are increasingly looking for competitive advantages through reporting, analytics, and operational efficiencies. While this has been true for many years, there is an increasing maturity in the Data Management space as more organizations look to focus on Data Governance, Data Quality, and Data Security to ensure a solid data foundation for these efforts. (DOWNLOAD DOCUMENT)

[AI groups work to tune, release large language models](#). A group of AI researchers have joined forces to train and publicly release instruction-tuned large language models.

[Gain a Competitive Advantage with Enhanced Cloud Data Analytics](#). Data is commonly called “the food for artificial intelligence (AI)”. But in order to extract meaningful insights for faster and better decision-making, both structured and unstructured data must be used to achieve success. (DOWNLOAD DOCUMENT)

[White Label Analytics: What It Is, Why It Matters, Top 5 Benefits](#). White label analytics goes by various names: white label BI, custom analytics, OEM BI. All of them effectively mean the same thing: Making analytics your own. This in-depth article will give you an overview of how white labeling works, why it’s important, and what makes a good white-label analytics solution.





[Maximize the ROI of Your Enterprise Data Lake](#). With organizations embracing digitization in a big way, the generation of data has grown manifold. According to IDC, the growth of data will be huge across industries, from 16 zettabytes to 160 zettabytes.

[DataOps Observability: Taming the Chaos \(Part 1\) and \(Part 2\)](#). Observability is a methodology for providing visibility of every journey that data takes from source to customer value across every tool, environment, data store, team, and customer so that problems are detected and addressed immediately.

[Organizations need ‘privacy by design’](#). While data is the lifeblood of most organizations, it also poses a substantial liability. This blog looks at the important role data privacy programs play in modern endeavors for data protection. (DOWNLOAD DOCUMENT)

[Data Sharing Marketplaces for Dummies](#). It’s no secret that to fuel data-driven decision-making your business needs exceptional insights. To create them, the right people need fast, easy access to trusted, quality data. (DOWNLOAD DOCUMENT)

[What is data tracking plan, and why should engineers care](#). Data tracking plans keep everyone in your organization aligned on your data efforts, from the high-level strategy to the nittiest, grittiest details. (DOWNLOAD DOCUMENT)

[The Book Look: We The People \(Playbook for Data Ethics\)](#). We The People, by Kathy Rondon, leads us down the path of rethinking what we do with data today and also, for most of us, makes us realize that we often do not consider ethics when using data today to make business decisions.

[Modern Data Integration for DataOps](#). When you think of DataOps, know that it is not just a technology platform. The concept of DataOps requires a change in mindset and a change in how you put together teams and processes. Learn about the core of the DataOps practice. You will see how this modern data integration platform provides speed, flexibility, resilience, and reliability. (DOWNLOAD DOCUMENT)

[The Dollars and Sense of DataOps](#). The data leader’s role is not seen as valuable unless it focuses on stakeholders’ KPIs (so say the experts at Gartner). The rapidly emerging practice of DataOps is rising to the challenge – but what, exactly, does DataOps mean for your bottom line? (DOWNLOAD DOCUMENT)

[ESG: Improving data quality & analytics with DataOps](#). According to ESG research, 90% of respondent organizations plan to make moderate to extensive investments in DataOps over the next year. The fact of the matter is, all organizations experience the challenges that drive DataOps adoption – but only those with an effective strategy are able to overcome them. (DOWNLOAD DOCUMENT)

[Master Data Management Solution Selection Guide](#). Solutions available in the Master Data Management market are both similar and different. Data leaders may spend time comparing capabilities that can be fulfilled by any solution but miss the finer capabilities that will make a difference to your organizational needs. This independent selection guide by analyst Henrik Liliendahl will give you an assessment of the Master Data Management market and compare the solutions you need to know about. (DOWNLOAD DOCUMENT)

