Northern Virginia Chapter ARMA NOVA
Building Success Through Relationships

Welcome to our May Webinar

- **ARMA NOVA Goals:**
  - Increase chapter membership and participation
  - Provide opportunities for Learning, Networking and Educational Credits
- Events and new meeting formats – Webinars and virtual events
  - Easier to network and gain information to advance information governance programs and career
  - Staying safe with remote meetings!
- Continued partnership with ARMA Metro MD, AIIM and others
- Welcome to the 2021 ARMA NOVA Board (https://arma-nova.org)
  - President: Dan Beard
  - Vice President: Richard Hogg
  - Secretary: Jack McFarlane
  - Treasurer: Mary Beth Weaver
  - Education Director: Elizabeth Adkins
  - Director at Large: Liane Cooper
  - Membership Director: Elisabeth Butler

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We greatly appreciate the support of our sponsors in making our educational programs possible

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ARMA NOVA Upcoming Events

Dan Beard, Chapter President

- **June 16th – "3 Apples – The History and Future of Privacy"**
- **Speaker: Trevor Hughes, President & CEO, IAPP**
- **Join us on the Board for next year! We are losing a Board Member and need you.**
  - **Network with diverse group of Info Gov professionals**
  - **Build resume with volunteer work and Board experience**
  - **Meet our speakers and grow your skills**

Check out our website for upcoming events:

ARMA NOVA - Programs (arma-nova.org)

Northern Virginia Chapter ARMA NOVA
Building Success Through Relationships

Today's Event

The Next Big Thing - "Small" Data

Speakers:

Dean Gonsowski, Esq., Chief Revenue Officer, ActiveNav

Matthew Krengel, Esq., Director of Information Governance & Retention Counseling, Cooley LLP

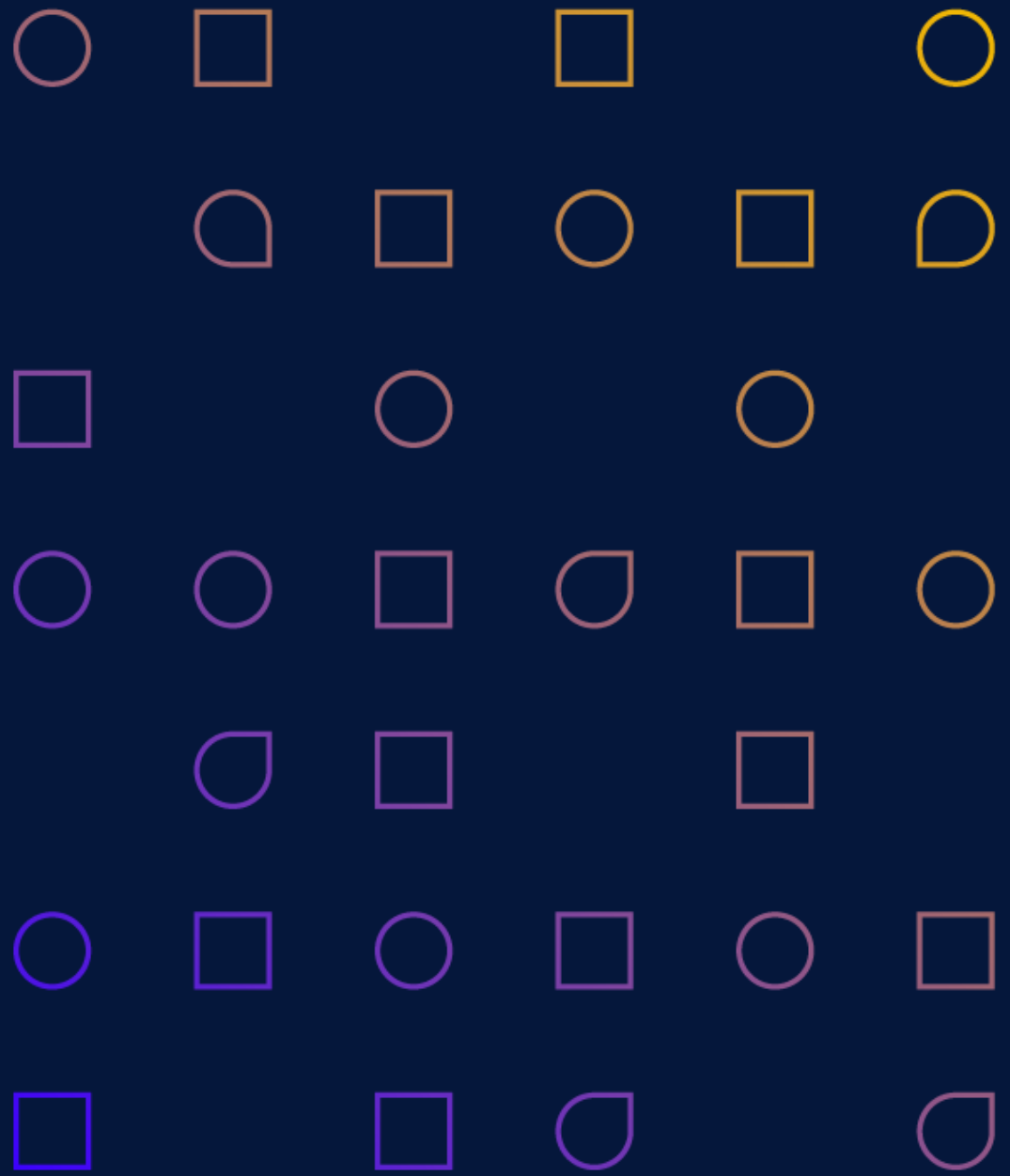
The Next Big Thing - "Small" Data

DATE

Wednesday, May 19th, 2021

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Disclaimer

The opinions discussed in today's presentation are those of the individual and do not represent the firms/companies/entities that they may be affiliated with.



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Meet Your Speakers



Dean Gonsowski, Esq.

Chief Revenue Officer

ACTIVENAV



Matthew Krengel, Esq.

Director of Information Governance & Retention Counseling

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Agenda

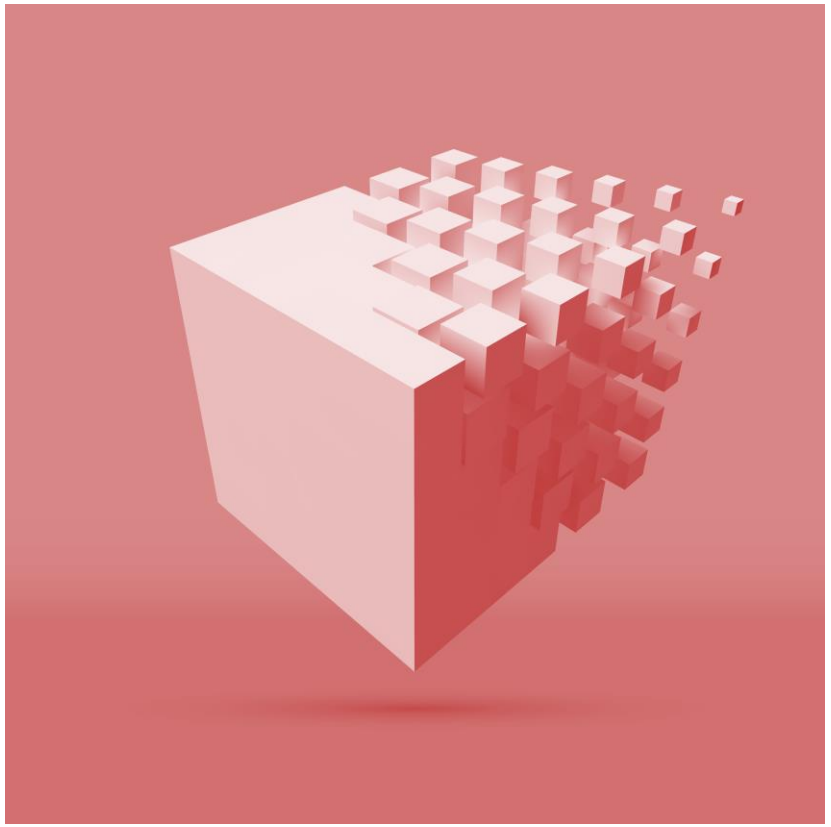
- Breach Impact
- Regulatory Landscape
- Minimization by Design
- File Analysis
- Ephemeral Data
- Takeaways



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Is Bigger Better?

- The terabyte age is quickly morphing into the petabyte age
- Information utility is often being measured in hours and days instead of weeks and months
- “Realized” value of information needs to be measured versus the perceived value of data



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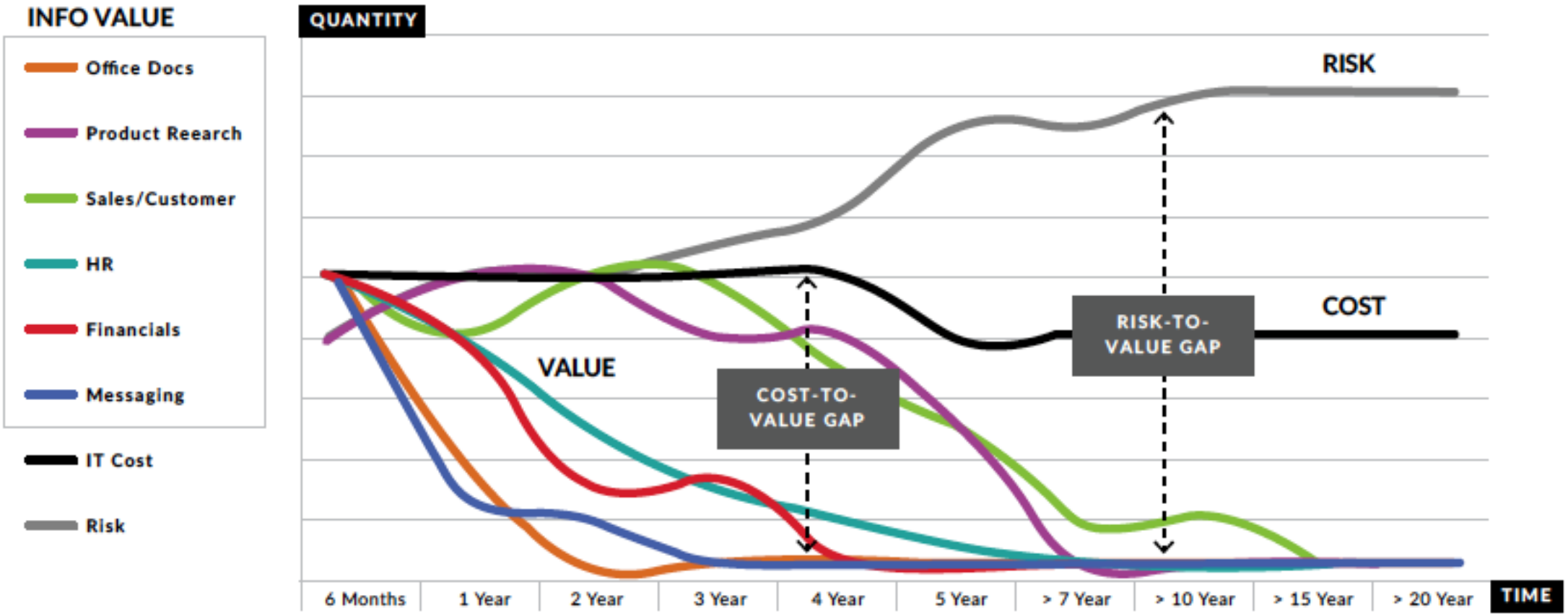


“Three decades of innovation in the archiving, backup and recovery industry have made it nearly impossible to truly ‘forget’…”

Nader Henein
Gartner Analyst

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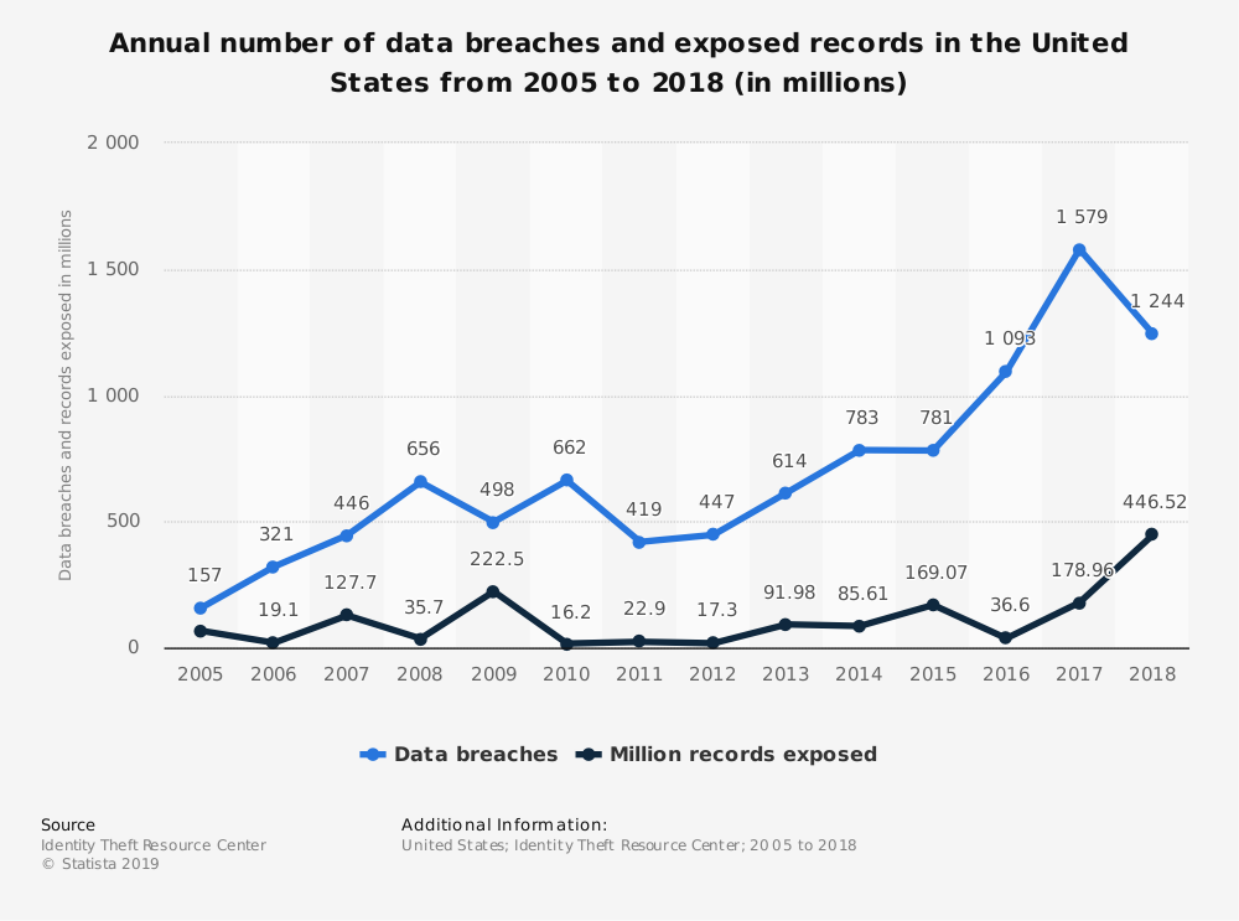
Value Decreases Over Time While Risk Increases



Source: CGOC (2018)

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Threat of Data Breaches as a Motivator



The United States saw 1,244 data breaches in 2018 and had 446.5 million exposed records.

Source Identity Theft Resource Center

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Breach Landscape

- In 2020, it take an average of 280 days to contain a breach
- The average cost for each stolen record containing sensitive and confidential information is $150
- Breaches are **getting more frequent and expensive**

Source: Ponemon Institute – 2020 Cost of Data Breach Study

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What is Data Minimization?

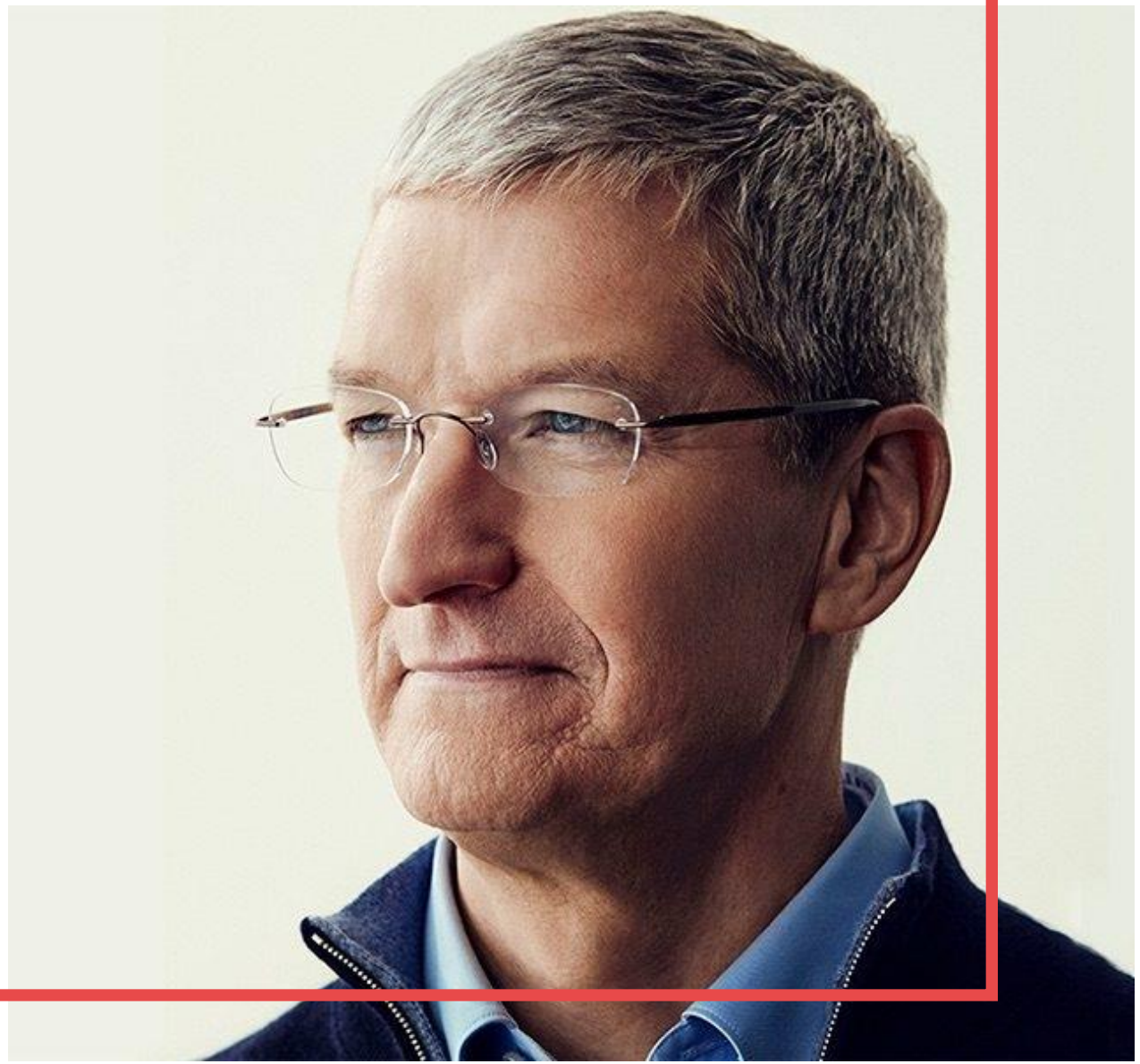
- The concept that companies should limit the data they collect and retain to perform particular tasks and dispose of it once they no longer need it

- Reducing the amount of data stored reduces the amount of data that can be misused or leaked



Source: FTC Staff Report, "Internet of things: Privacy & Security in a Connected World"

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In 2019, it's time to stand up for the right to privacy—yours, mine, all of ours. Consumers shouldn't have to tolerate another year of companies irresponsibly amassing huge user profiles, data breaches that seem out of control and the vanishing ability to control our own digital lives.

That's why I and others are calling on the U.S. Congress to pass comprehensive federal privacy legislation—… I laid out four principles that I believe should guide legislation:

First, the right to have ***personal data minimized****…"*

Tim Cook, CEO Apple

California Privacy Rights Act Requirements (CPRA)

The CPRA mandates that personal information should be collected "only to the extent that it is relevant and limited to what is necessary in relation to the purposes for which it is being collected, used and shared." CPRA §3B(3)



Source: https://www.natlawreview.com/article/businesses-should-begin-assessing-their-data-practices-order-to-meet-california

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NY Cyber Regulations



Section 500.13 Limitations on Data Retention.

As part of its cybersecurity program, each Covered Entity shall include policies and procedures for the secure disposal on a periodic basis of any Nonpublic Information

. . . that is no longer necessary for business operations or for other legitimate business purposes of the Covered Entity, except where such information is otherwise required to be retained by law or regulation, or where targeted disposal is not reasonably feasible due to the manner in which the information is maintained.

Source: https://www.dfs.ny.gov/docs/legal/regulations/adoptions/dfsrf500txt.pdf

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European Union's GDPR

Article 5

1. Personal data shall be:

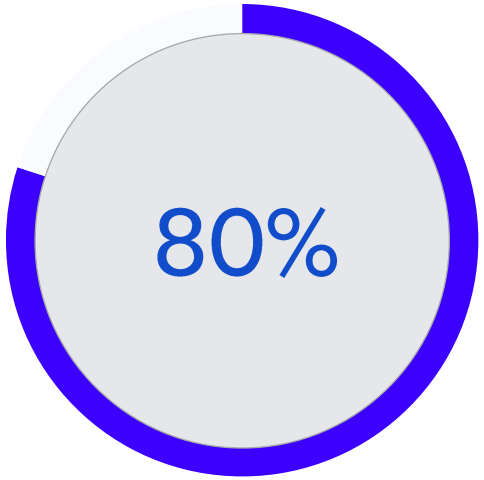
- (c) adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed (data minimisation)"



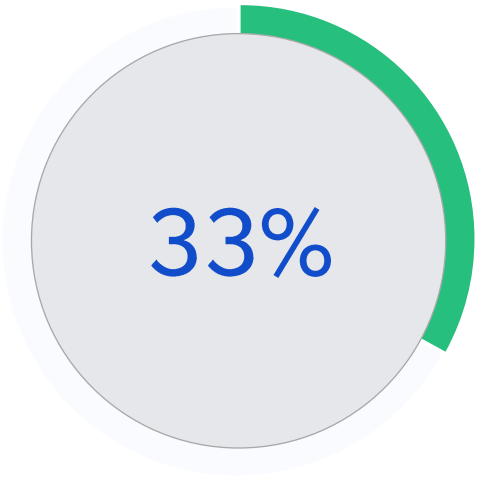
Source: https://gdpr-info.eu/art-5-gdpr/

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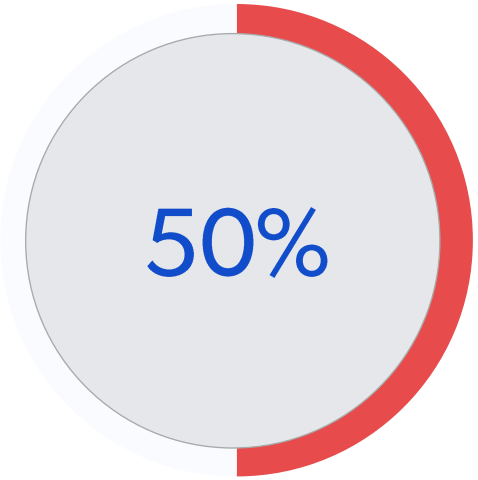
A Data Estate



Unstructured Data: 80% of the data footprint for an organization



33% of stale data stores haven't been touched in three years or more



By 2022, 50% of organizations will include unstructured, semi-structured and structured data within the same governance program

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Data Risk Questions

- What do we have?
- Should we have it?
- Who can get to it?
- Should they be able to?
- Should we delete it?



Data Minimization & Risk Management

- The less personal information an organization collects and retains, the less information which is vulnerable to data security incidents
- Reduced effort (and cost) required to safeguard personal information or respond to data security incidents
- Dispose of or de-identify collected personal information when it is no longer required



Data Minimization – Via Gartner

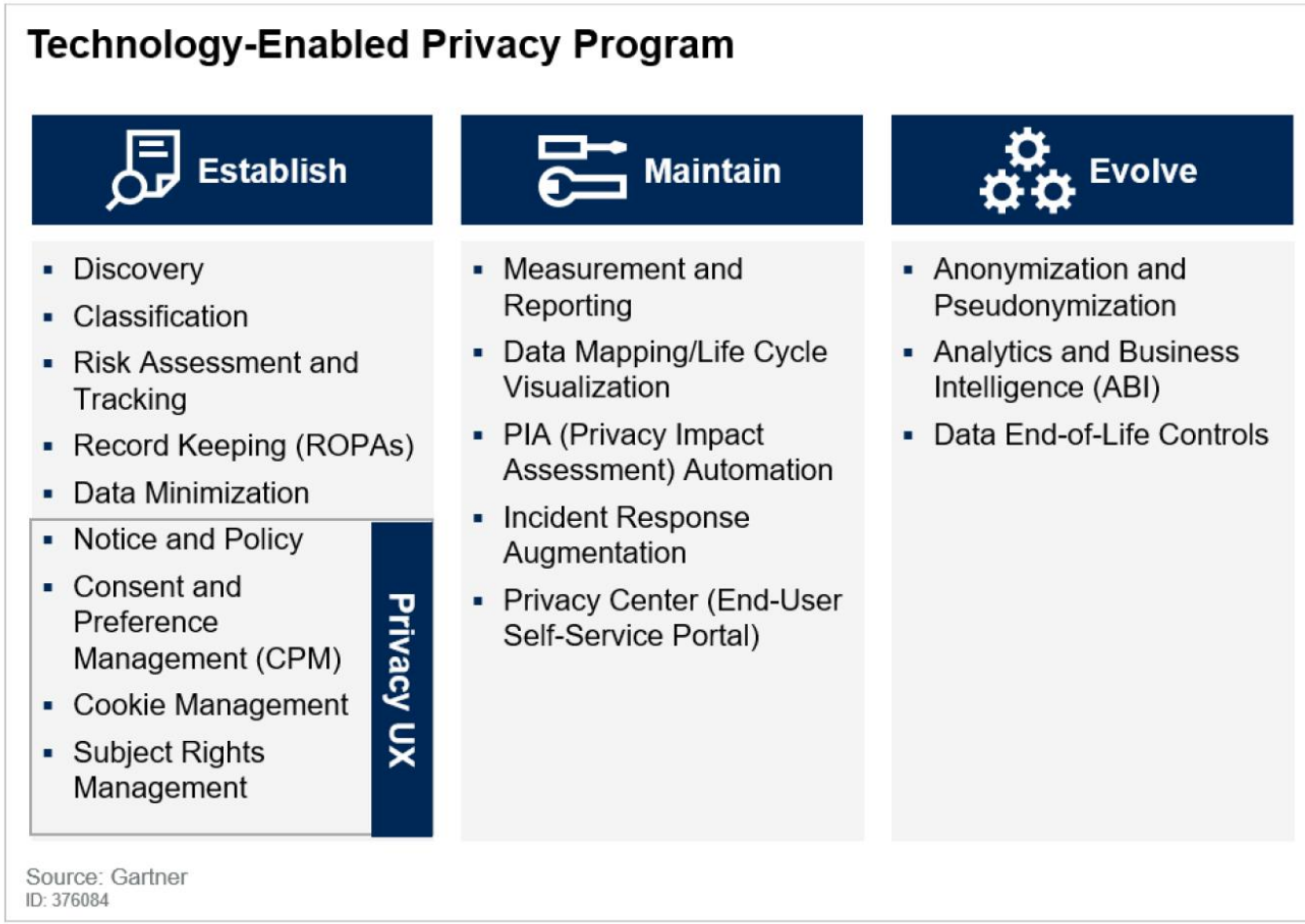
In the establish phase, data minimization focuses on deletion of large swathes of data that is no longer in use and that does not have any regulatory retention requirement…

--Gartner, The State of Privacy and Personal Data Protection (April, 2019)

…At later stages, this shifts to tokenization to reduce the privacy risk and maintain utility

--Gartner, The State of Privacy and Personal Data Protection (April, 2019)

Figure 1. The Three Stages of a Technology-Enabled Privacy Program



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Minimization by Design

- Minimization concepts to be built in during the earliest phases of a data accumulation program

- Consider why your organization might retain any category of content in the first place

- The less information you collect – the less you have to store and manage



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A Roadmap

- Acquire data progressively, and only when genuinely needed
- Clearly state your purpose
- Give back
- Minimum data, maximum utilization
- Keep it simple



Why File Analysis?

Data discovery should be the first step in any data minimization project.

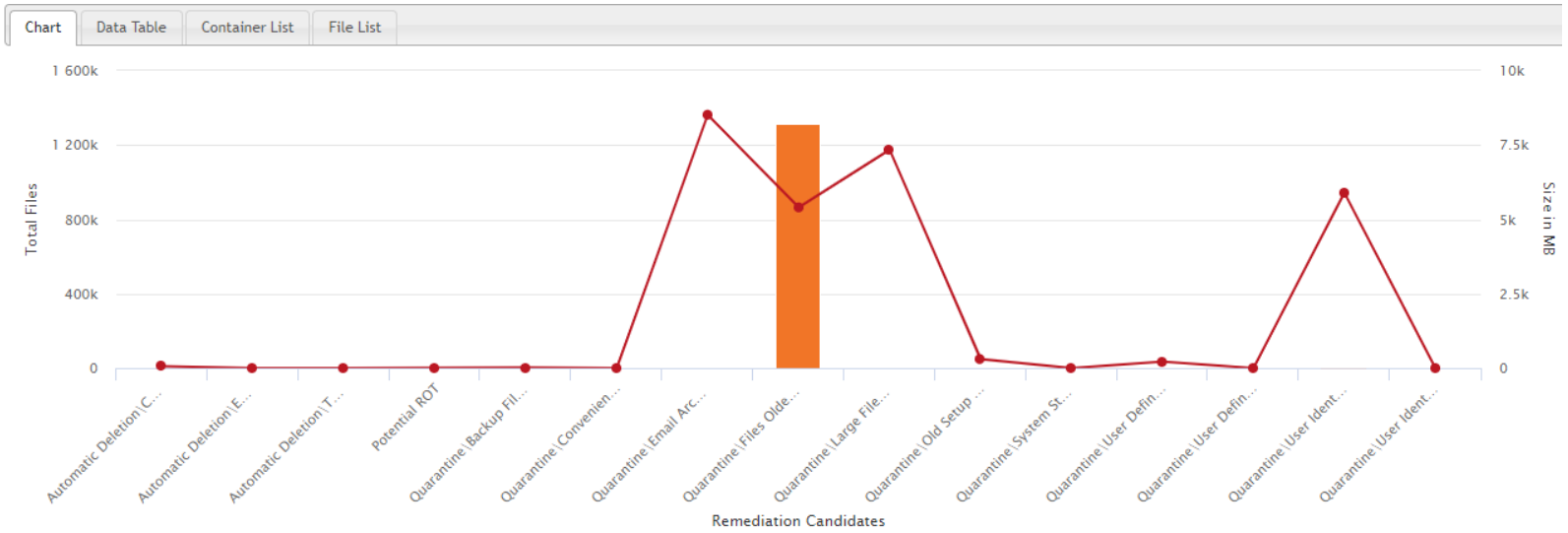
Data Discovery	Data Cleansing	Data Modeling	Metadata Tagging	Migration
Inventory content in target repositories: • File shares, SharePoint etc.	Identify & delete: • ROT • Duplicate • Sensitive	Develop rules for categorizing files into records schedules, knowledge sharing taxonomies, etc.	Develop metadata fields based on taxonomies and rules & auto-tag content	Migrate files with end repository metadata and structure

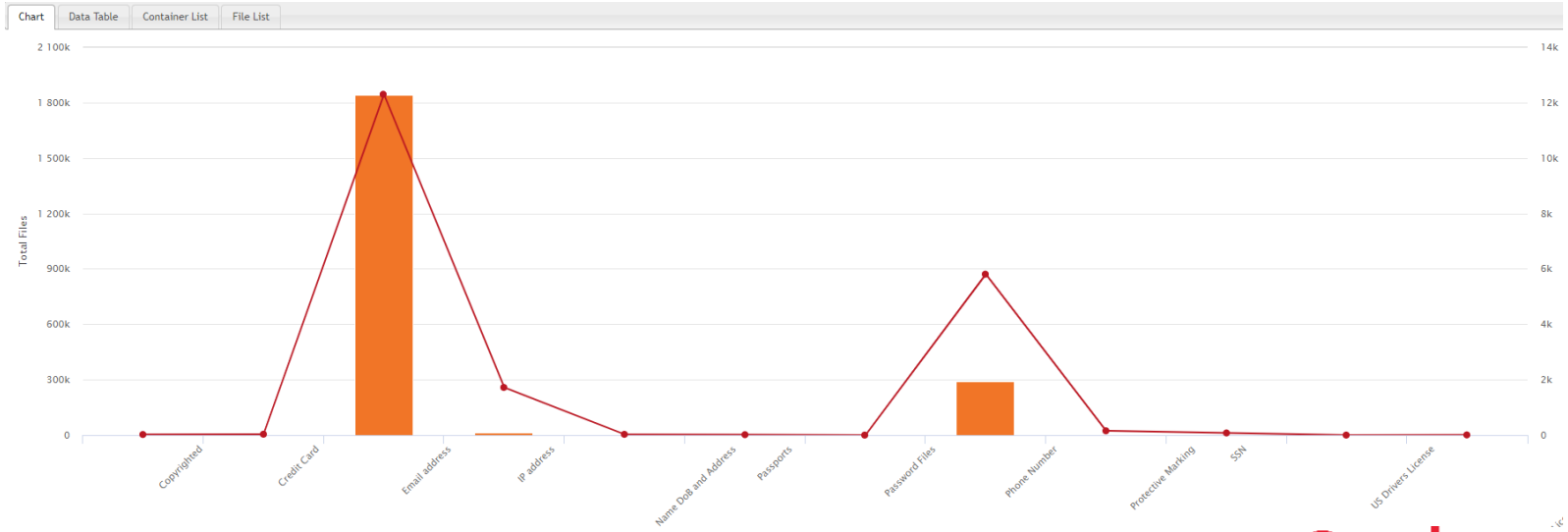


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Data Inventory

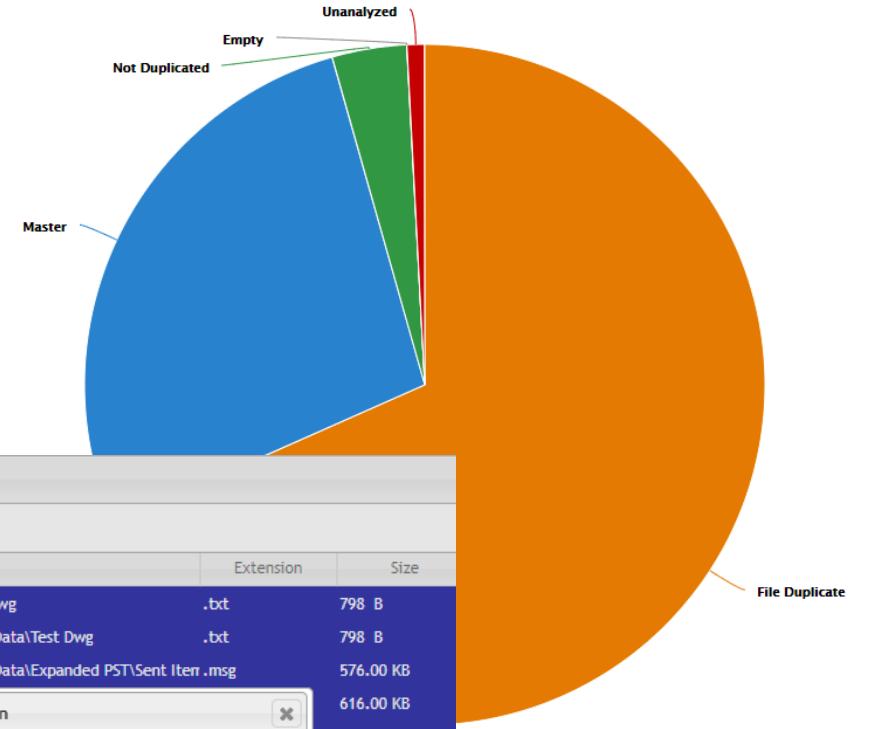
- Understand what data you currently have, including Redundant, Obsolete and Trivial (ROT) data, which can be quarantined or deleted
- This **mitigates the risk** posed by storing unnecessary data

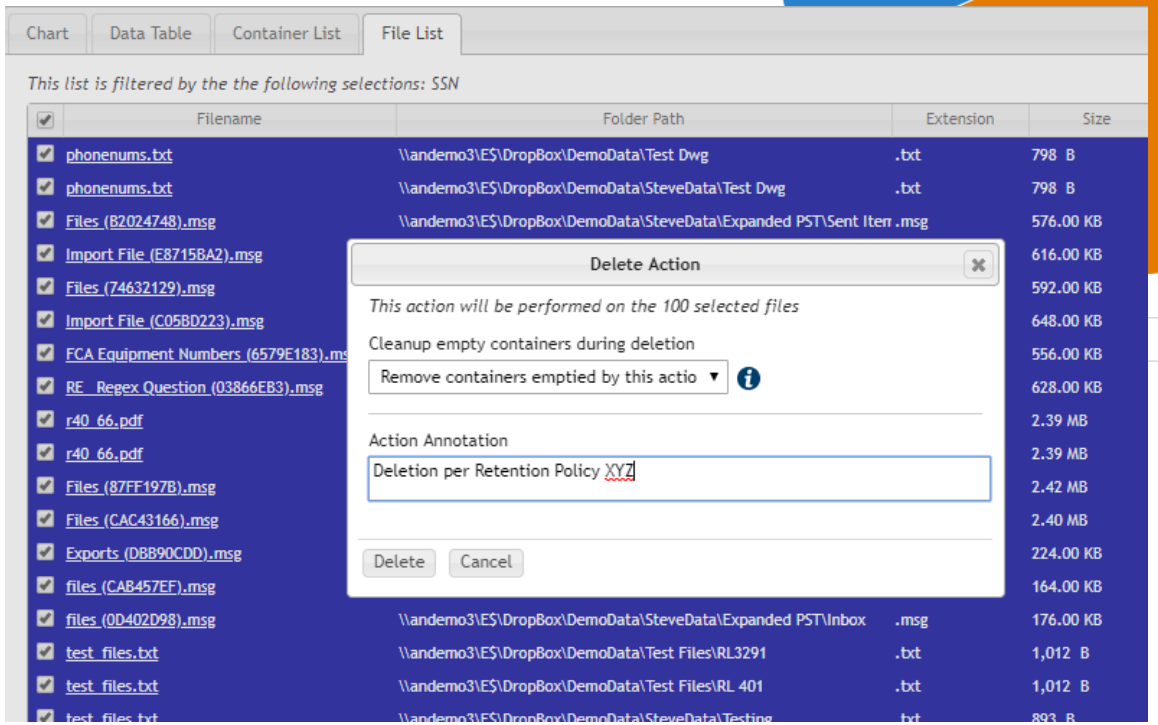




Data Cleaning

- **Reduce your information** estate by at least 40%, allowing for more targeted further discovery and classification thereafter.

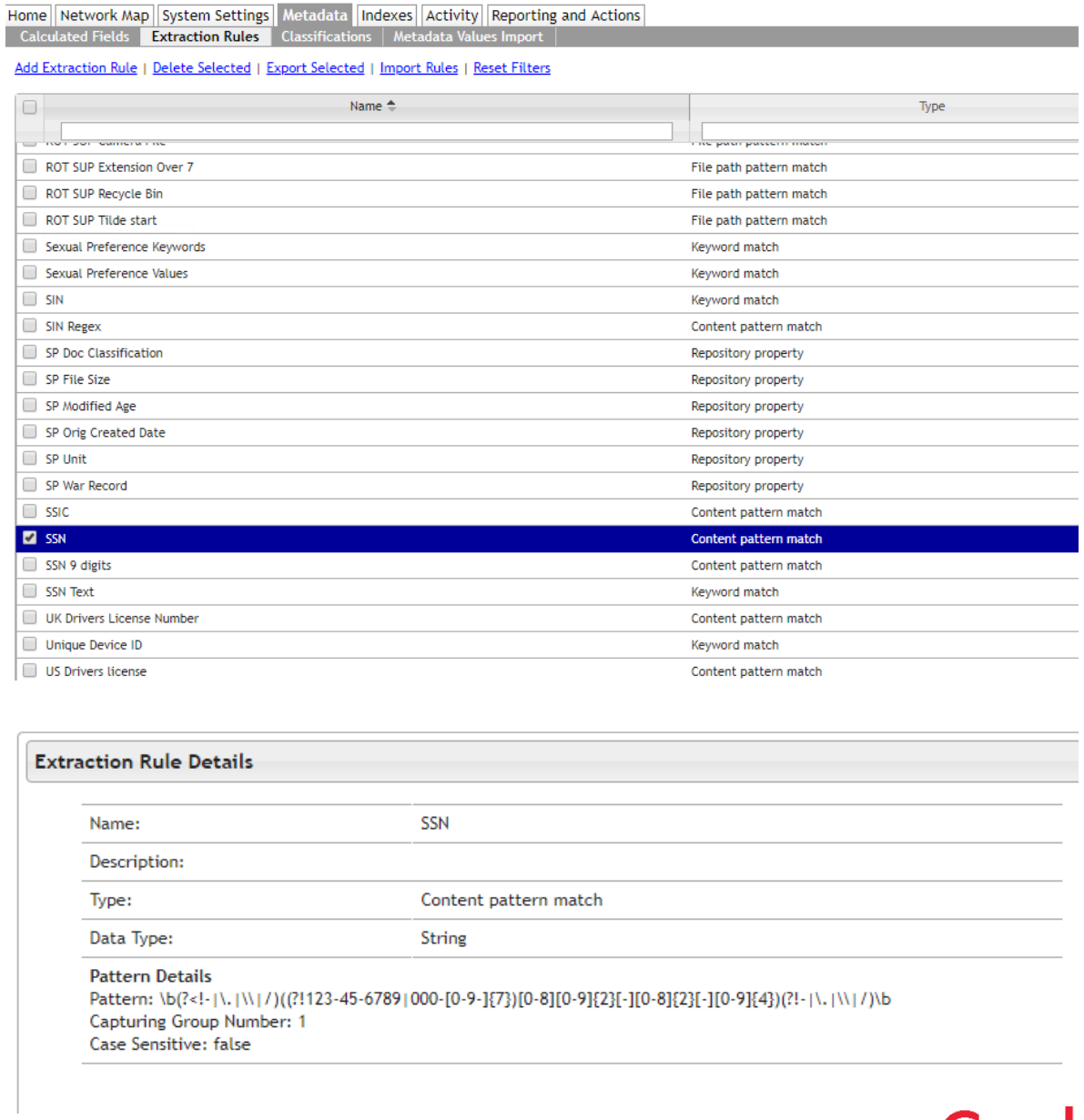




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Maintain Compliance

- ActiveNav has automatic workflows which use different rules to capture personal data such as *Name, Address and DoB* and *SSN* rules to build out possible in-scope data that can be scanned for an individual's data
- This helps to quickly fulfil consumer data access requests – reducing compliance liability



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Conclusion: Strategies For Data Minimization

- Minimization concepts to be built in during the earliest phases of a data accumulation program
- Consider why your organization might retain any category of content in the first place
- The less information you collect – the less you have to store and manage
- Acquire data progressively, and only when genuinely needed
- **Minimum data, maximum utilization**



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Questions?



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Thank you!

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Closing

Dan Beard, Chapter President

Reminder - materials will be shared on the chapter website

Coming Up!

- **June 16th – "3 Apples – The History and Future of Privacy"**
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