



eBook

A Framework for Navigating the Modern Regulatory Landscape

Turn compliance into a strategic value driver with this framework for managing complex and evolving regulatory requirements.

Where data & AI come to  LIFE[™]

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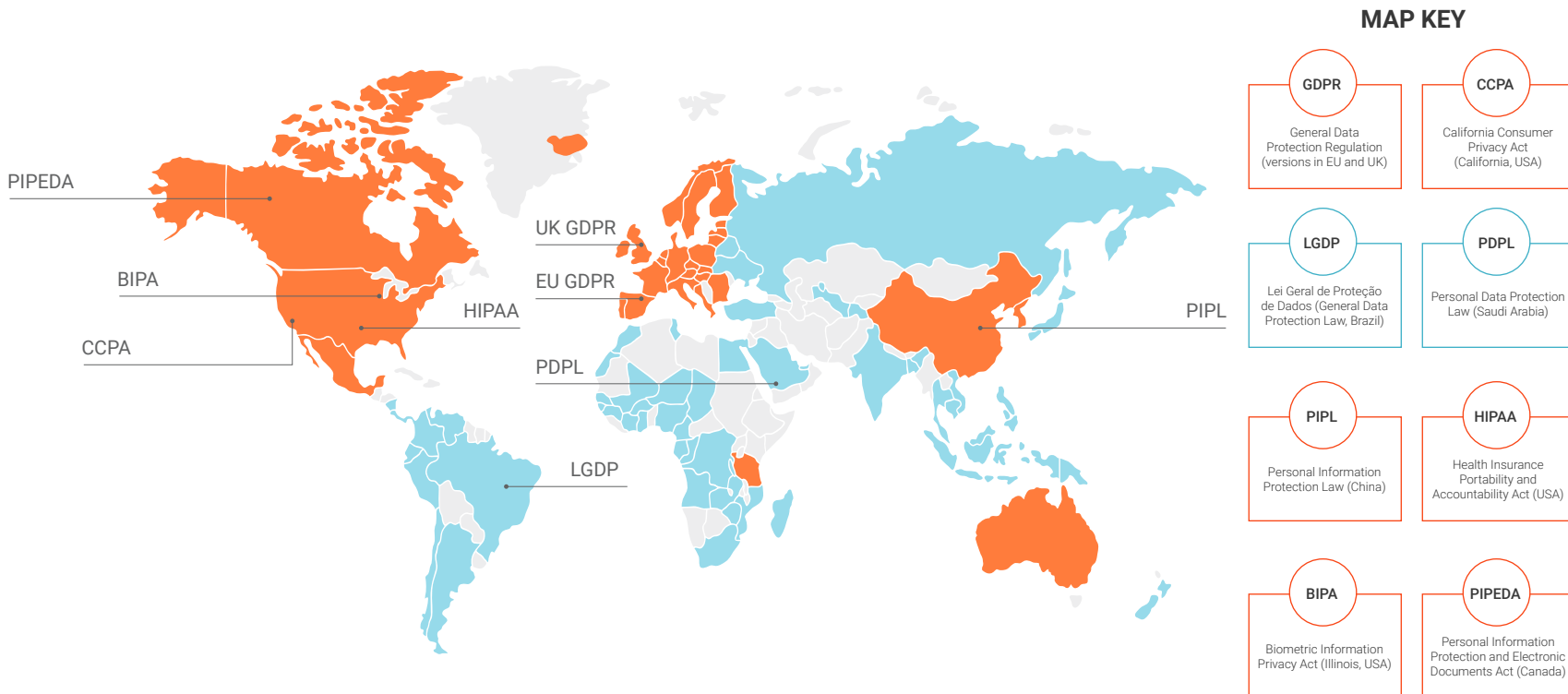
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Mastering Compliance: From Moving Target to Competitive Edge

For compliance, governance and IT professionals in multinational organizations, managing continuously changing requirements that vary by region is a major challenge – with dire consequences when compliance efforts fall short.

However, it's possible to turn today's complex tapestry of regulatory requirements* into an advantage with a strategic approach to compliance.



*Throughout this framework, "regulatory requirements" encompasses law, regulations, standards, frameworks and codes of practice that create obligations for how organizations manage data.

By organizing the regulatory challenges you face into four universal themes, you'll not only effectively manage compliance, but turn it into a key value driver for your organization.

Read on to learn how you can stay ahead of rapidly evolving requirements (and competitors) with our framework for tackling:



1

Data compliance



2

Resilience and security



3

Data sharing and portability



4

AI governance





1. Data Compliance

Follow this checklist to satisfy a wide variety of regulations and improve data quality for AI enablement.

Across jurisdictions, data compliance requirements share common obligations to protect individuals from the misuse of their personal information:

1. Know what sensitive personal data you hold
2. Ensure data is accurate and necessary
3. Protect sensitive data appropriately
4. Demonstrate accountability for what you do with data

The data compliance checklist

- Sensitive data discovery and mapping
- Data minimization controls
- Accuracy and quality monitoring
- Storage limitation
- De-identification and anonymization
- Data sharing, including cross-border transfers
- Audit and accountability
- Risk assessment

Applicable regulatory requirements include:

- EU/UK General Data Protection Regulation (GDPR)
- US state laws such as California's Consumer Privacy Act (CCPA)
- Brazil's Lei Geral de Proteção de Dados (LGPD)
- Saudi Arabia's Personal Data Protection Law (PDPL)
- China's Personal Information Protection Law (PIPL)
- Sector-specific regulations like Health Insurance Portability and Accountability Act (HIPAA) and Illinois' Biometric Information Protection Act (BIPA)



2. Resilience and Security

Minimize risk to the business and make trust a central brand promise while meeting industry security standards.

Operational resilience and security requirements focus on your ability to prevent, withstand and recover from disruptions.

The following obligations ensure continuity of critical business operations and protect against data loss, breaches and systemic failures:

1. Identify critical functions and dependencies
2. Implement appropriate safeguards
3. Maintain the ability to restore operations within acceptable timeframes

The resilience and security checklist

- Critical data asset inventory
- Data dependency mapping
- Policy-driven access control
- Trusted, high-quality data
- Third-party risk management

Applicable regulatory requirements include:

- EU Digital Operational Resilience Act (DORA)
- BCBS 239
- NIS2 Directive
- NIST Cybersecurity Framework
- ISO 27001
- SOC 2



3. Data Sharing and Portability

Cover your bases on legal controls while increasing transparency and improving customer experiences.

Data sharing and portability requirements aim to reduce lock-in, promote competition and give individuals and businesses greater control over their data.

These obligations ensure data mobility, interoperability and fair access with appropriate controls:

1. Provide data in standardized formats
2. Enable secure transfer mechanisms
3. Maintain transparency about data flows

The data sharing and portability checklist

- Robust data integration flows
- Stringent data standardization
- Transparent data lineage
- Enforceable data sharing agreements
- Data quality for sharing

Applicable regulatory requirements include:

- EU Data Act (IoT, B2B, B2G)
- EU Data Governance Act
- EU Financial Data Access (FIDA)
- UK Open Banking (CMA)
- EU Digital Markets Act (DMA)



4. AI Governance

Bring responsibility and accountability to AI initiatives as you increase efficiency through automation and turn data into actionable business intelligence.

AI governance requirements address the unique risks posed by automated decision-making and machine learning systems.

Obligations focus on ensuring AI systems are developed and deployed with appropriate human oversight and accountability. These include:

1. Transparent AI use
2. Human oversight for high-risk applications
3. Data quality for training and inference
4. Ongoing monitoring for bias, drift and unintended consequences

The AI governance checklist

Data, system and model inventory

AI-ready data

Consistent approval workflows

Data and model lineage

Bias detection and fairness monitoring

Human oversight

Alignment to emerging laws, regulations, standards, frameworks and orders

Applicable regulatory requirements include:

- EU AI Act
- NIST AI Risk Management Framework
- ISO 42001 (AI Management Systems)
- ISO 23894 (AI Risk Management)
- ISO 23053 (AI Trustworthiness)
- Emerging national AI strategies and executive orders

How Informatica Transforms Compliance from a Cost Center to a Value Center

Informatica simplifies data and AI governance with tooling across four pillars of compliance capabilities that build trust and accelerate ROI.

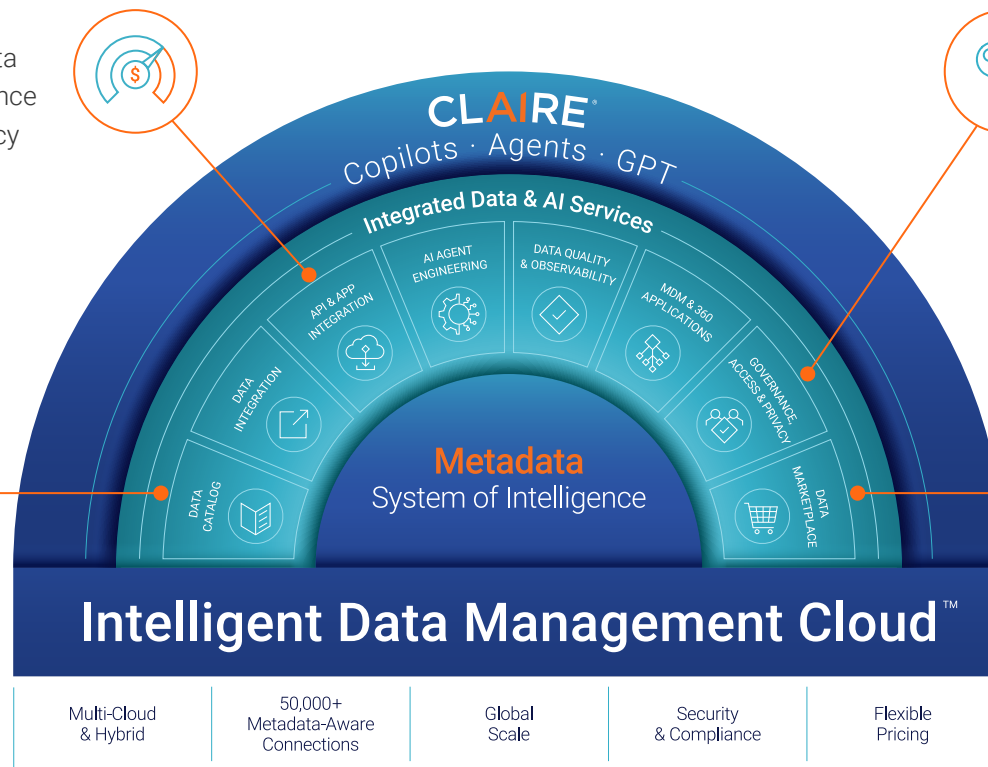
Observe: Continuously observing and monitoring data and AI systems for performance and impact to ensure accuracy and responsibility



Control: Effectively governing access to data and AI assets while ensuring safety and compliance



Inventory: Maintaining a comprehensive inventory of data assets, AI models, systems and projects



Deliver: Delivering relevant, trusted data and expanding the definition of data quality

Turn Regulatory Compliance into a Strategic Enabler



[WATCH VIDEO](#)

About Us

About Informatica

Informatica from Salesforce is a leader in AI-powered enterprise cloud data management. Its Intelligent Data Management Cloud (IDMC) platform enables organizations to connect, manage and unify AI-ready data across the enterprise. With capabilities spanning data cataloging, integration, governance, quality, privacy, metadata management and master data management, Informatica supports a broad partner ecosystem and helps customers unlock the full value of their data and AI initiatives.

About Salesforce

Salesforce is the #1 AI CRM, empowering companies to connect with their customers in a whole new way through the power of artificial intelligence, data, and trust. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

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