

05 Nov, 2024

Data and AI Governance through IDMC

- Anita Ayyagari, Senior Solutions Architect, CSA

Where data
& AI come to 

Housekeeping Tips



- Today's Webinar is scheduled for **1 hour**
- The session will include a webcast and then your questions will be answered live at the end of the presentation
- All dial-in participants will be muted to enable the speakers to present without interruption
- Questions can be submitted to "All Panelists" via the **Q&A option** and we will respond at the end of the presentation
- The webinar is **being recorded** and will be available on our [Success Portal](#) - where you can download the **slide deck** for the presentation. The link to the recording will be emailed as well.
- Please take time to complete the **post-webinar survey** and provide your feedback and suggestions for upcoming topics.

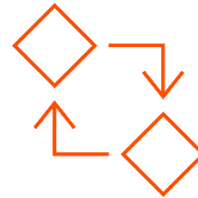
Feature Rich Success Portal



**Bootstrap trial and
POC Customers**



**Enriched Customer
Onboarding
experience**



**Product
Learning Paths
and Weekly
Expert Sessions**



**Informatica
Concierge**



**Tailored training
and content
recommendations**

More Information



Success Portal

<https://success.informatica.com>



Communities & Support

<https://network.informatica.com>



Documentatio n

<https://docs.informatica.com>



University

<https://www.informatica.com/in/services-and-training/informatica-university.html>

Safe Harbor

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Agenda

- **Data Governance & Frameworks**
- **AI Governance & Frameworks**
- **Interconnection between Data Governance and AI**
- **Principles of Responsible AI**
- **Challenges in Implementing Data and AI Governance**
- **Implementing Data Governance and AI through IDMC**
- **Case Studies**

Data Governance & its Objectives



A framework of processes, policies, and standards that govern the collection, storage, management, quality, and access to data within an organization

Objectives:

- Ensure data accuracy, security, accessibility, and regulatory compliance.
- Foster a culture where data is treated as a strategic asset.

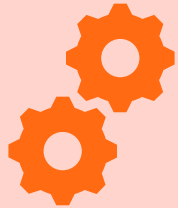
Components of Data Governance

- **Data Quality:** Ensures that data is accurate, complete, reliable, and timely, which is essential for correct analysis and business decisions.
- **Data Management:** Organizes, stores, and maintains data, covering data lifecycle management, metadata management, and version control.
- **Data Policies and Standards:** Rules and guidelines that govern how data is collected, processed, and used, ensuring consistency and compliance with regulations like GDPR and CCPA.
- **Data Security and Privacy:** Protects data from unauthorized access and breaches, especially sensitive and personal data.
- **Data Stewardship and Ownership:** Assigns roles and responsibilities for the quality and ethical use of data.
- **Compliance and Regulatory Alignment:** Ensures adherence to data protection laws, reducing the risk

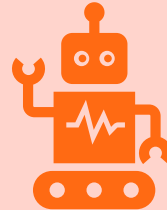


AI Governance

Definition



AI GOVERNANCE IS THE SET OF PROCESSES, POLICIES, AND TOOLS THAT BRING TOGETHER DIVERSE STAKEHOLDERS ACROSS DATA SCIENCE, ENGINEERING, COMPLIANCE, LEGAL, AND BUSINESS TEAMS TO ENSURE THAT AI SYSTEMS ARE BUILT, DEPLOYED, USED, AND MANAGED TO MAXIMIZE BENEFITS AND PREVENT HARM.



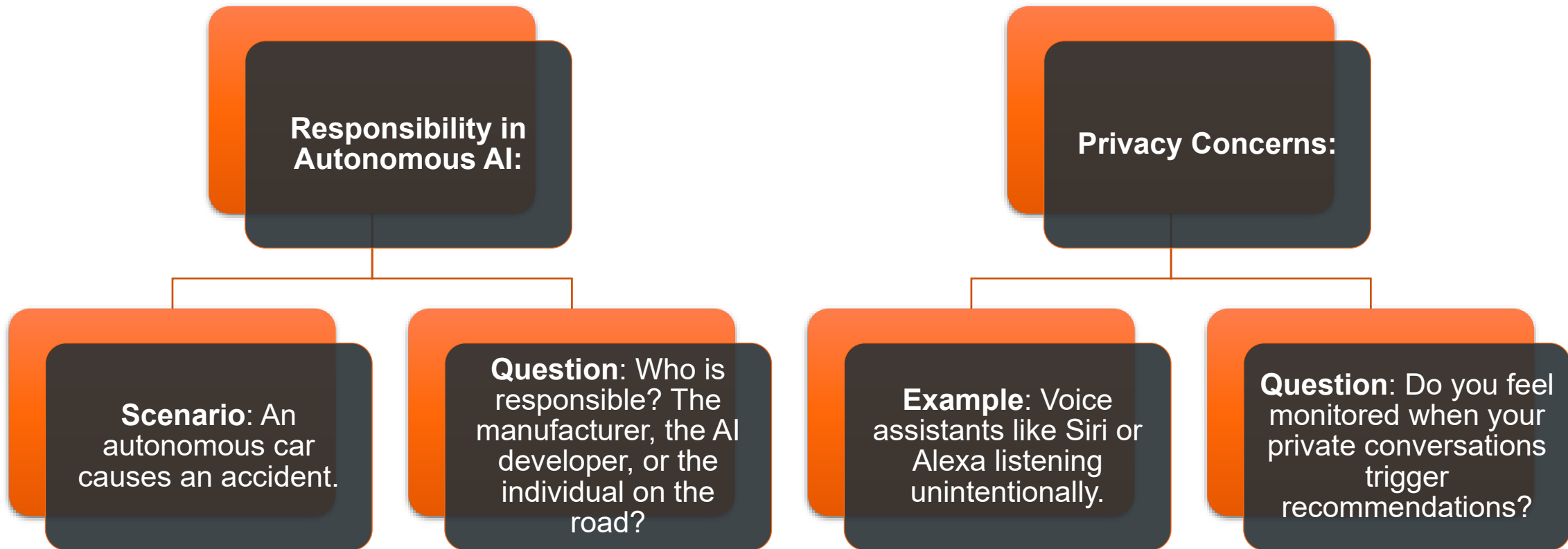
AI GOVERNANCE ALLOWS ORGANIZATIONS TO ALIGN THEIR AI SYSTEMS WITH BUSINESS, LEGAL, AND ETHICAL REQUIREMENTS THROUGHOUT EVERY STAGE OF THE ML LIFECYCLE.



AI GOVERNANCE IS A SET OF PRINCIPLES, PRACTICES AND FRAMEWORKS THAT ENSURE THE RESPONSIBLE AND ETHICAL USE OF AI

AI Governance: Why It Matters

Purpose of AI Governance-To Ensure AI systems operate safely, ethically and legally respecting human rights.



Examples of failures of AI Models:

Some failures of AI Models:

COMPAS (Correctional Offender Management Profiling for Alternative Sanctions): This AI model, used in the U.S. criminal justice system to predict recidivism rates, was found to have racial biases. A study by ProPublica revealed that COMPAS disproportionately flagged Black defendants as being at higher risk of re-offending compared to White defendants, even though the actual crime rates didn't reflect this discrepancy.

Amazon's Recruiting Algorithm:

In 2018, Amazon discontinued an AI-based hiring tool after discovering it was biased against women. The model was trained on historical hiring data, which reflected a male-dominated workforce, leading the AI to penalize resumes that included words associated with women, such as "women's college."

Facial Recognition Software:

Research by MIT and Georgetown University found that facial recognition systems from tech giants like IBM, Microsoft, and Amazon had significantly higher error rates for identifying women and people of color, especially dark-skinned women. These models, trained on datasets lacking diversity, showcased the dangers of biased data.

Principles of Responsible AI

Ethical Frameworks are crucial to guide AI development and Deployment.



FAIRNESS AND
BIAS MITIGATION



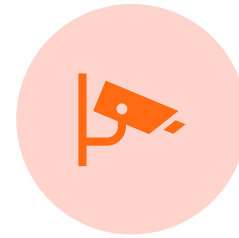
TRANSPARENCY
AND
EXPLAINABILITY



PRIVACY AND
DATA
PROTECTION

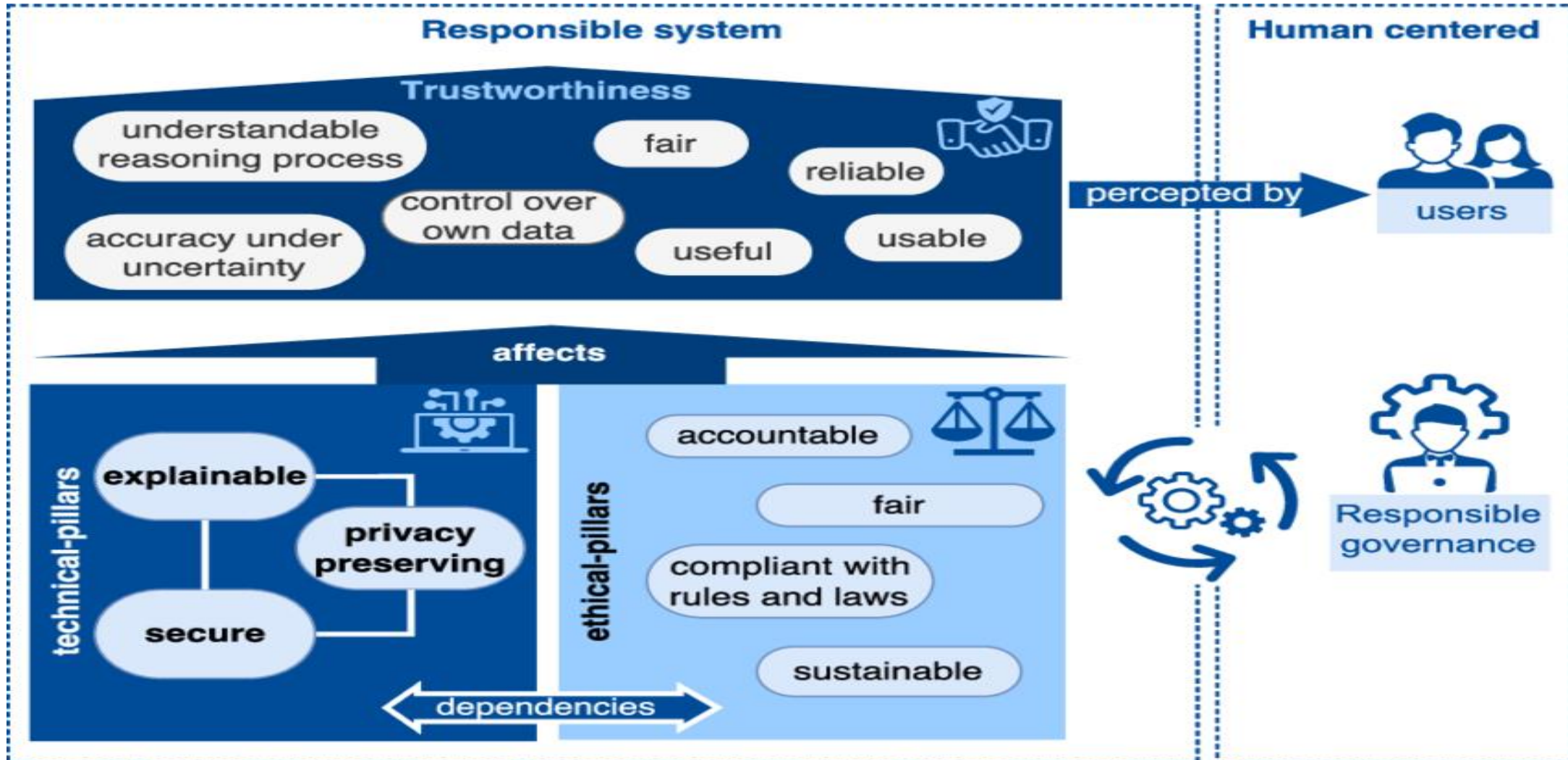


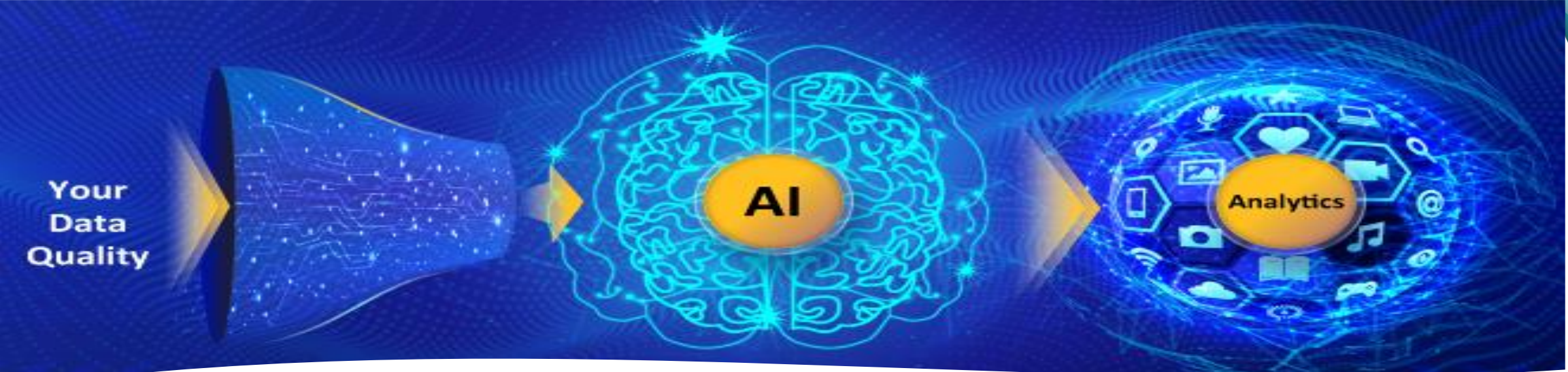
ACCOUNTABILIT
Y AND
GOVERNANCE



SAFETY AND
SECURITY

Responsible AI Frameworks





Governed Data – An Optimal Fuel for Effective AI/ML

- ✓ Data is the lifeblood of AI models.
- ✓ Data used for testing and training is critical for AI model performance.
- ✓ Governed data ensures consistency, accuracy and transparency.
- ✓ Feeding governed, high-quality data is key to implementing AI design principles.
- ✓ Proper data governance supports ethical, safe and effective AI models.

Interconnection between Data Governance and AI Governance

Data governance plays a critical role in shaping the development and deployment of AI systems. Effective data governance ensures that data used in AI processes is high quality, secure, and compliant with relevant regulations. Here's how it influences AI development:

- **Quality Assurance:** High-quality data is essential for training robust AI models. Data governance establishes standards for data accuracy, completeness, and consistency, which directly impacts the performance of AI systems. By implementing data quality measures, organizations can reduce the risk of flawed outputs and enhance the reliability of AI applications.
- **Regulatory Compliance:** Adhering to regulations like GDPR and CCPA is crucial for AI systems that handle personal data. Data governance frameworks provide the necessary guidelines to ensure compliance with these laws, helping organizations avoid legal pitfalls and potential fines. This compliance not only protects the organization but also fosters trust with users.
- **Data Accessibility and Management:** Effective data governance ensures that data is organized and easily accessible to those developing AI systems. By establishing clear protocols for data storage and retrieval, organizations can facilitate efficient workflows and enable AI practitioners to leverage the data they need for model development.
- **Governance Throughout the AI Lifecycle:** Data governance should be integrated throughout the AI lifecycle, from initial data collection to model deployment and monitoring.
- **Mitigating Risks: Bias, Security, and Compliance :** The intersection of data governance and AI development is crucial for mitigating specific risks associated with AI technologies.

Challenges in AI Governance

The challenges of disorganized pipelines, inadequate data observability, and weak governance controls can be better understood when examined through four critical dimensions: data integration, data quality and observability, data bias, and data security.

Data Integration

Challenge: Fragmented or siloed data pipelines make it difficult to unify data from multiple sources. This lack of seamless integration often results in inconsistent, incomplete, or duplicate data, making it harder for generative AI systems to derive accurate insights.

Data Quality and Observability

Challenge: Poor data quality and limited observability can prevent organizations from detecting and resolving errors, inconsistencies, or gaps in the data that AI models consume.

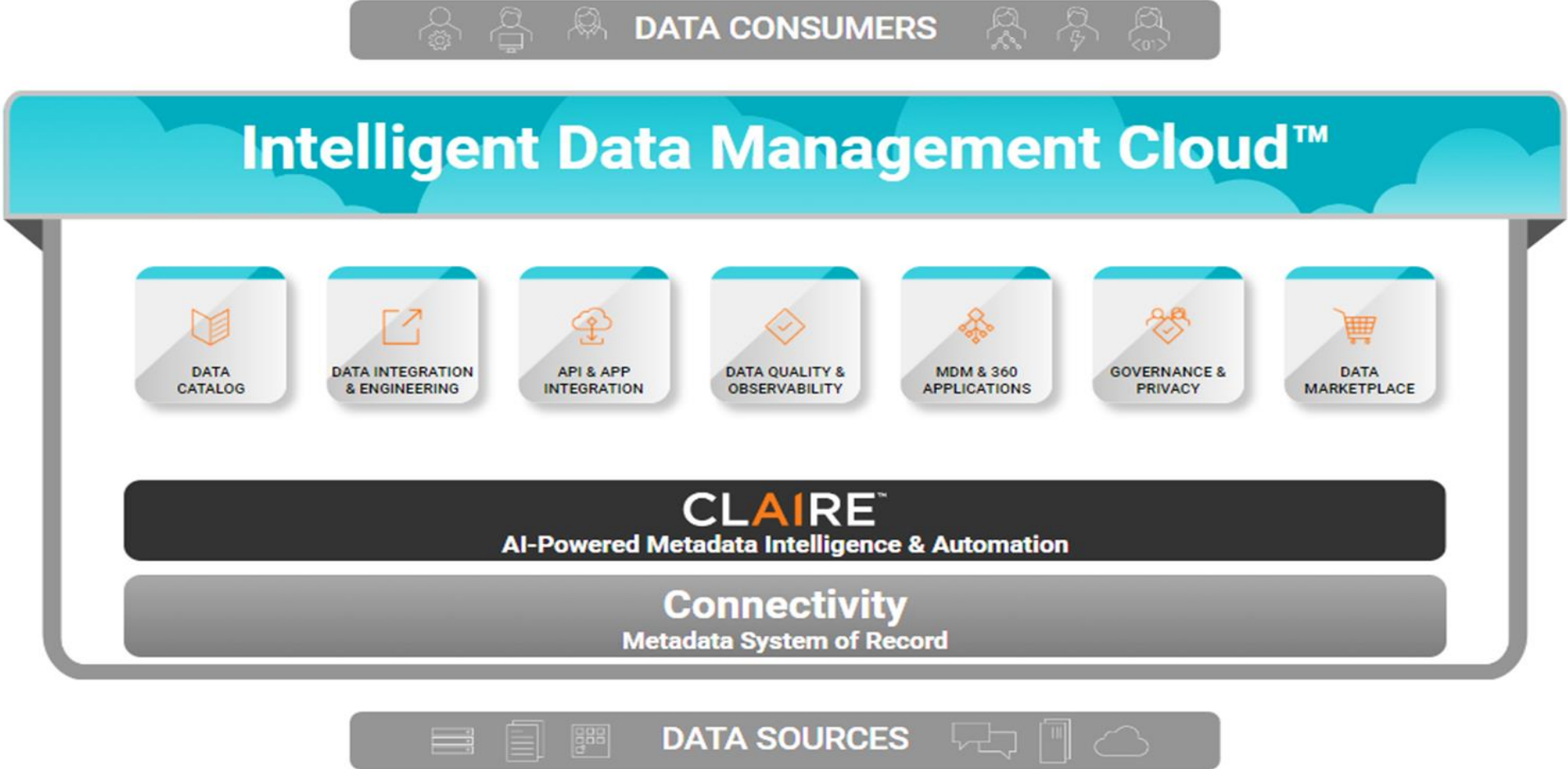
Data Bias

Challenge: When data lacks proper governance, it can carry inherent biases, whether from historical trends, human-driven collection processes, or uneven representation in datasets.

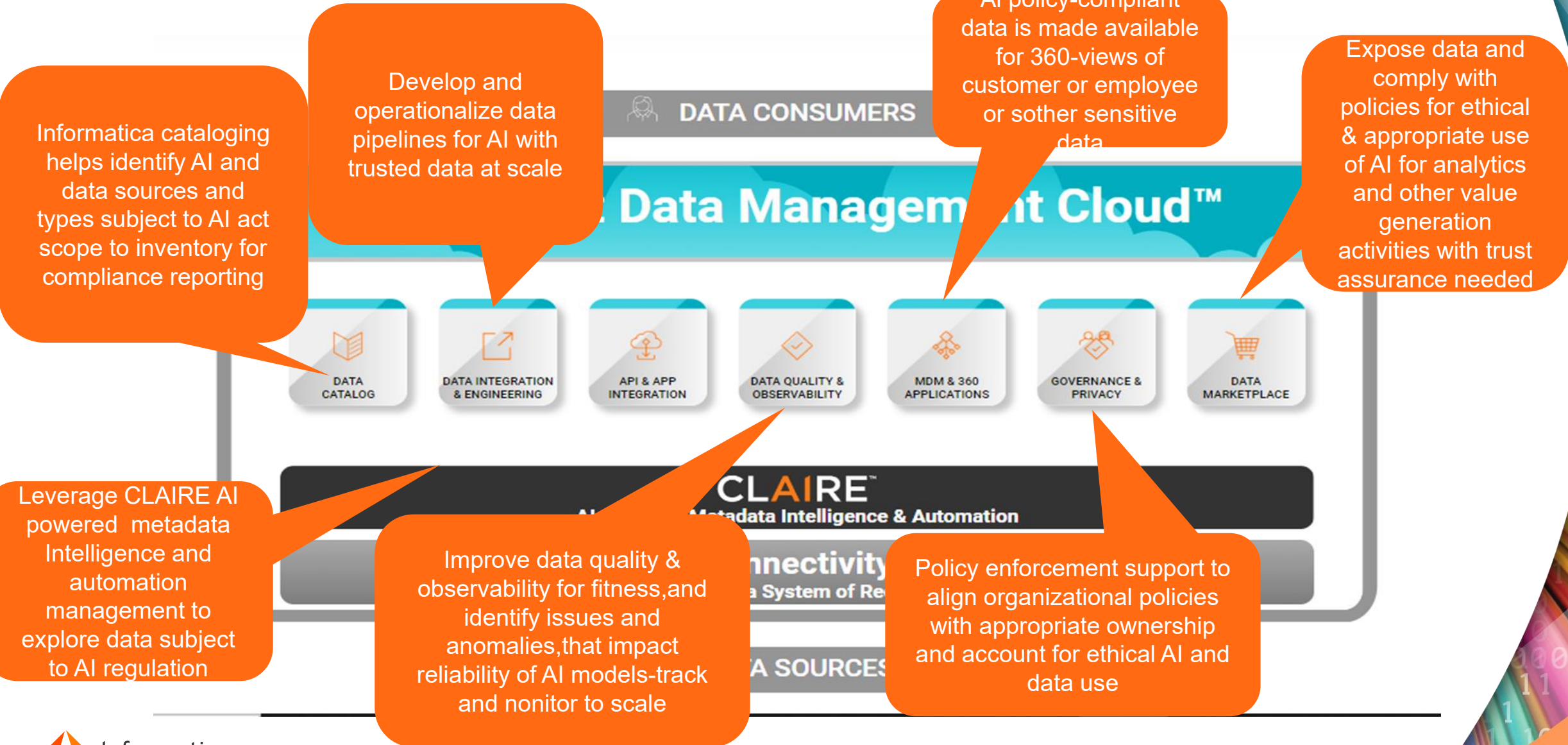
Data Security

Challenge: Weak data governance can leave sensitive data exposed to breaches, unauthorized access, or malicious manipulation. Ensuring data privacy and security is a fundamental part of responsible AI use.

AI and Data Governance through IDMC



AI and Data Governance through IDMC



Leveraging Informatica IDMC services for effective AI governance

Data Cataloging for end-to-end lineage

- Identify Systems with critical data elements come from with a Business Lineage View
- Drill into the technical lineage details of your end-to-end data supply chain
- Identify and understand data processing rules transformations and data quality rules
- 100's of pre-built metadata scanners

Comprehensive Data and Application Integration & Ingestions

- Includes hundreds of out-of-the-box advanced data integration transformations and mappings.
- Support Mass ingestion of any format files ,databases CDC or streaming

Continue...

Intelligent Data Quality Management

- Intelligent data profiling and discovery.
- AI/ML Data Quality rules development & Management
- Integrated dashboards for enterprise use

Master Data Management

- Identify unique entities relationship with the business and other customers across all systems and lines of business
- Integrate critical customer information assets from existing systems.
- Define and Manage relationships between customers, prospects accounts employees and products
- Provide a single source of truth for all systems to leverage

Continue..

Enterprise Data Governance and Stewardship

- Organize ,assign and measure a holistic data stewardship practice
- Define and manage business terms and definitions
- Seamlessly publish and control access to views

Business Facing Data Marketplace

- Browse and search for relevant data assets find data recommended by Peers
- Easily search navigate and subscribe to relevant data topics
- Request and access data without IT intervention

Data Profiling for customers Data

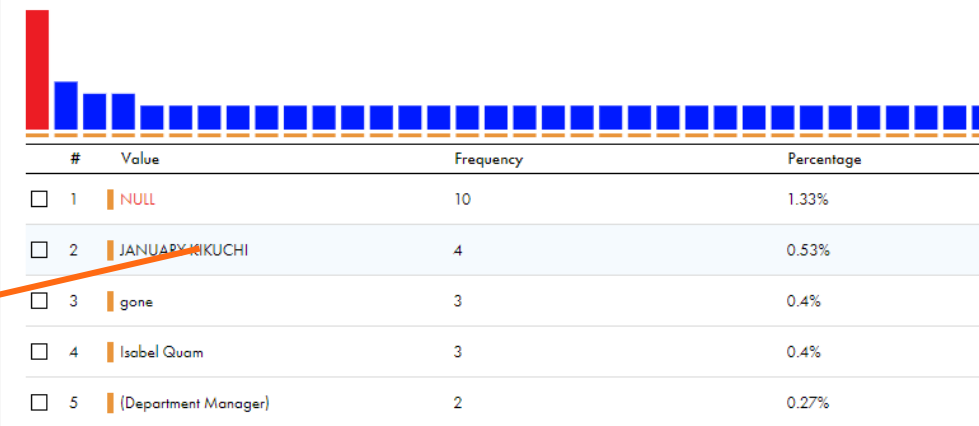
Drill-Down chart of Data Profiling service ..

Results Definition Rules Metrics Schedule

View: Columns and Rules with: All Statistics

| Columns | Value Distribution | % Null | # Null | % Distinct | # Distinct | % Non-dist... | # Non-dist... | # Patterns | % of Top Pa... | Maximum L... |
|----------|--------------------|--------|--------|------------|------------|---------------|---------------|------------|----------------|--------------|
| PARTY_ID | | 0% | 0 | 100% | 753 | 0% | 0 | 4 | 71.71% | 7 |
| NAME | | 1.33% | 10 | 88.45% | 666 | 10.22% | 77 | 2 | 98.67% | 41 |
| ADDRESS | | 1.59% | 12 | 97.71% | 611 | 17.27% | 130 | 2 | 98.41% | 38 |
| ADDRESS2 | | 92.43% | 696 | 4.91% | 37 | 2.66% | 20 | 7 | 72.43% | 10 |
| CITY | | 1.73% | 13 | 59.89% | 451 | 38.38% | 289 | 8 | 30.54% | 25 |
| STATE | | 1.46% | 11 | 7.3% | 55 | 91.24% | 687 | 3 | 97.61% | 12 |
| ZIPCODE | | 3.72% | 28 | 69.72% | 525 | 26.56% | 200 | 4 | 70.52% | 10 |
| COUNTRY | | 6.24% | 47 | 1.2% | 9 | 92.56% | 697 | 4 | 66.67% | 13 |
| PHONE | | 7.84% | 59 | 76.76% | 578 | 15.4% | 116 | 3 | 92.03% | 14 |
| EMAIL | | 11.82% | 89 | 81.27% | 612 | 6.91% | 52 | 2 | 88.18% | 43 |
| STATUS | | 0.27% | 2 | 0.66% | 5 | 99.07% | 746 | 5 | 72.51% | 9 |
| TIER | | 0% | 0 | 0.4% | 3 | 99.6% | 750 | 1 | 100% | 1 |
| GENDER | | 98.14% | 739 | 0.53% | 4 | 1.33% | 10 | 4 | 98.14% | 6 |
| DOB | | 1.33% | 10 | 81.81% | 616 | 16.86% | 127 | 2 | 98.67% | 31 |

Displaying Value frequency distribution for values 1 to 50



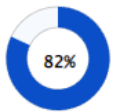
Filter | NAME: Value: JANUARY KIKU...

| | PARTY_ID | NAME | ADDRESS | ADDRESS2 | CITY | STATE | ZIPCODE | COUNTRY |
|---|----------|-----------------|---------------------|----------|------------|-------|---------|---------|
| 1 | 6999300 | JANUARY KIKUCHI | 34 Cambridge St | NULL | Burlington | MA | 1803 | US |
| 2 | 9792300 | JANUARY KIKUCHI | 34 Cambridge Street | NULL | Burlington | MA | 1803 | US |
| 3 | 9286200 | JANUARY KIKUCHI | Cambridge St | NULL | NULL | NULL | NULL | NULL |
| 4 | 3492300 | JANUARY KIKUCHI | 34 Cambridge St | NULL | Burlington | MA | 1803 | US |

Scorecard and Metrics using Data Quality

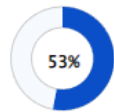
Average Latest Scores by Dimensions

Completeness (7)



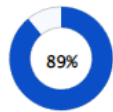
↑ 0%

Validity (4)



↑ 0%

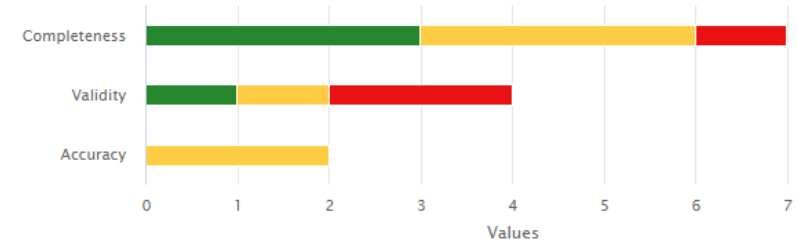
Accuracy (2)



↑ 0%

Number of Rule Occurrences by Dimensions

- Good
- Acceptable
- Not Acceptable



Rule Occurrences (13)

↕
🔍

| Name | Dimension | Latest Score | Date | Total Rows | Failed Rows | Primary Data Element | Description |
|-----------------------------------|--------------|--------------|----------------------|------------|-------------|----------------------|--------------------------------|
| Tier_Validity | Validity | ● 100% | Sep 3, 2022, 4:34 PM | 753 | 0 | TIER | Tier_Validity |
| Tier_Completeness | Completeness | ● 100% | Sep 3, 2022, 4:34 PM | 753 | 0 | TIER | Tier_Completeness |
| Status_Validity | Validity | ● 2.39% | Sep 3, 2022, 4:34 PM | 753 | 735 | STATUS | Rule to Validate Status fie... |

CDGC Service

The screenshot displays the CDGC Service interface. At the top, a search bar contains the text 'customer_sales'. Below the search bar, there are filter sections for 'Asset Type (2)', 'Lifecycle (1)', and 'Created By (1)'. The 'Search Results (4)' section lists several tables, with 'CUSTOMERS_SALES' highlighted. An orange arrow points from this result to a detailed view of the 'CUSTOMERS_SALES' table. In this view, the 'Contains' tab is selected, showing a list of 16 data elements. The table below shows the details of these elements.

| # | ↑ | Name | Type | Glossaries | Classifications | CLAIRE® Recomm. |
|------|---|------------------|--------|----------------|-----------------|-----------------|
| > 1 | | CUSTOMER_ID | Column | Customer ID | | |
| > 2 | | FULL_NAME | Column | Name | | |
| > 3 | | ADDRESS | Column | Address | Address Line 1 | |
| > 4 | | LOCALITY | Column | | USA City | |
| > 5 | | STATE | Column | | | |
| > 6 | | POSTALCODE | Column | | USA Zip | |
| > 7 | | COUNTRY | Column | | | |
| > 8 | | COUNTRY_ISO_CODE | Column | | | |
| > 9 | | PHONE_NUMBER | Column | Phone Number | | |
| > 10 | | EMAIL | Column | Email Address | Email | |
| > 11 | | CUSTOMER_STATUS | Column | KYC/KYB Status | | |

Data Quality scores in CDGC

sandbox_CDW_Snowflake / CDW_DEMO_DB / SANDBOX_PUBLIC /

CUSTOMERS_SALES
TABLE

Overview Contains Lineage Relationships **Data Quality** Stakeholders Properties

Dimensions Latest Scores

Accuracy (2)

92.32%

↓-0.94

Completeness (7)

97.28%

↑+0

Validity (4)

97.07%

↑+0

Rules Again

- Good
- Acceptable
- Not Acceptable

Rule Occurrences (13)

| Name | Dimension | Latest Score | Date | Total Rows | Failed Rows | Primary Data Element |
|-------------------------------------|--------------|--|-----------------------|------------|-------------|---------------------------------|
| Email_Validity | Validity | ● 89.55% | Sep 13, 2022, 4:41 PM | 632 | 66 | EMAIL |
| Gender_Completeness | Completeness | ● 100% | Sep 13, 2022, 4:41 PM | 632 | 0 | GENDER |
| Phone_Accuracy | Accuracy | ● 93.19% | Sep 13, 2022, 4:41 PM | 632 | 43 | PHONE_NUMBER |
| Address_Accuracy | Accuracy | ● 91.45% | Sep 13, 2022, 4:41 PM | 632 | 54 | ADDRESS |
| Status_Completeness | Completeness | ● 99.68% | Sep 13, 2022, 4:41 PM | 632 | 2 | CUSTOMER_STATUS |

Data Lineage

sandbox_CDW_Snowflake / CDW_DEMO_DB / SANDBOX_PUBLIC /

Create Data Set



CUSTOMERS_SALES

TABLE

OVERALL RATING
☆☆☆☆☆
Add

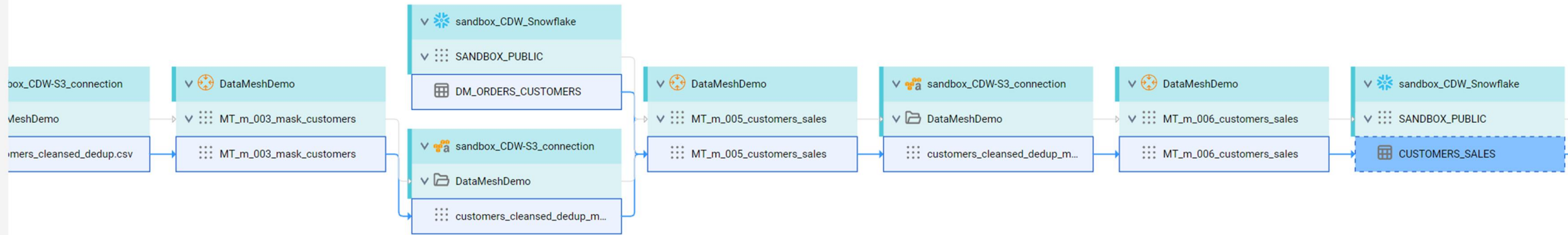
LIFECYCLE
PUBLISHED

LAST UPDATED
Sep 13, 2022, 4:47 PM

- Overview
- Contains
- Lineage**
- Relationships
- Data Quality
- Stakeholders
- Properties
- Tickets
- History

Data Set Level

Find Assets



Data Marketplace

Customers Sales

Summary

| | |
|------------------|---|
| NAME | Customers Sales |
| REFERENCE ID | ae7c5d1e-a721-4b07-9f9f-1c43761dfa5e |
| PURPOSE | Data Product with information about CUSTOMERS generated by the Sales Domain |
| STATUS | Published |
| DATA OWNERS | Walter White |
| TECHNICAL OWNERS | Manuel Gomez |
| CATEGORY | SALES |
| CERTIFIED USE | Analytics |
| CREATED | 31 Oct 2022 |
| DEFAULT DELIVERY | AWS S3 Data Lake Production SALES as JSON via FTP System: Sales Data Lake |
| LAST UPDATED | 31 Oct 2022 |

Metrics

REQUESTS 1 Requested CONSUMERS 0

DATA QUALITY PER ASSET 96% CUSTOMER SA...

Order

Request a similar data collection that matches your specific needs. Request New Data Collection

Want this data collection? Click Checkout to start the specific needs. Checkout

Data Assets Data Quality Delivery Terms of Use Consumers

Describes the data or data-related assets contained in the collection. The Data Elements describe the contents of each Data Asset.

Data Assets

| NAME | DESCRIPTION | DATA SOUR... | DESCRIPTI... | TYPE | STATUS |
|----------------|--------------------|-----------------|--------------|---------|---------|
| Customer Sa... | Customer Sales ... | Sales Cloud DWH | CDGC | Dataset | ENABLED |

Data Elements of 'Customer Sales'

| NAME | DESCRIPTION | TYPE | STATUS |
|------------------|-------------|--------|---------|
| ADDRESS | - | Column | ENABLED |
| COUNTRY | - | Column | ENABLED |
| COUNTRY_ISO_CODE | - | Column | ENABLED |
| CUSTOMER_ID | - | Column | ENABLED |
| CUSTOMER_STATUS | - | Column | ENABLED |
| CUSTOMER_TIER | - | Column | ENABLED |
| DATE_OF_BIRTH | - | Column | ENABLED |
| EMAIL | - | Column | ENABLED |
| FULL_NAME | - | Column | ENABLED |
| GENDER | - | Column | ENABLED |

Usage Guide while requesting Access to the data in Data Marketplace

Request Details 2 Usage Guide

Usage Guide

General Terms of Use
When an employee requests and receives access to data that they could not previously view / edit, they are automatically entering into a Data Sharing Agreement and acknowledging that they have read and understood company policy around sharing data internally and related usage.

Anonymized Accessible
This data has been anonymised and so is suitable for analytics use without explicit review of purpose for processing.

Analytics Consent Confirmed Accessible
When this data was collected the individuals gave particular consent for it to be used for analytics.

Internal Data Terms of Use Accessible
Data is internally widely available but should not be distributed externally e.g. Org structure.

Personally Identifiable Information (...) Controlled
There is (or was) personal data contained within the data collection so it should be treated inline with privacy regulations unless specific additional treatments are evidenced.

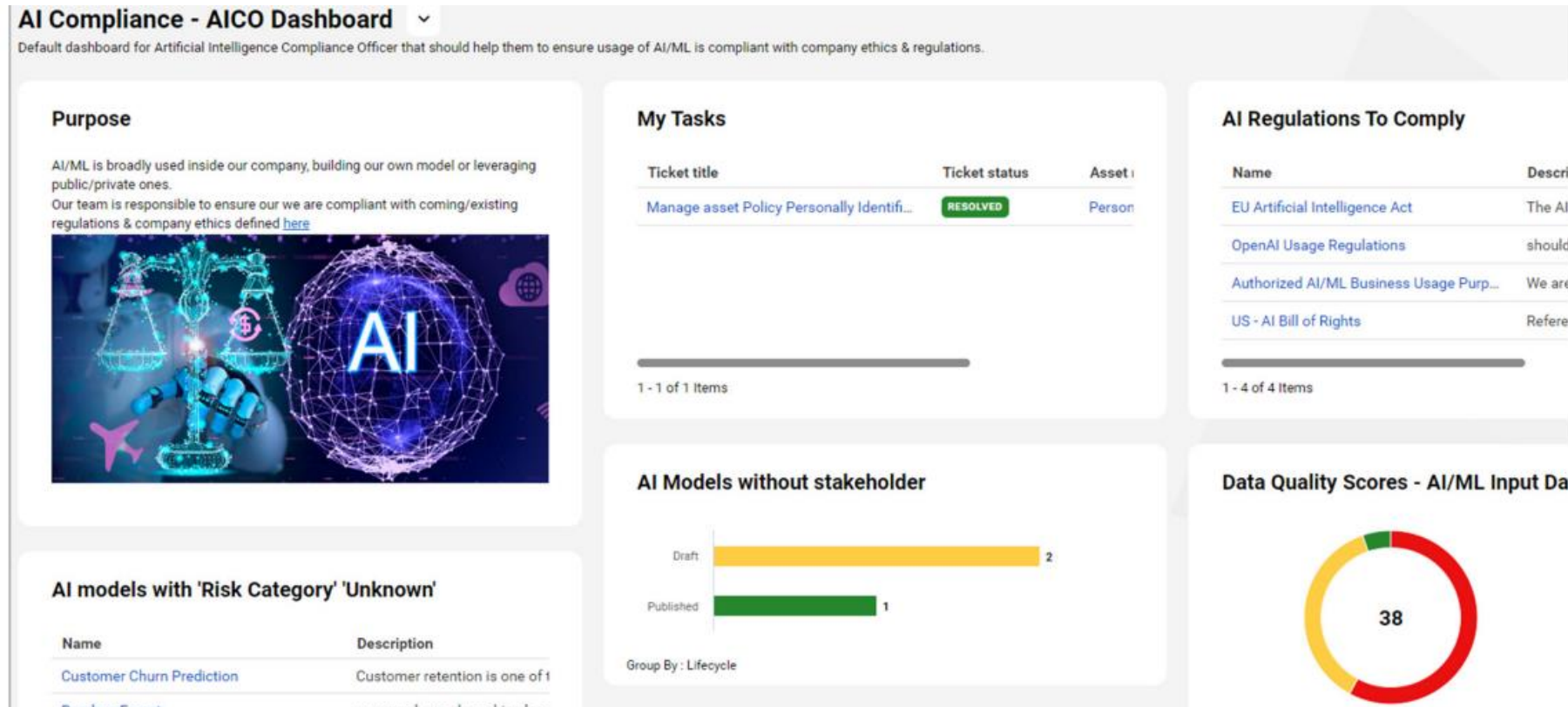
Ethical Use of AI Models Controlled
Usage of this ML Model for classification of actual person data requires affirmation of chain-of-custody from the data supplier (internal or 3rd party) prior to use. See Processing Purposes guidelines for more detail.

Sensitive Data Terms of Use Restricted
There is particularly sensitive personal data so it should be treated inline with privacy regulations unless specific additional treatments are evidenced.
 I agree

Back Submit Order

AI compliance Dashboard from Informatica CDGC

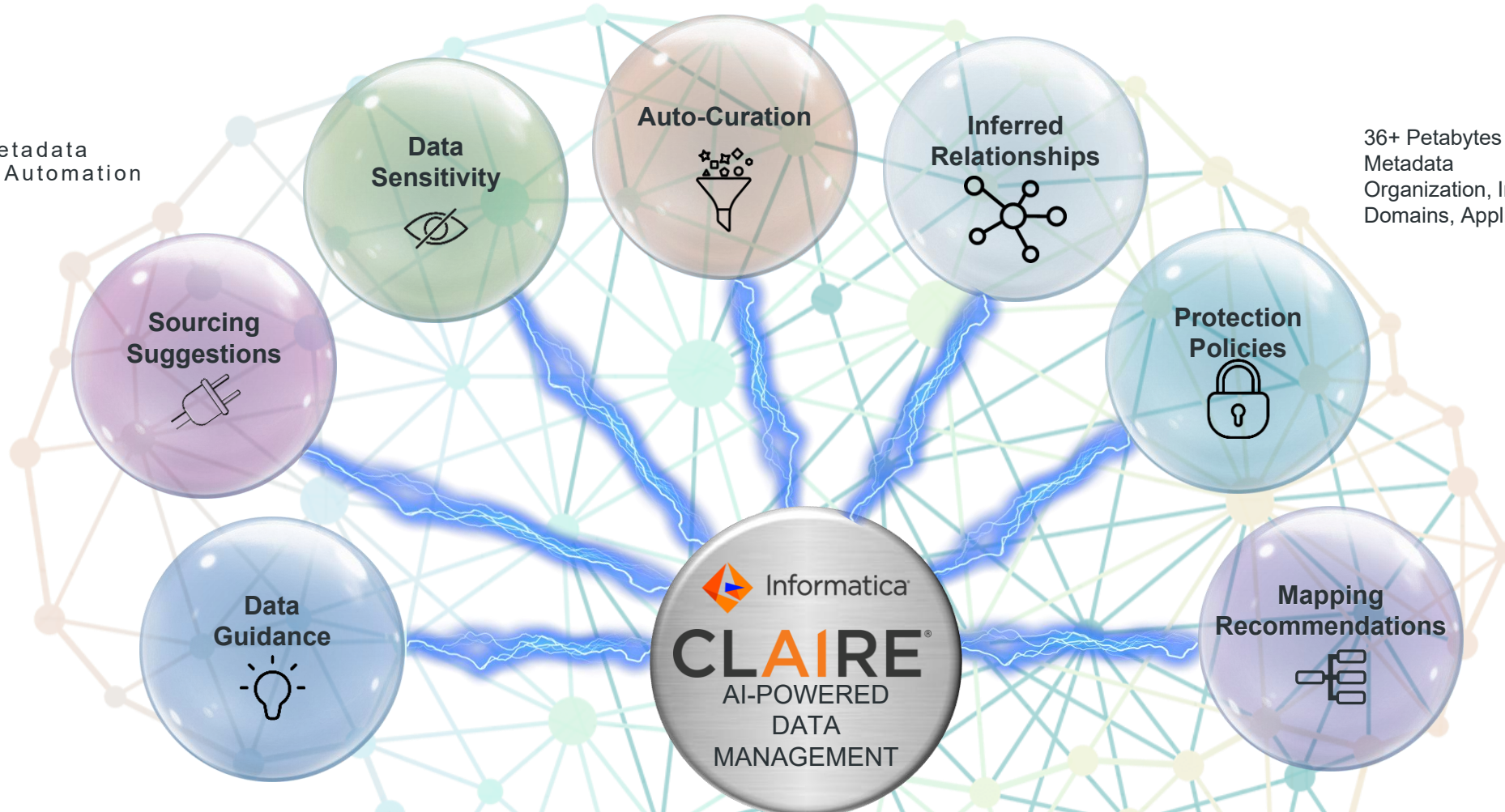
Illustrates the Management of AI Regulations



CLAIRE[®] Drives Productivity for Data Teams

Simplifies, Accelerates and Optimizes Data Management Operations

AI-Powered Metadata
Intelligence & Automation



36+ Petabytes of Active
Metadata
Organization, Industry, Data
Domains, Applications

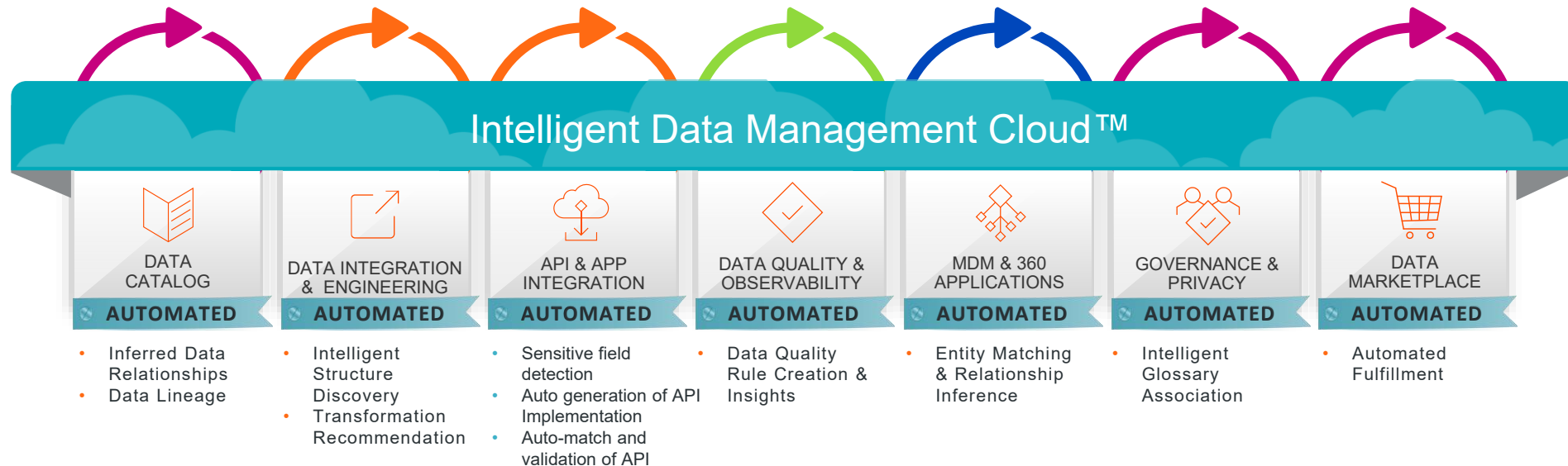
What is CLAIRE®?

Bringing Data & AI to Life Through AI-Powered Data Management

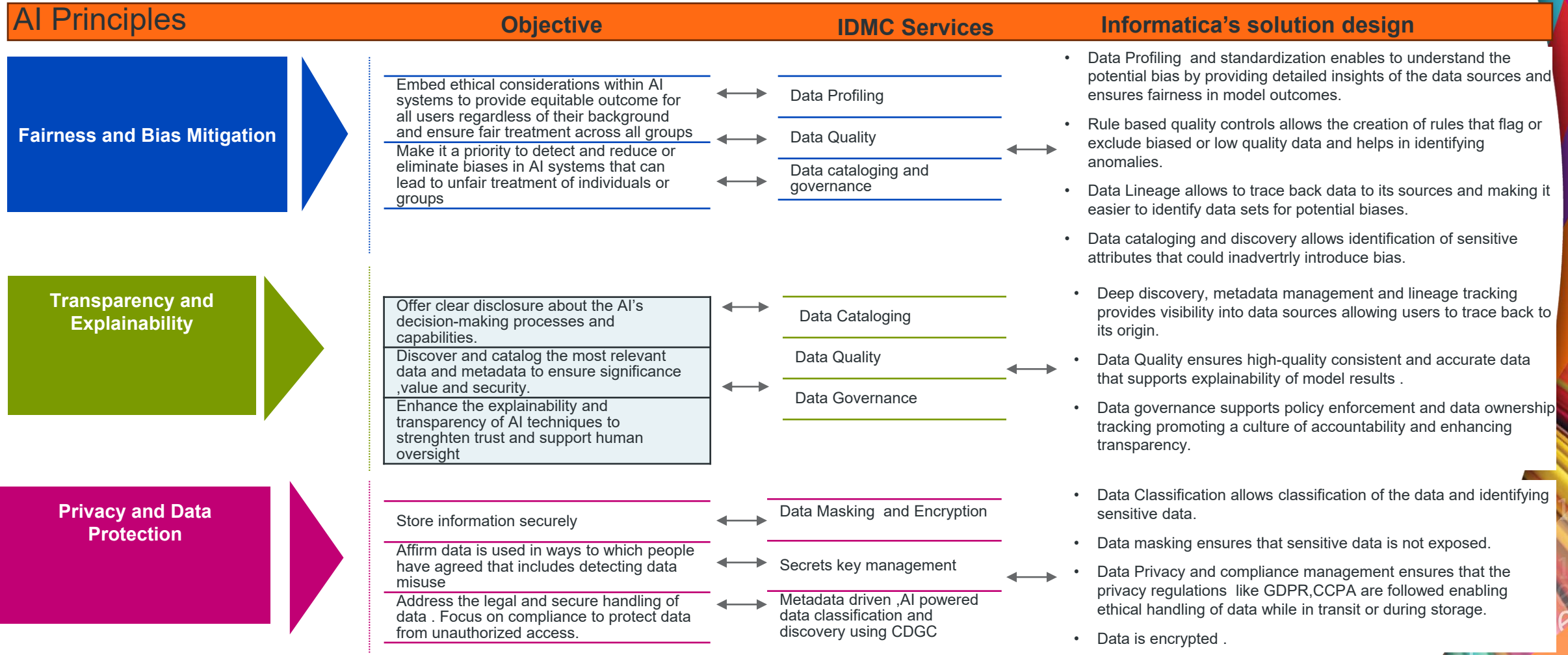


CLAIRE[®] as an AI copilot

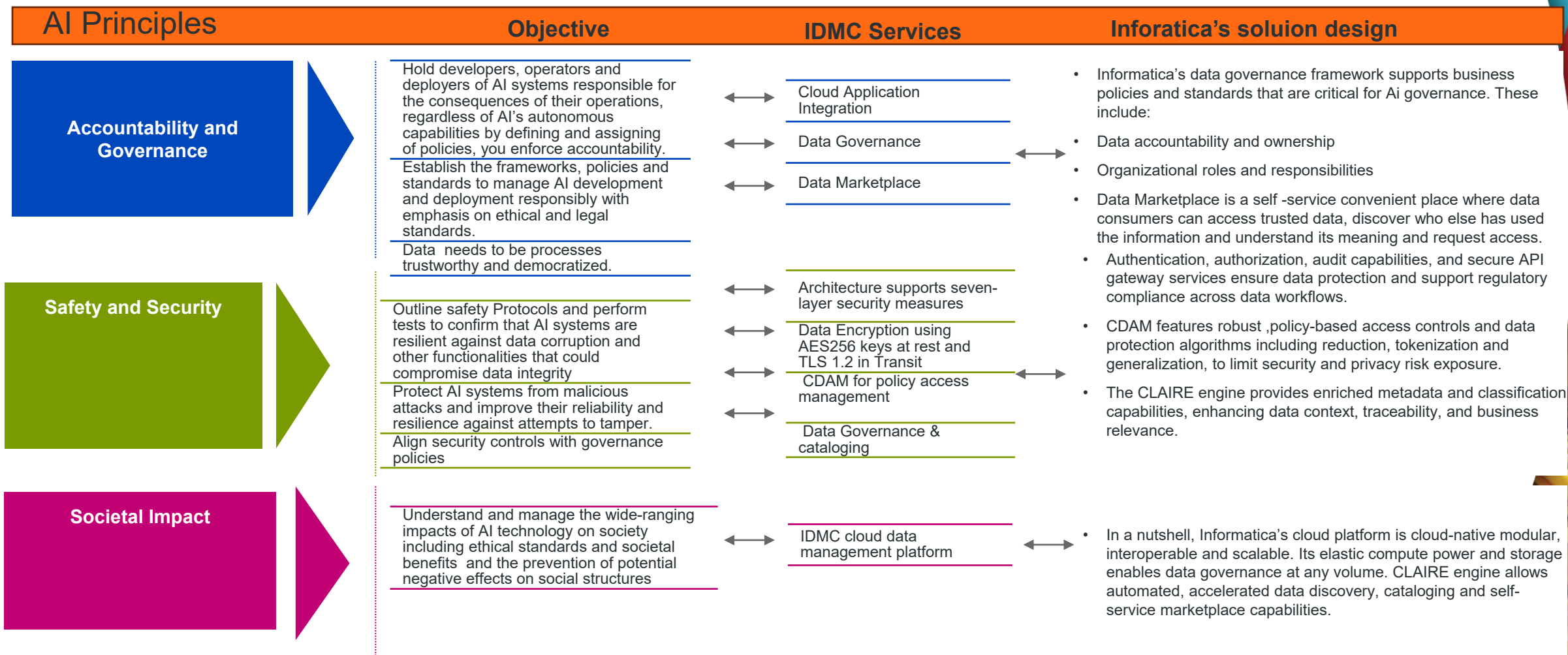
Driven By CLAIRE[®] AI-Embedded Data Management Intelligence & Automation



Mapping of AI Principles with the right IDMC service



Mapping of AI Principles with the right IDMC service



Case Studies

Industry- Health Care

Biopharma's Swift AI Upgrade

A multinational pharmaceutical and healthcare company wanted to realize their vision of using AI to develop and market new drugs more quickly and optimize the product portfolio and became the first biopharma company to implement responsible AI on a large scale.

Problem-The organization faced complex data and AI environment with 150 disparate data models leading to significant compliance challenges. Limited visibility into the origins of consumption of data increases the risk of compliance oversight. Additionally, fragmented tools and varying technologies have led to inconsistent data management process.

Solutions: By leveraging the capabilities of IDMC, organization now has a unified and accurate view of data across the organization, enabling a connected landscape that supports the delivery of trusted high –quality and complaint data into AI applications. Integrated AO-powered data management capabilities have allowed the company to transition to a modern data mesh architecture. This architecture features near real time data availability for analysis and analytics through standardized and automated data flows.

Outcome- AI-driven automation has bolstered the organization's capacity to govern disparate data effectively and adapt quickly to changing AI regulations all while reducing technology costs. The organization has significantly accelerated its generation of insights through the easier availability of trustworthy safe and secure data, Robust compliance measures have enhanced the integrity and reliability of this data improving the accuracy of AI generated insights.

Case Studies

AI-Driven Data Unification in Telecom

- A leading European multinational telecommunication company faced a growing need to integrate diverse data sources from various regions to responsibly cater to different stakeholders and use cases. The primary goal is to leverage data as a strategic asset across the enterprise to enhance business outcomes.
- Challenges :Navigating a vast and intricate data environment, characterized by over 1000 enterprise applications, the organization had a critical need to govern diverse data spanning enterprise networks and partners. The company struggles with a scarcity of reliable, reusable data assets that can support cross-functional use cases. Additionally, multiple governance standards across different geographies and business entities contribute to operational inefficiencies. The company also faced continuous and escalating contractual and regulatory demands concerning the use of data and AI, adding further complexity to its challenges
- Solution: To address its data challenges, the organization partnered with Informatica to implement a federated data governance model. This model adheres to the FAIR principles, ensuring that data products are findable, accessible, interoperable and reusable. Informatica's solutions have empowered the company to democratize high-quality, governed and secure data products, making them globally accessible to partners and customers. Additionally, Informatica has facilitated timely access to high-quality, cross-functional data, significantly accelerating the transformation of the end-to-end customer journey.
- Outcomes: The implementation of Informatica's solutions has led to readily available and trusted data, drastically reducing the time to realize business value. This enhancement in data accessibility and reliability has also strengthened the organization's adherence to contractual and regulatory compliance requirements, solidifying its standing in a competitive and fast-evolving telecommunications industry.

Conclusion

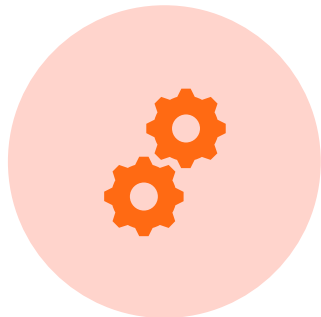
IDMC: Your Trusted Partner for Seamless AI Governance



Data governance is crucial aspect AI design and deployment to build trustworthy and dependable AI models. Data governance frameworks, AI frameworks, and data quality and integrity, are foundational for reliable AI performance



Informatica's AI-powered platform supports key aspects of AI governance. With robust microservices like Cloud Data Quality, Data Profiling, and Governance Cataloging, Informatica's solutions help organizations mitigate risks related to bias, privacy breaches, and regulatory non-compliance (such as GDPR).



There is a growing importance of automation in governance practices to enhance efficiency and enable continuous monitoring of AI systems, showcasing how Informatica's services support these needs.



Cross-disciplinary collaboration is needed to address ethical, legal, and operational challenges, ensuring that AI systems remain fair and accountable

Shaping Tomorrow: Emerging Trends in AI Governance

Integration of Data and AI Governance Frameworks

The use of AI tools to automate governance practices will become more prevalent, particularly for tasks such as compliance checks, data audits, and regulatory reporting.

Organizations will increasingly integrate data governance and AI governance frameworks to create unified strategies. These integrated frameworks are critical for ensuring that both data management principles and AI ethical considerations are addressed simultaneously

Automation of Governance Practices

Successful implementation of governance frameworks will require increased collaboration between various disciplines—including data scientists, AI developers, legal experts, ethicists, and business leaders.



Anita Ayyagari

Thank You

Where data & AI come to **LIFE**



Reference links

- https://www.researchgate.net/figure/Pillars-of-the-Responsible-AI-framework_fig2_377476692