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Beyond Challenging:

Proactive Data Strategies in Unprecedented Times of Change

Session Recording: <https://www.youtube.com/watch?v=ot-gFdY-JUs&feature=youtu.be>

In conversation:

Dana Simberkoff

Chief Risk, Privacy and Information Security Officer, AvePoint

JoAnn Stonie

Chief Data Officer, Mastercard





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JoAnn C. Stonier

serves as Chief Data Officer for Mastercard, leading the organization's data innovation efforts while navigating current and future data risks. She oversees the curation, quality, governance and management of the company's extensive data assets, as Mastercard increasingly looks to deepen the strategic value it can provide its merchant, banking and government customers and cardholders through its expanding data-driven products and capabilities.

You can't outsource chaos

"All great changes are preceded by chaos."

Deepak Chopra



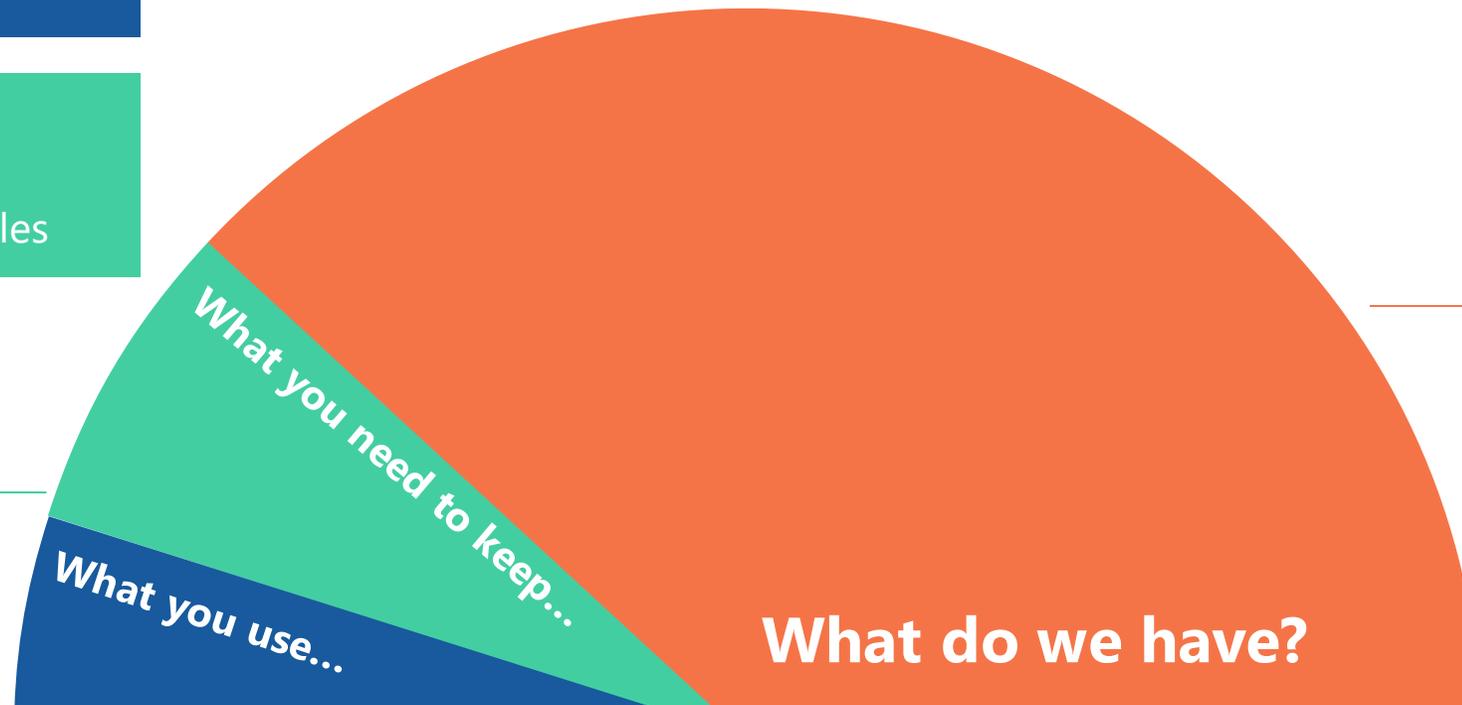
Cloud Ready

Dark data is the key problem

- Current project files
- Current reference docs

- Client records
- Employee records
- Previous project files

Dark Data



TRUST ME. OUR
CLOUD SECURITY IS SO
GOOD EVEN YOU WON'T BE
ABLE TO ACCESS YOUR
DATA!



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How Do You Know Where to Park?

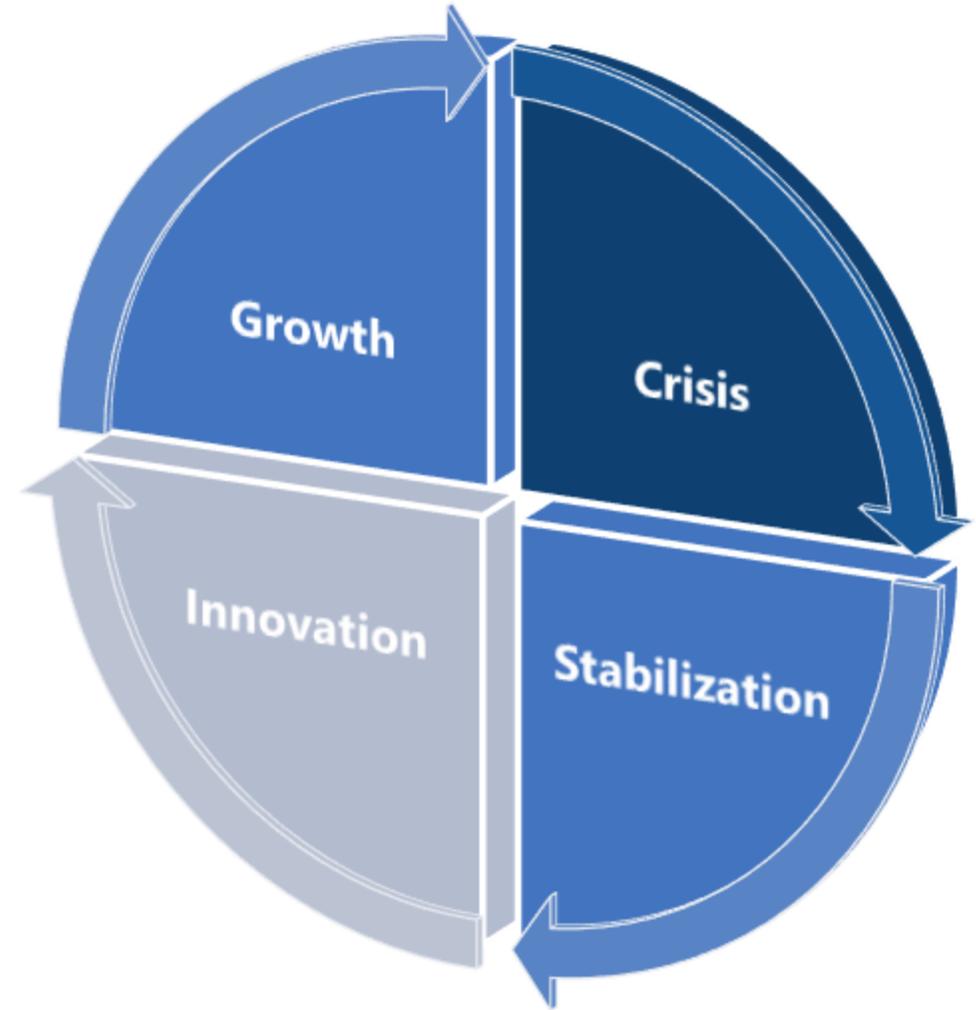


COVID-19 | Paradigm Shock

In a matter of weeks commerce across the globe ground to a slow crawl:

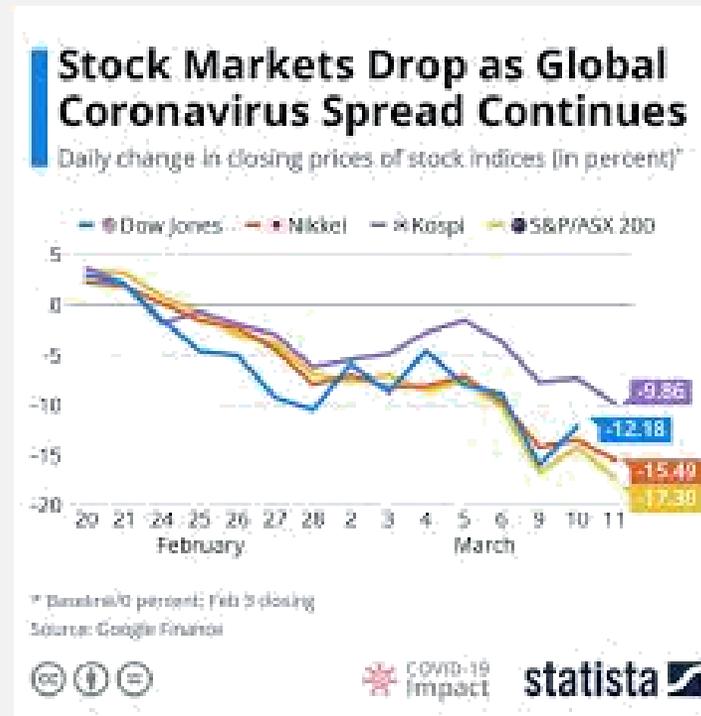
- **Businesses went virtual or closed**
- **Individuals stayed home and purchased less**
- **Society moved at a glacial pace**

Businesses moved quickly to execute crisis plans – but as we look back over the past 14 weeks – we have learned much about how shift happens and how to prepare for what comes next



COVID-19 | Understanding the Dimensions Global Impact

The COVID-19 pandemic brought about concurrent public-health, economic and social crises across the globe



Crisis | Initial Response

Our Initial response was to ensure continued operations of our business globally – while continuing to serve our banks, merchants, governments and other customer needs

1 Activate Business Continuity Plans Globally

Reinforce existing policies and controls for safeguarding company data, including sensitive financial data, confidential and proprietary information

2 Shift to Virtual Working Environment

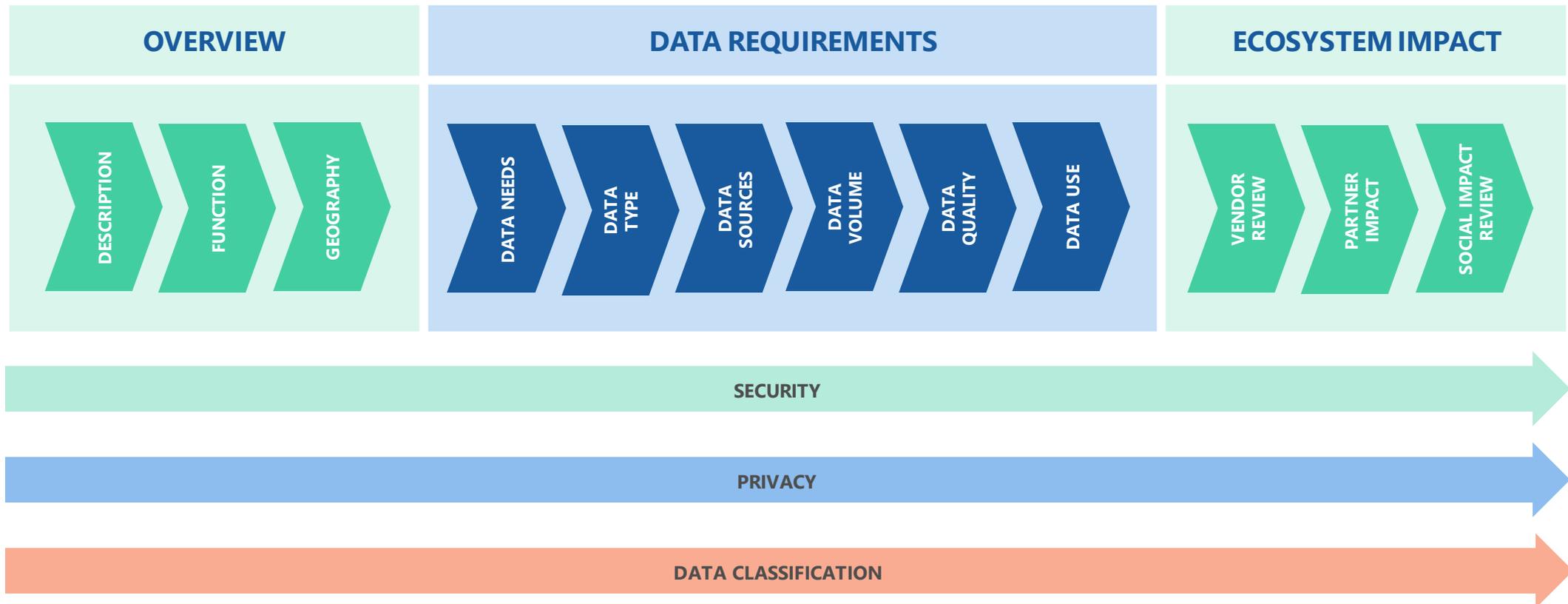
Conduct over 95% of Mastercard business virtually - connected to our secure Virtual Private Network (VPN)

3 Enhance Capabilities to Meet Data Demands

Increased volume and timeliness demands required new approaches to data governance, quality and access rules and processes

Crisis to Stabilization | Use of Data Governance Processes

Key to utilizing our data to solve customer problems was our data governance process



Crisis to Stabilization | Data Philanthropy Governance

Mastercard engages in data philanthropy with universities, non-profits, and other partners – in support of social-impact research and initiatives. An additional governance layer is applied for data philanthropy engagements. This process assisted with COVID related requests

Engage

1

Evaluation of Data Philanthropic Partner & Scope of Work

- Evaluate Partner's data proposal – data inputs/outcomes & impacts
- Determine if Mastercard data is fit for use

Assess & Select

2

Detail Review by Security & Privacy

- Evaluate nature of personal & sensitive data
- Evaluate security protocols – use of research sandboxes and other data minimization techniques

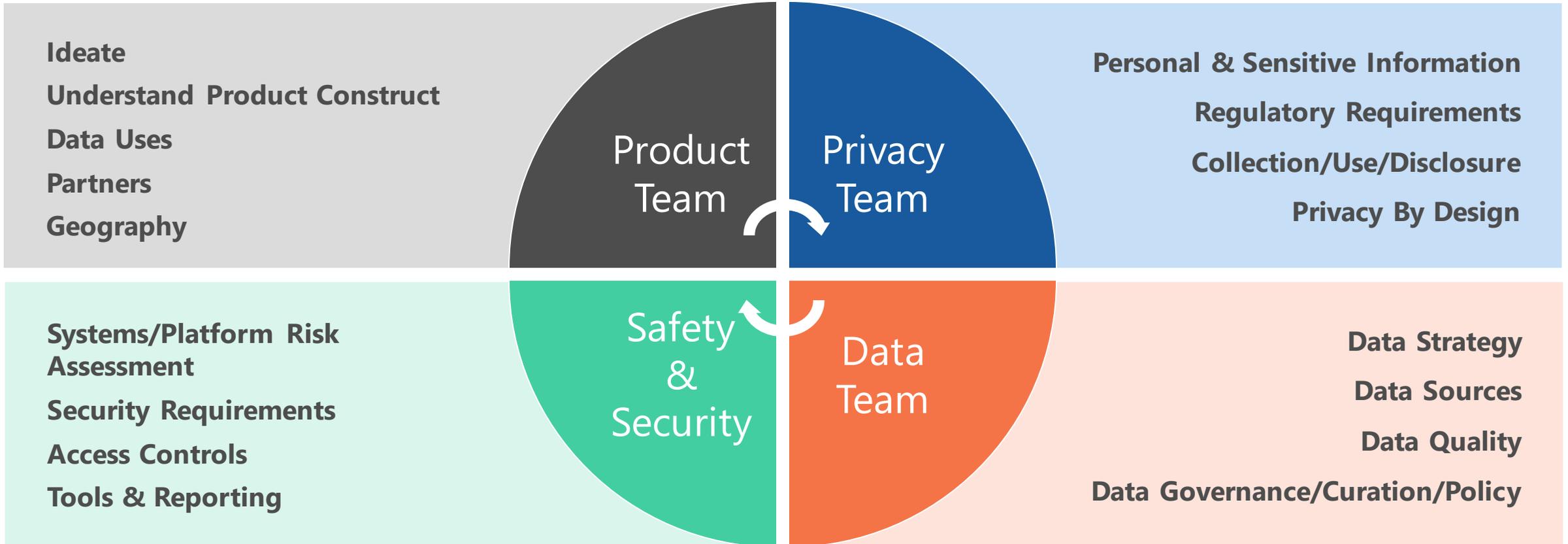
Research & Publication

4

Data Grant Recipient Completes Study & Submits Proposed Publication

- Pre-publication review conducted to understand outcomes and discuss data methodology and related disclosures

Stabilization/Innovation | Nimble Design



Mastercard's Economic Institute | Innovation

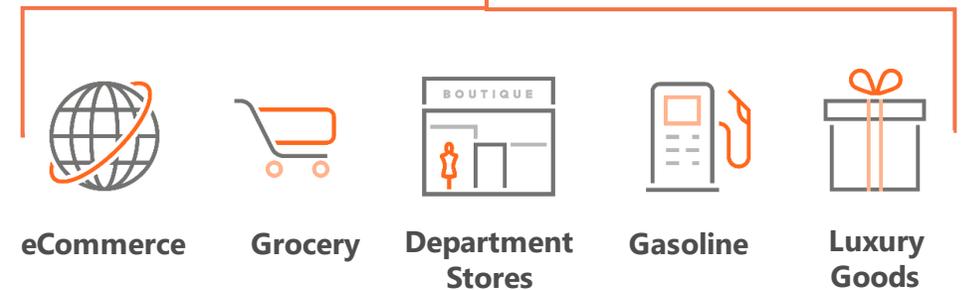
We have created standardized information to build an assessment of the global macroeconomic outlook to assist our customers navigate these difficult times.

SpendingPulse measures retail sales, providing near real-time estimate of economic activity

36 economies covered, allowing global perspective on impacted areas and industries

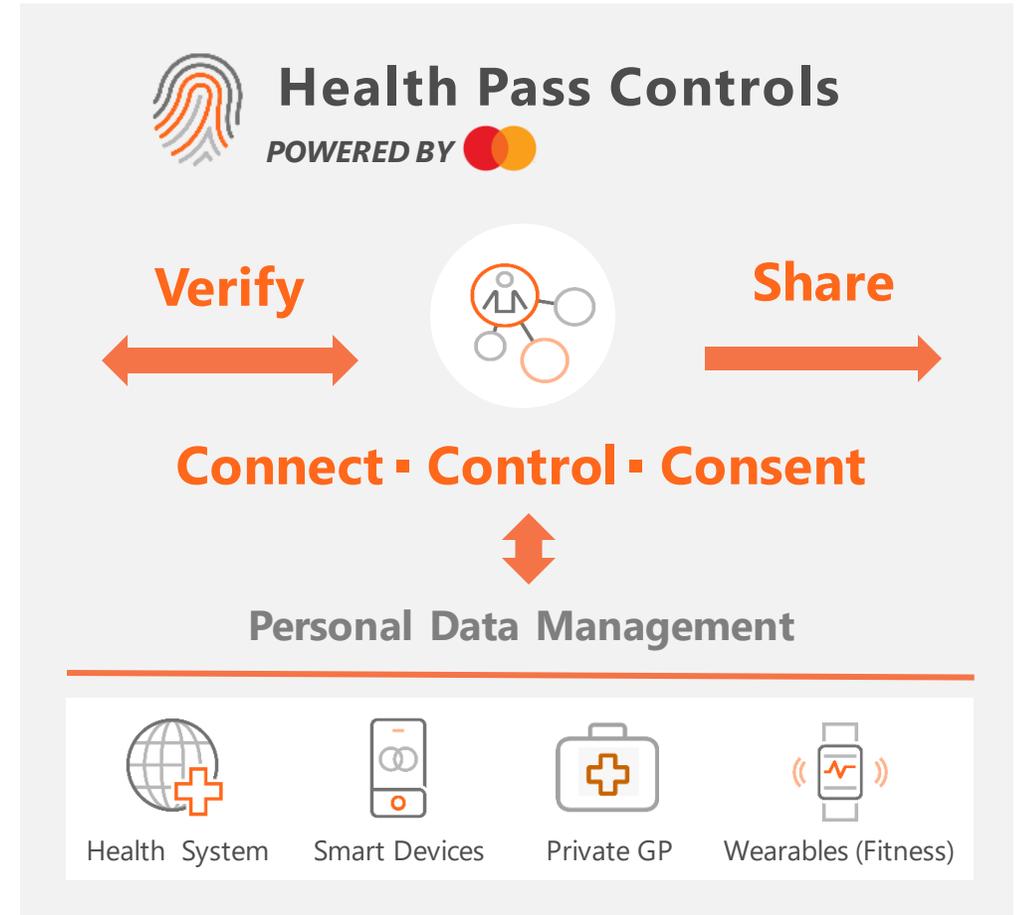
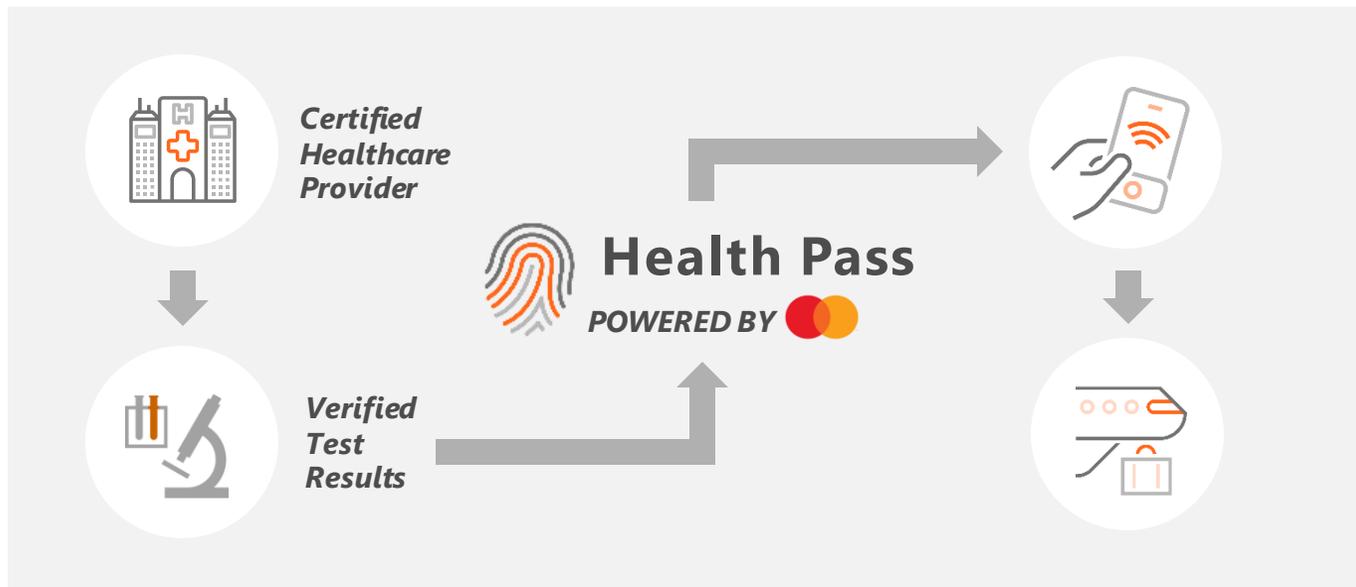


Focus on assessing domestic shock to economic activity and to identify impacts to value chains, next wave economic activity as markets re-open



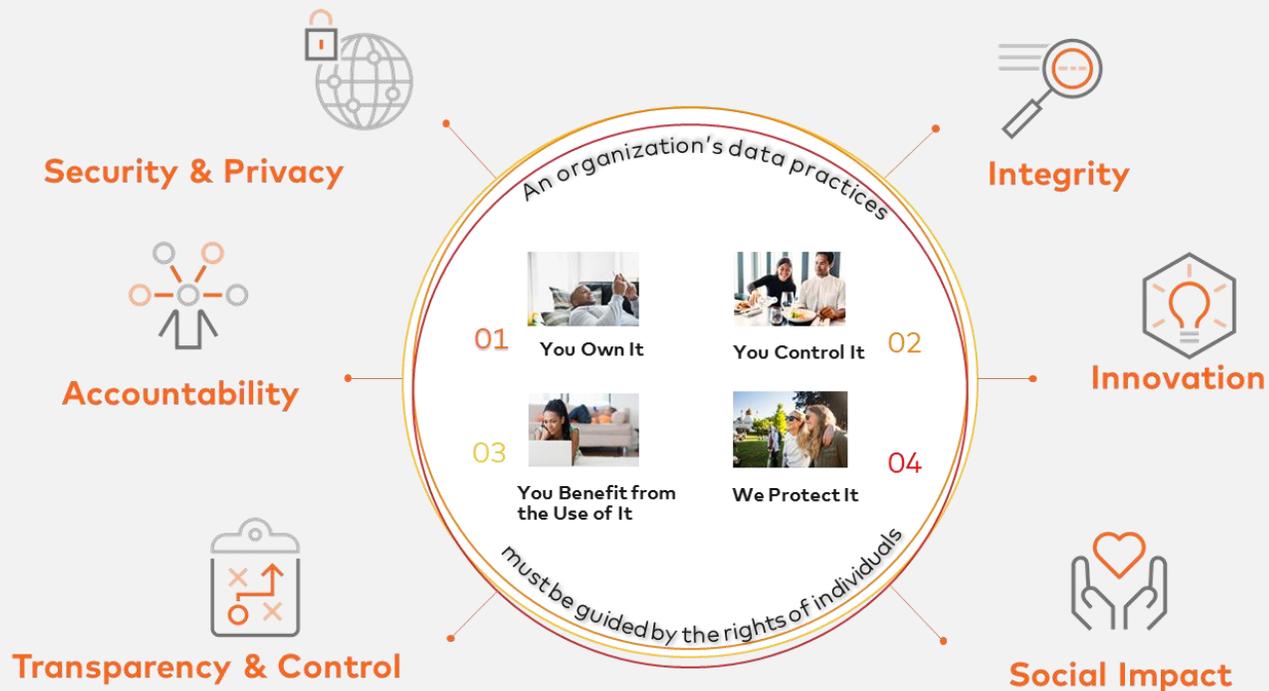
Mastercard's Health Pass | Innovation

Secure ID and immunity/vaccine status to support economic recovery, international travel and other key social activities – leveraging Mastercard identity solutions & POS capabilities



Lessons Learned - Basics Matter | Responsible Data Practices

Responding responsibly to the human dimensions of the COVID crisis requires commitment to data practices created over time



An Individual's Rights

- 01 | You Own It
- 02 | You Control It
- 03 | You Benefit from its Use
- 04 | We Protect It



Mastercard's Data Principles

- 01 | Security & Privacy
- 02 | Transparency & Control
- 03 | Accountability
- 04 | Integrity
- 05 | Innovation
- 06 | Social Impact

Data Responsibility | The Collaborative

Mastercard's Data Responsibility Imperative envisions working with like-minded organizations that want to build the digital future together with the individual at the center of data practices. We believe that together we can identify best practices that honor data innovation and navigate data risk



Identify & share data best practices across organizations – including: industry, academia, civil society, and government enterprises



Act as a forum to exchange ideas; understand innovation trends, risks and mitigation methods



Establish mechanisms to publish data best practices, discuss and identify trends and ensure data responsibility and human-centric design become the norm for digital innovation

Innovation to Growth | **The Next Shift**

- Ability to **execute Business Continuity** – remote work – and determine path back to the office
- Strong **Data Security standards** – physical, logical, access, retention and destruction
- Utilization of **Privacy-sensitive techniques** including: privacy enhancing technologies, de-identification, pseudonymization/anonymization
- Importance of **Data Governance**
- **Principles-based approaches** to data collection, lineage, use, sharing
- **Good quality data methods** – ensure accuracy, completeness, consistency
- Good **understanding of bias** that may be included in data sets (and how to minimize them)
- Methods to ensure continuous ability to **understand and interpret AI and Machine Learning outcomes** that are increasingly sophisticated
- Additional **guidelines for biometric data** collection, sharing and use (and for other specialized data)

thank you

Gracias

ευχαριστώ

Danke

Grazie

благодаря

Hvala

Obrigado

Kiitos

شكراً

Tak

Ahsante

Teşekkürler

متشكراً

Salamat Po

감사합니다

Cám ơn

شكريه

Terima Kasih

Dank u Wel

Děkuji

நன்றி

Köszönöm

ありがとう
ございます

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Dziękuję

谢谢

Tack

Mulțumesc

спасибо

Merci

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धन्यवाद