Twin Cities of ARMA Chapter

February 11, 2020 11:00-1:30
Courtyard by Marriott
2905 Centre Point Drive
Roseville, MN 55113

11:00-11:15 Registration
11:15-12:00 Lunch
12:00-1:30 Presentation

Defensible Deletion

Guest Speaker: David Gould

Data Privacy has become a powerful driver of Information Governance programs. And the Privacy landscape is changing quickly. For the IG professional, it is imperative to stay abreast of the latest legal and regulatory developments and to be able to work across the organization to ensure that IG programs address Privacy concerns proactively and effectively.

"Three steps for managing data-related risk"

1. Identify. Discover high-risk data to your organization, whether personal, proprietary or other. Classify your data according to your business needs and discovery where your data resides. Measure your risk and prioritize actions based on high-risk environments and data types. Obtain a holistic risk assessment by treating all data regardless of format or location.

2. Protect. Based on your data discovery, define appropriate access and actions on your data. Enforce your choice of actions, from anonymizing personal data via encryption to moving sensitive data to a more secure location.

3. Control. Manage your data long-term across its lifecycle. From creation to deletion, be aware of what data you are managing and how. Enable your data owners to quickly produce insightful reports on how data is being managed. Automate deletion of data to comply with regulations.

David W. Gould is Worldwide Senior Director and general manager of the Micro Focus Secure Content Management business unit. In his role, David is responsible for the business unit's go to market, product management and development and overall business performance. The Secure Content Management business unit provides solutions for helping organizations identify, manage, retain and dispose of data, enabling customers to reduce operating costs, enhance productivity, meet regulatory and legal obligation and more effectively manage highly sensitive data.

David is an expert on data management process and technology in regulated environments. He frequently speaks to industry groups and others on how to better manage content in a world where information is growing at exponential rates, the cloud is transforming enterprise and the growing impact of privacy concerns on business process and operations. He has worked in the content and data management industries for nearly 20 years, focusing on regulatory compliance. During the course of his career at Micro Focus (prior to that, HP), he has overseen the development and release of more than 30 product versions. He oversaw the development and introduction of ControlPoint, the leading file analytic solution in the world (according to Gartner and Forrester) and the introduction of the company's data privacy solutions.

A graduate of UCLA (at a time when both the football and basketball teams were top ranked), he lives in San Anselmo, California just north of the Golden Gate bridge, surviving fires, earthquakes and very wet rainy winters. David is married – to another software executive – and is an avid golfer and wine collector. He has two grown children, both of whom are off his payroll.