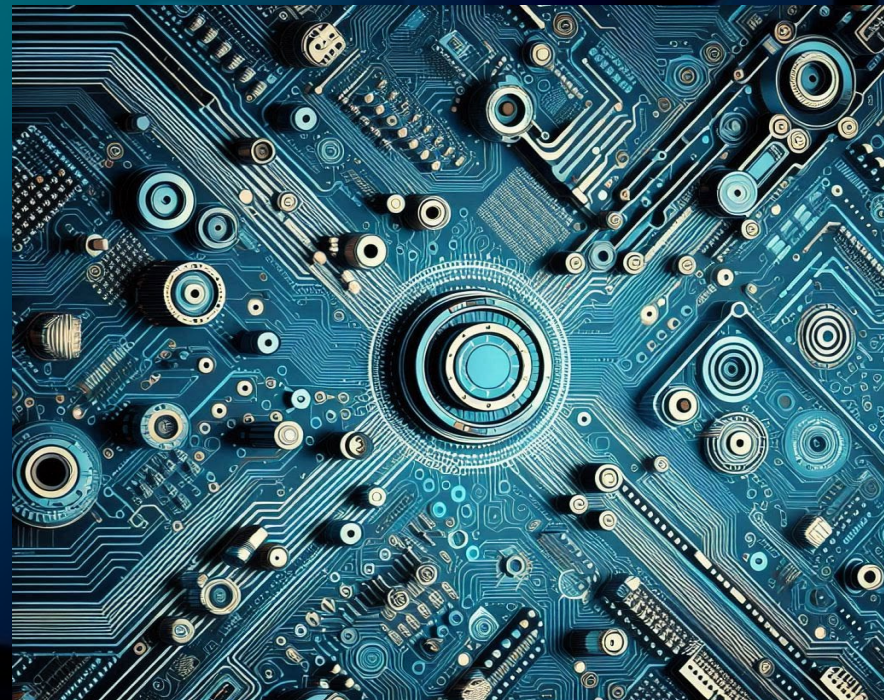


# It's All About The Data

**Gary Sheehan**  
**Director – Information Security**  
**June 2024**



# It's All About The Data







## AGENDA:

- What is **Data**
- Why We Protect **Data**
- How We Protect **Data**
- What is **Data** Governance
- What is **Data** Compliance?

# What is Data?

- Collection of values (Numbers, Text, Symbols)
- Data can exist in various forms:
  - Information recorded on paper
  - Bits or bytes stored, processed or transmitted electronically
  - Big data

## Common data storage measurements

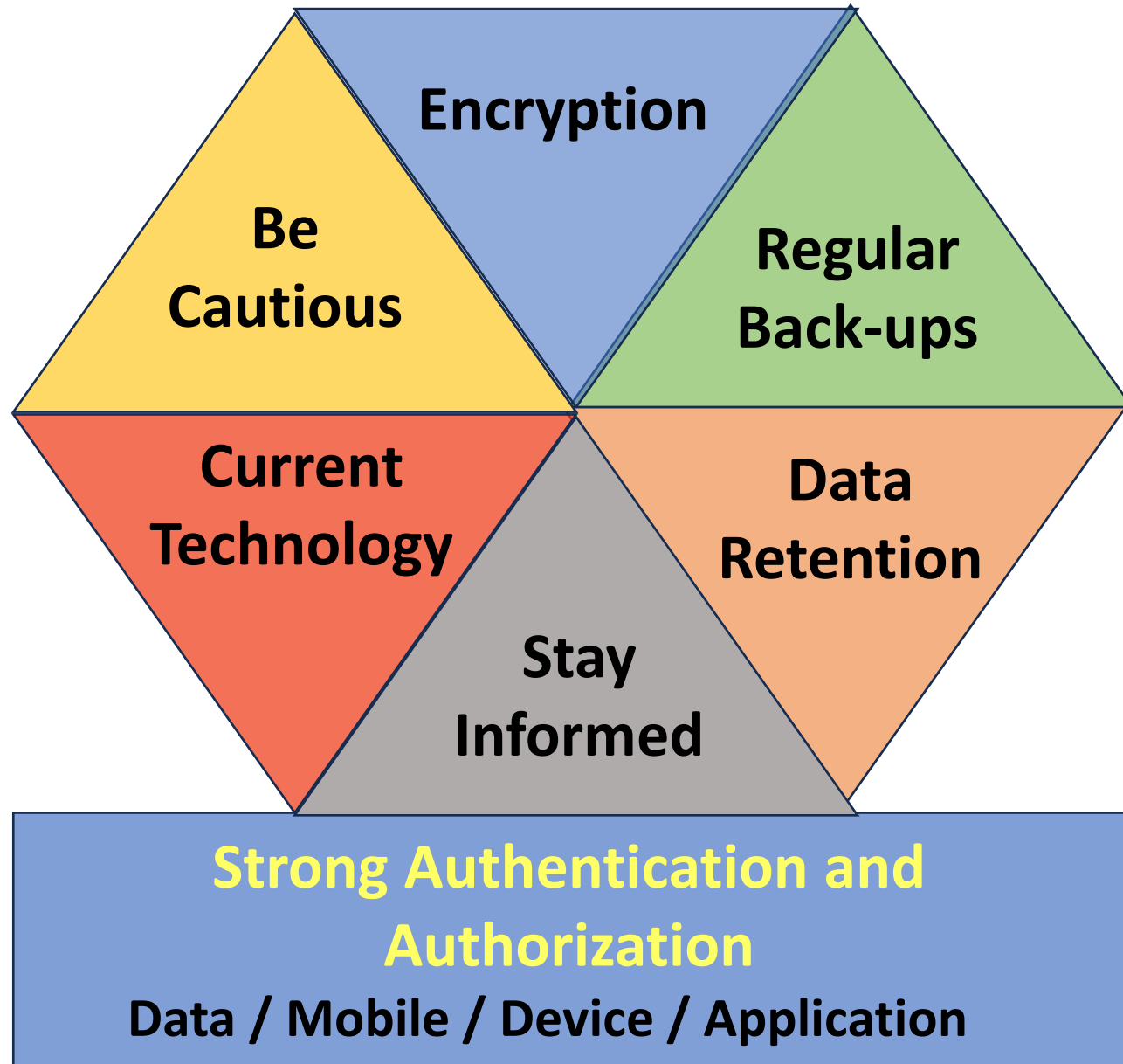
Unit	Value
bit	1 bit
byte	8 bits
kilobyte	1,024 bytes
megabyte	1,024 kilobytes
gigabyte	1,024 megabytes
terabyte	1,024 gigabytes
petabyte	1,024 terabytes
exabyte	1,024 petabytes
zettabyte	1,024 exabytes
yottabyte	1,024 zettabytes
brontobyte	1,024 yottabytes

# Why Do We Protect Data?

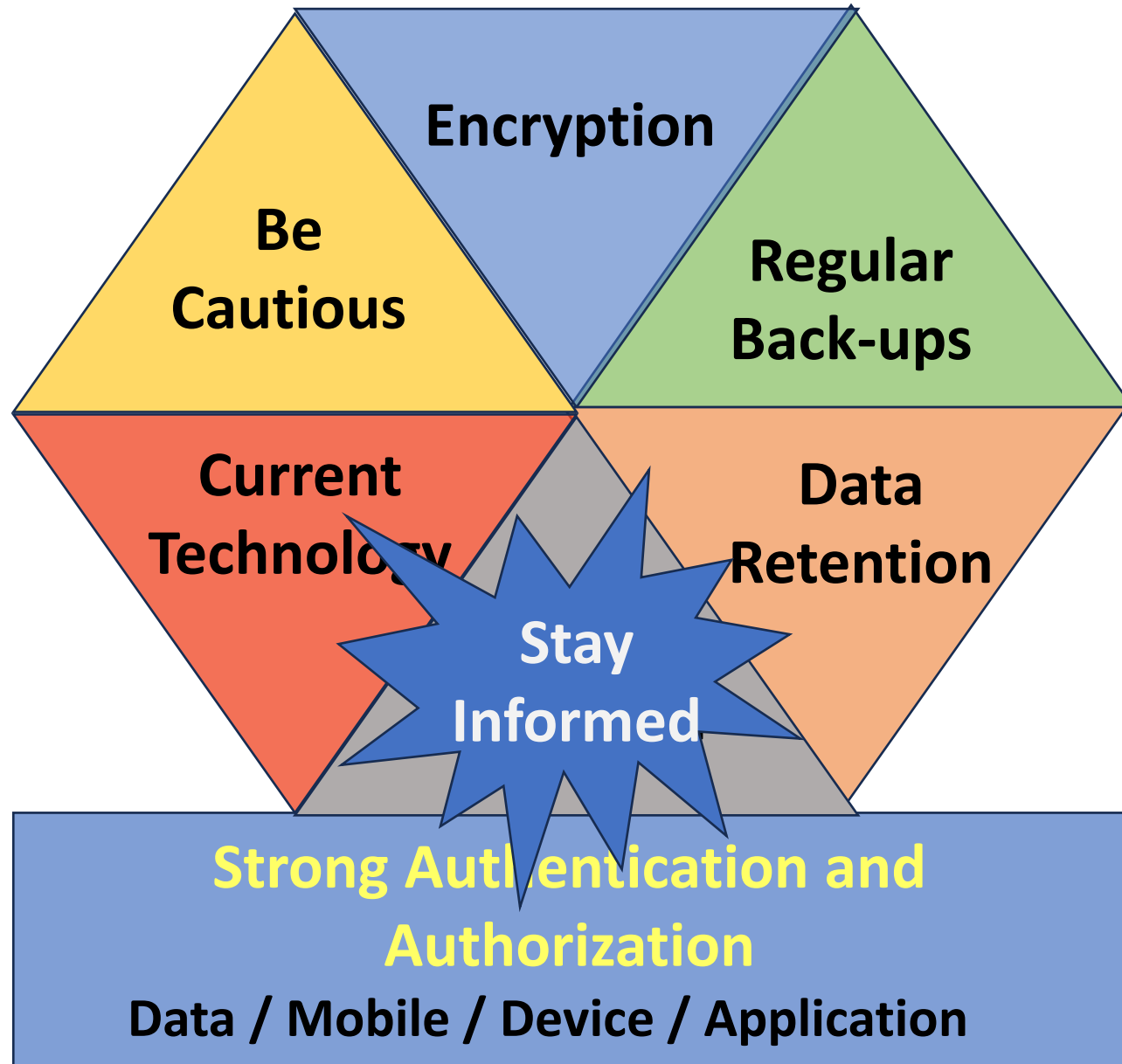
- Ensure Confidentiality and Privacy (business advantage)
- Prevent Data Loss
- Ensure Business Continuity
- Minimize Risk (business & personal)
  - Reputation
  - Trust
  - Financial



# How Do We Protect Our Data

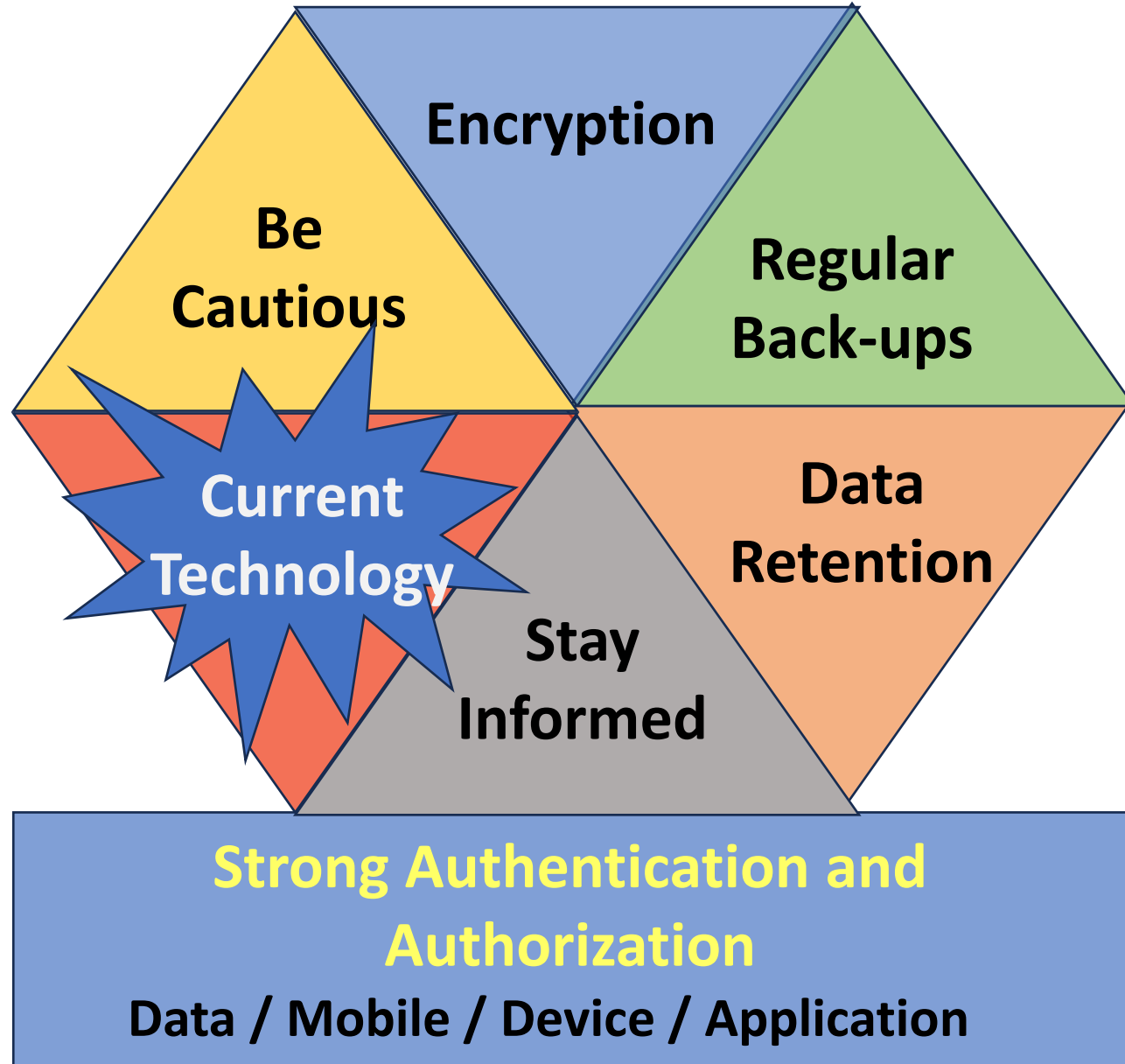


# How Do We Protect Our Data

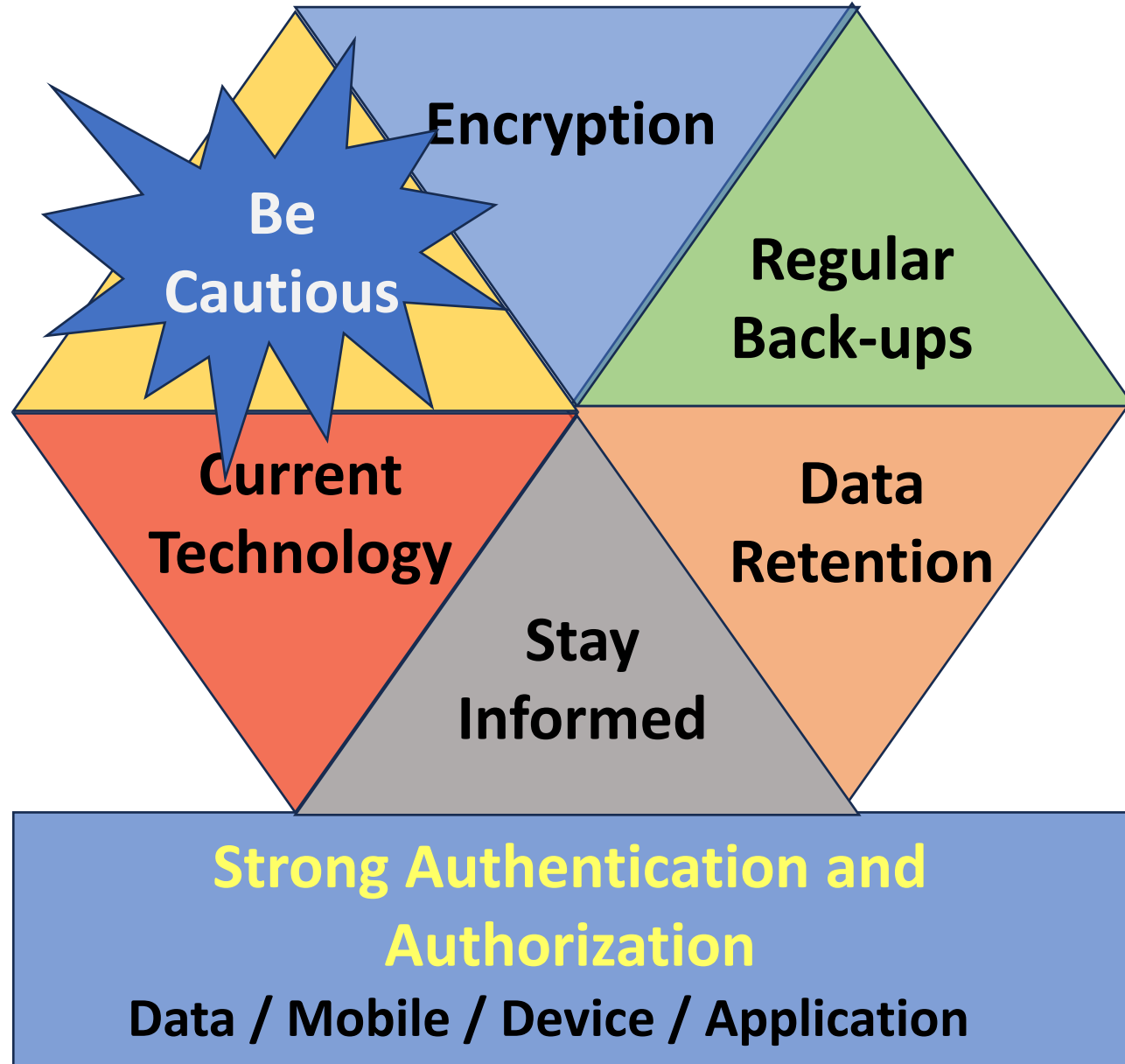




# How Do We Protect Our Data



# How Do We Protect Our Data



# Be Cautious – Biggest Risk

## EMAIL SENDER

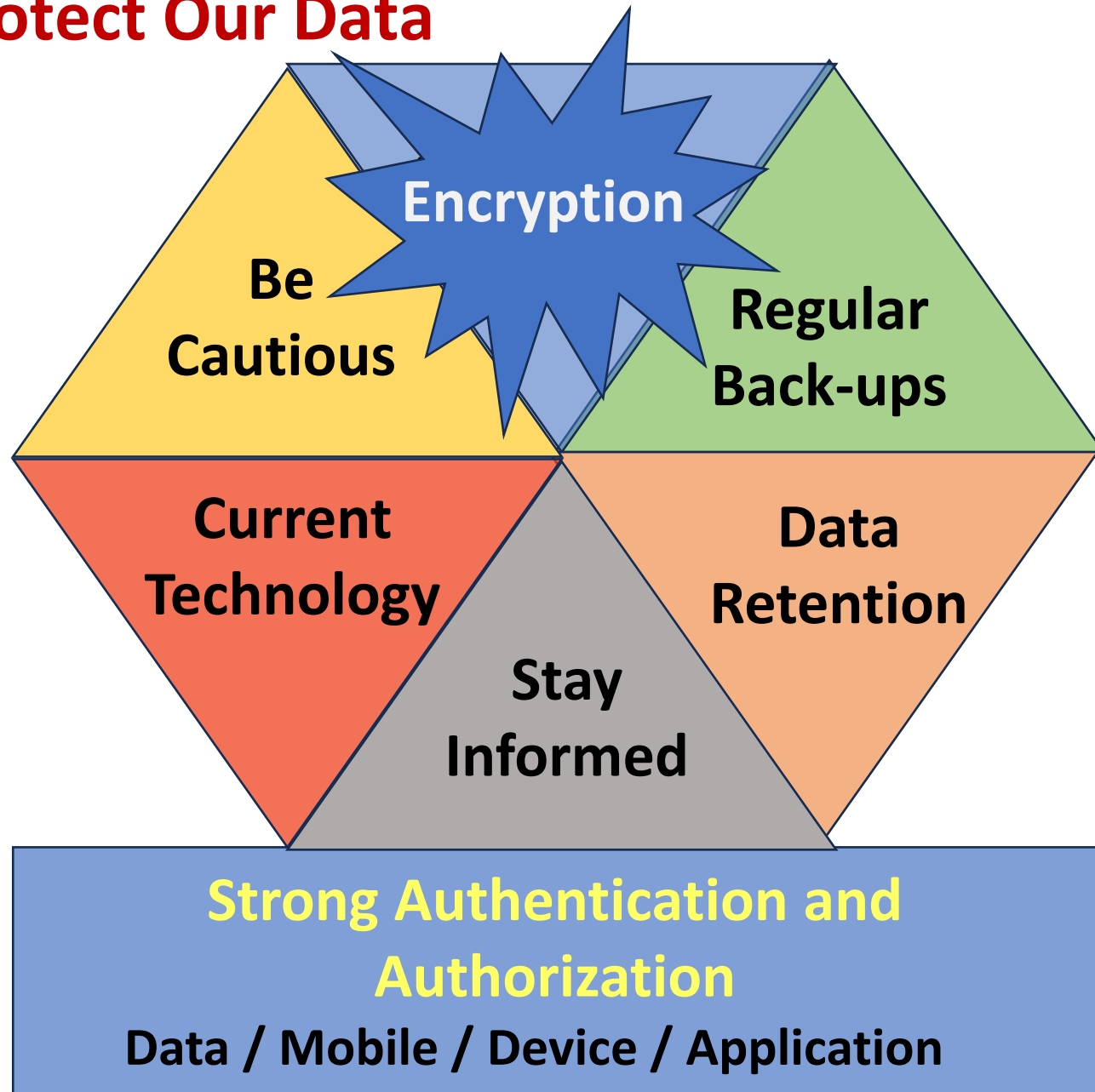
- Subject line should be concise
- Make it personal
- Provide context
- Attached PDF files only
- Use a Professional signature line
- Is a Service Provider sending emails on your behalf?



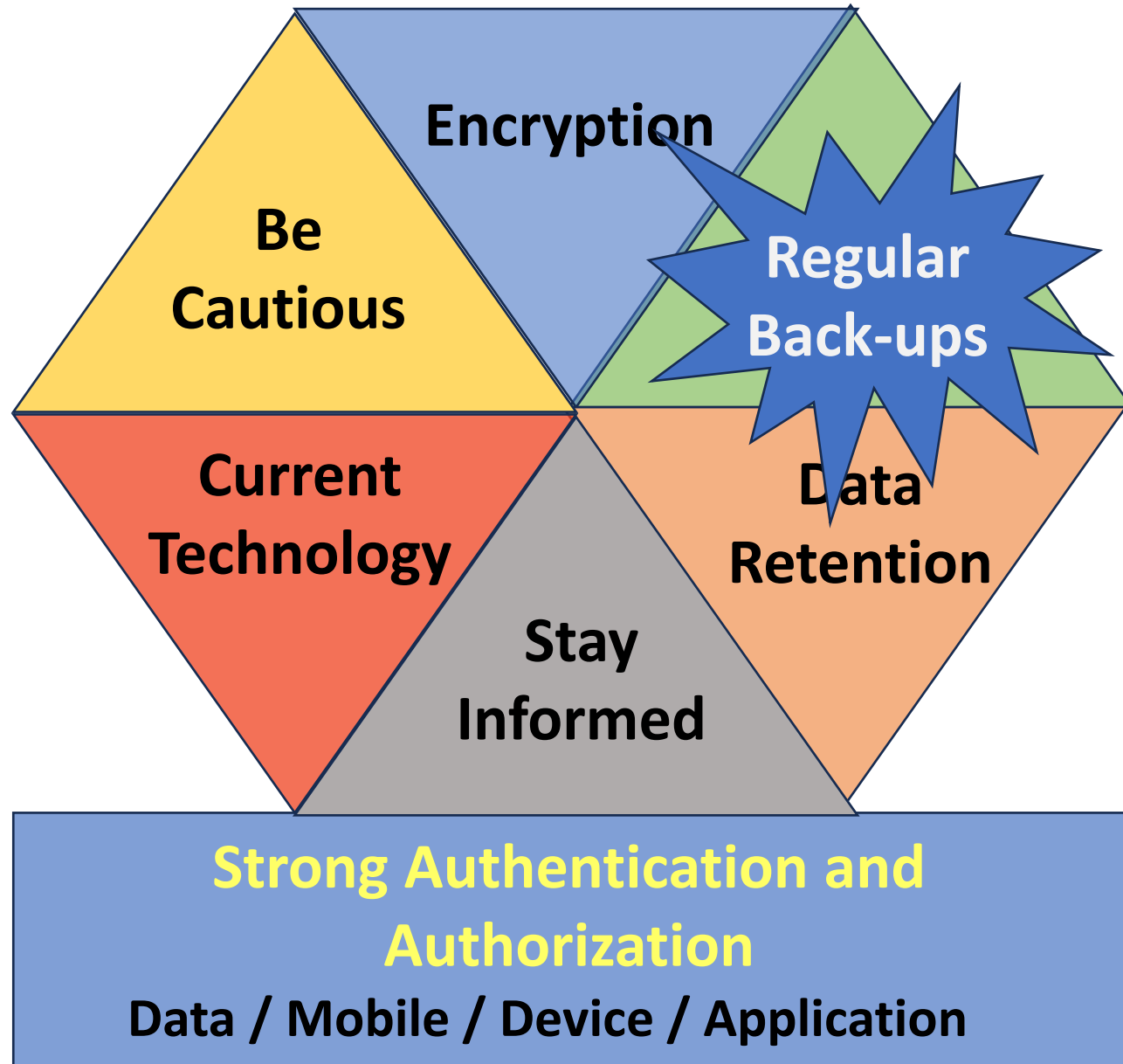
## EMAIL RECEIVER

- Remember the 4S Method to vet the message:
  - Sender
  - Subject
  - Salutation
  - Signature
- Never provide bank account or personal information via email
- Be careful replying to messages from your mobile devices

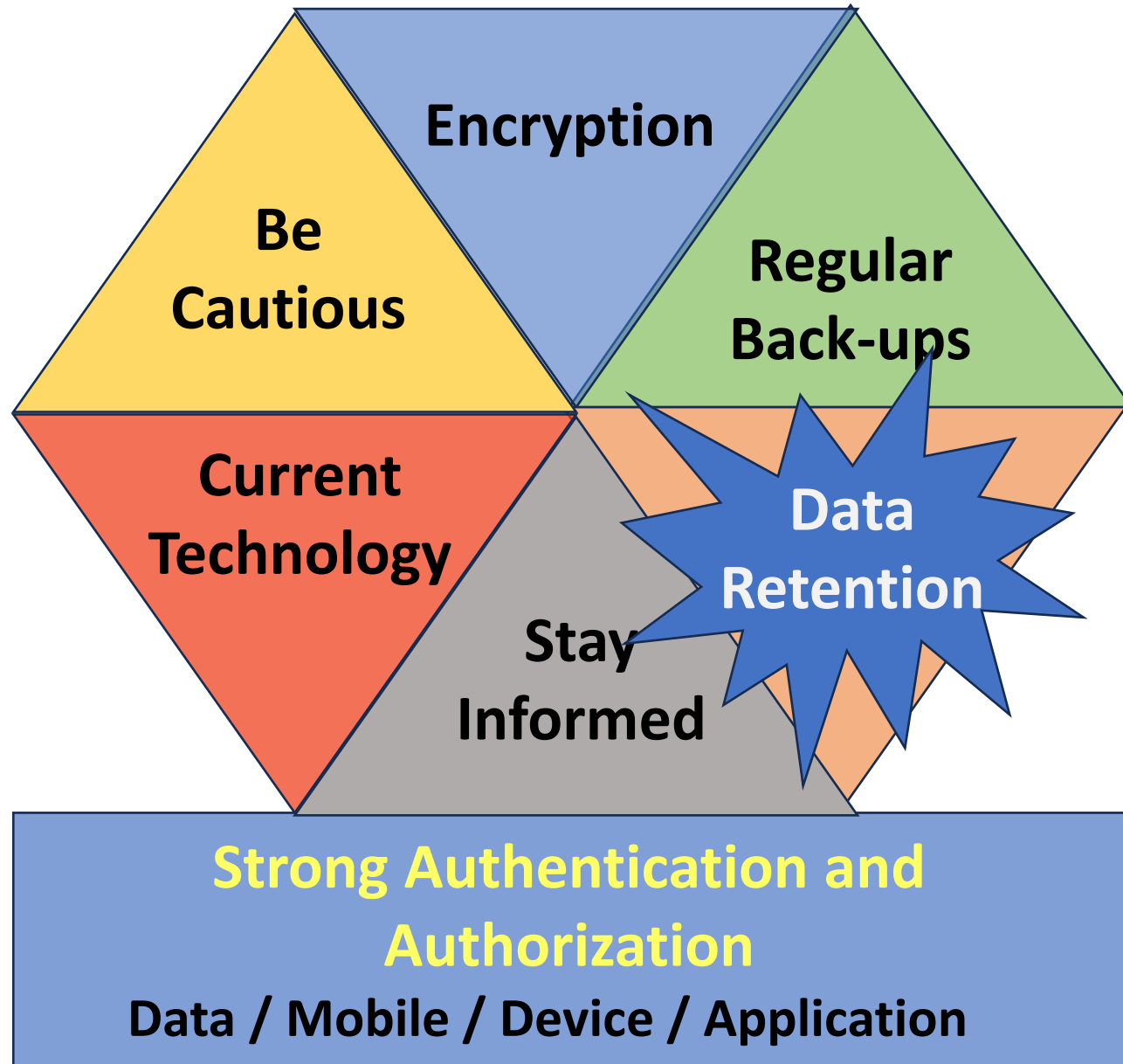
# How Do We Protect Our Data



# How Do We Protect Our Data



# How Do We Protect Our Data

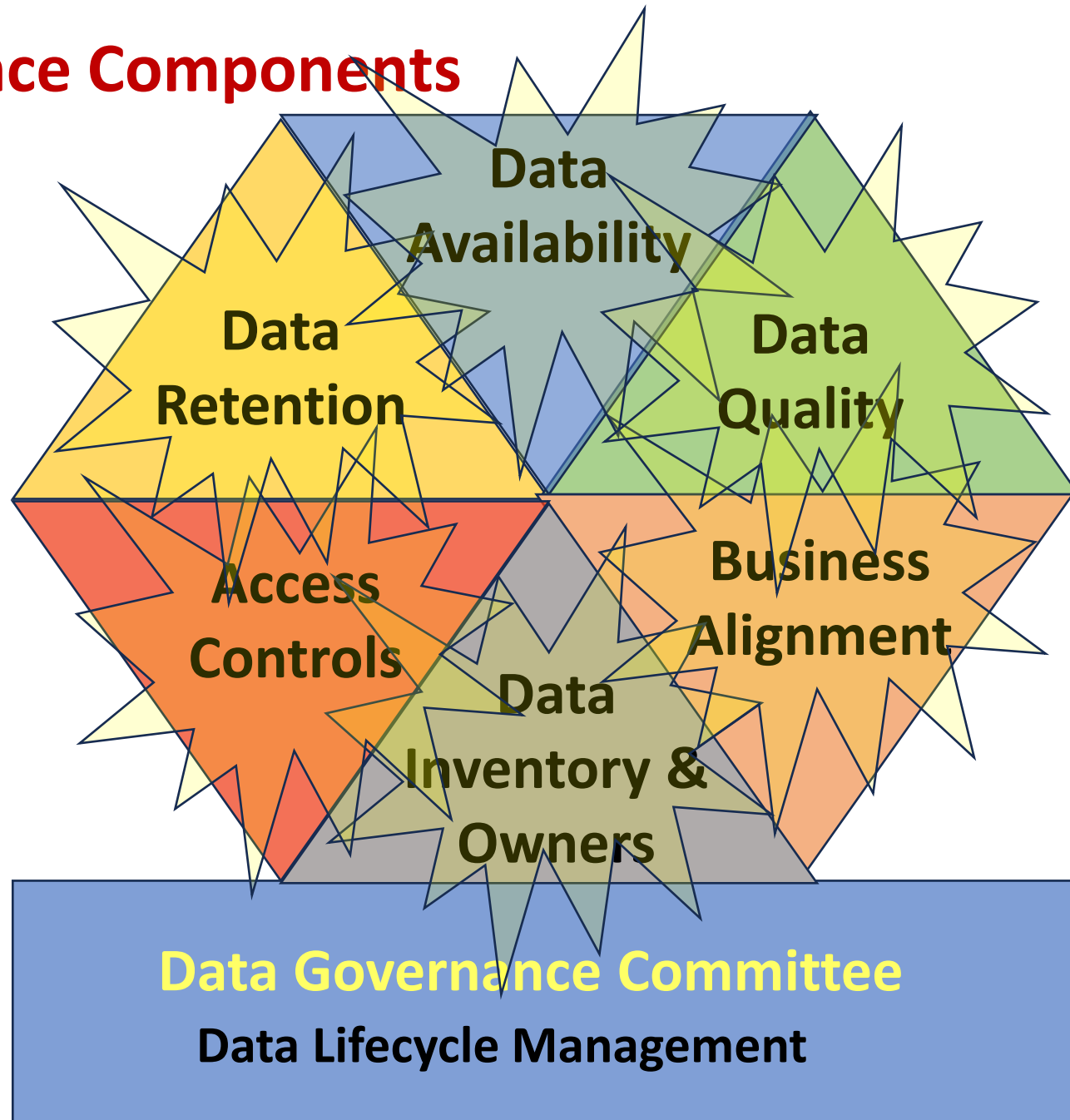


# What is Data Governance



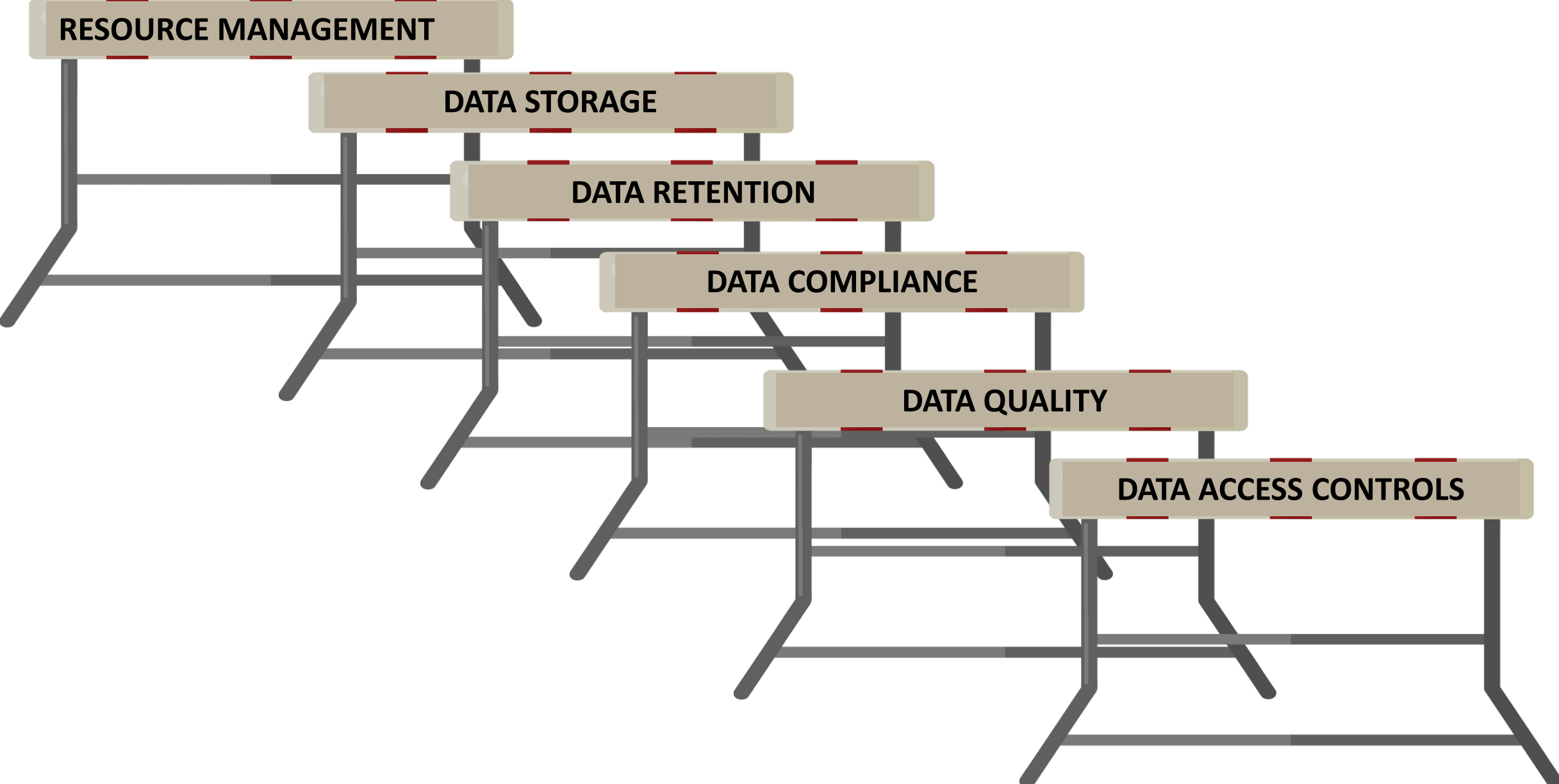
<https://bleuwire.com/.../data-governance.jpg>

# Data Governance Components





# Elon University Data Governance Challenges



# Compliance is Key



**Regulatory compliance** requires a business follow state, federal, and international laws and regulations relevant to its operations.



# Compliance is Key



Area of Compliance	Number of Requirements
Finance (Tax, Accounting, Donors, Financial Aid)	79
Academic	27
Campus Safety	7
Copyright	7
Disabilities Accommodations	13
Environmental	28
Export Controls	8
Health Care	3
Human Resources	54
IT / IT Security	34
Research	7
Miscellaneous	20
	<b>287</b>

# Compliance is Key



Requirement	Data / Information Impacted	Responsibility
Title IV / - Financial Aid	Manages federal funds disbursed to a student's account in excess of allowable charges.	Patrick Murphy
Health Insurance Portability and Accountability Act ( <b>HIPAA</b> )	Medical / health related information for all individuals.	Jana Lynn Paterson
Clery Act	A consumer protection law that aims to provide transparency around campus crime policy and statistics.	Sgt. Paul Smith
Title IX	Prohibits sex-based discrimination in any school or any other education program.	Megan Karbley
National Collegiate Athletic Association ( <b>NCAA</b> )	Institutions must conduct their athletics programs with integrity and in compliance with conference and NCAA rules and regulations.	Jeffrey Scheible
The Americans with Disabilities Act ( <b>ADA</b> )	Protects the civil rights of people with disabilities in many aspects of public life.	Megan Karbley
Payment Card Industry Standard ( <b>PCI-DSS</b> )	Credit card processing formation – electronic commerce	Gary Sheehan
Unrelated Business Income Tax ( <b>UBIT</b> )	Managing tax and tax data on unrelated business income	Susan Kirkland
General Data Protection ( <b>GDPR</b> )	Personally Identifiable Information for European Union citizens	Gary Sheehan
Gramm-Leach-Bliley Act ( <b>GLBA</b> )	Student financial information and other non-public student information	Susan Kirkland
Family Educational Rights and Privacy Act ( <b>FERPA</b> )	Student non-public personal and academic information	Rodney Parks
State Privacy Laws (PII)	Any representation of information that permits the identity of an individual to whom the information applies to be reasonably inferred by either direct or indirect means.	All Employees

# Compliance is Key



**Everyone who handles, accesses, stores, transmits or processes regulated data or sensitive data has a responsibility to be aware of and comply with regulatory requirements.**

**Personal information, when misused or inadequately protected, can result in identity theft, financial fraud, regulatory non-compliance and other problems that collectively cost people, businesses and governments millions of dollars per year.**

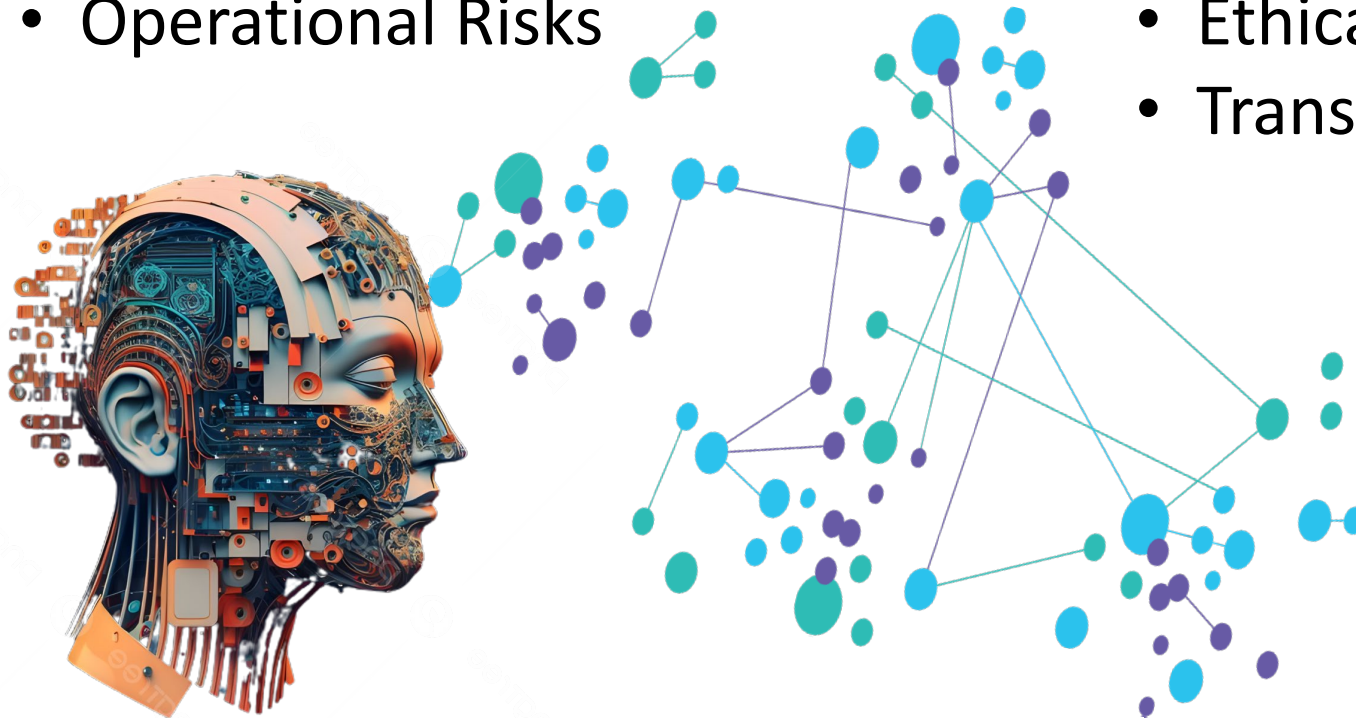
# AI's Impact on Regulated / Sensitive Data

## AI RISKS

- Legal and Compliance Risks
- Ethical Risks
- Reputational Risks
- Operational Risks

## MITIGATION STRATEGIES

- Usage Policies
- User Education
- Data Governance
- Ethical AI Practices
- Transparency



# Summary

IT'S  
ALL  
ABOUT  
PROTECTING  
THE  
DATA



**We All Must Contribute To Data Governance**

# Q & A



Feedback is welcome  
and appreciated.