Empowering Data Democracy through Trustworthy Data Offerings

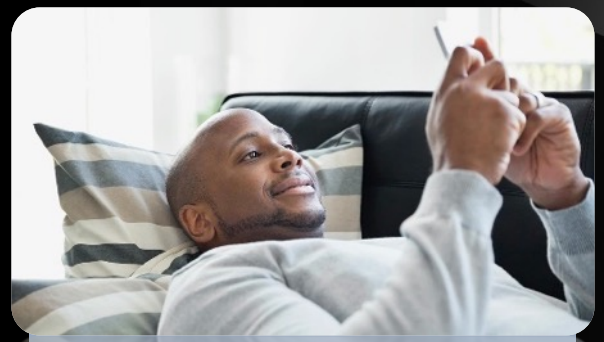
CDAO UK 2024

January 25th, 2024

Nzau Muinde, Director, Data Strategy

Mastercard data responsibility principles

The foundations which guide our own practices as we continue our journey as responsible data stewards and the symmetry with Open Finance proposals

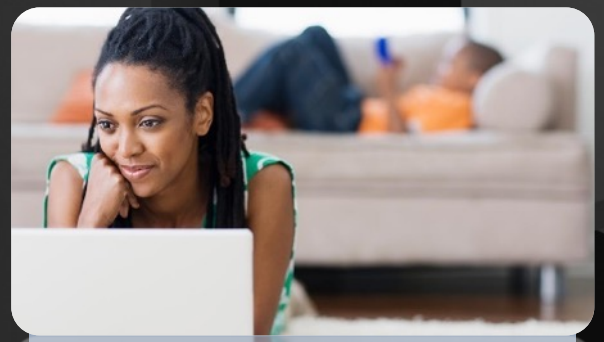


You Own It

Every day you produce data. That data belongs to you.

You Control It

You have the right to understand and control how your data is shared and used.



You Benefit from Use

You have the right to benefit from the use of your data.

We Protect It

Your data will be kept secure and used responsibly.

Our Data Responsibility Principles

An organization's data practices

You Own It

You Control It

You Benefit from the Use of It

We Protect It

must be guided by the rights of individuals

Security & Privacy

Integrity

Innovation

Accountability

Inclusion

Transparency & Control

Social Impact

AI Governance framework applies the principles to AI

1. Purpose Evaluation
Intended purpose evaluated to ensure alignment with Mastercard's data responsibility principles

2. Data Evaluation
Data used in AI evaluated for availability, quality and compliance

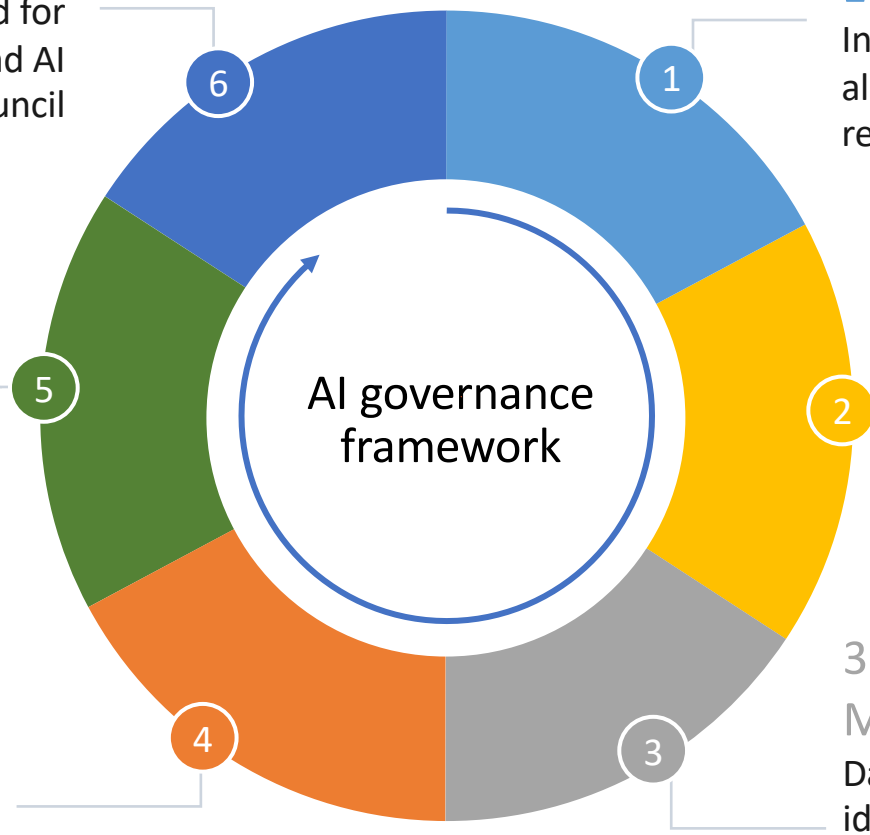
3. Data Use Case Evaluation + Data Model Design
Data fitness for purpose evaluated, including identifying and removing or minimizing bias. All decisions including choice of data input and modeling techniques used are explored.

4. Risk Scoring
Each AI model scored for risk using a Mastercard developed risk assessment tool. All high or medium risk models are reviewed by the AI governance council before they can proceed to development.

5. Model Building & Output
Impact Assessment

Development and validation of approved or low risk models, followed by impact assessments and peer review

6. Soft Launch + Production
Model continuously monitored for performance and reviewed by peers and AI governance council



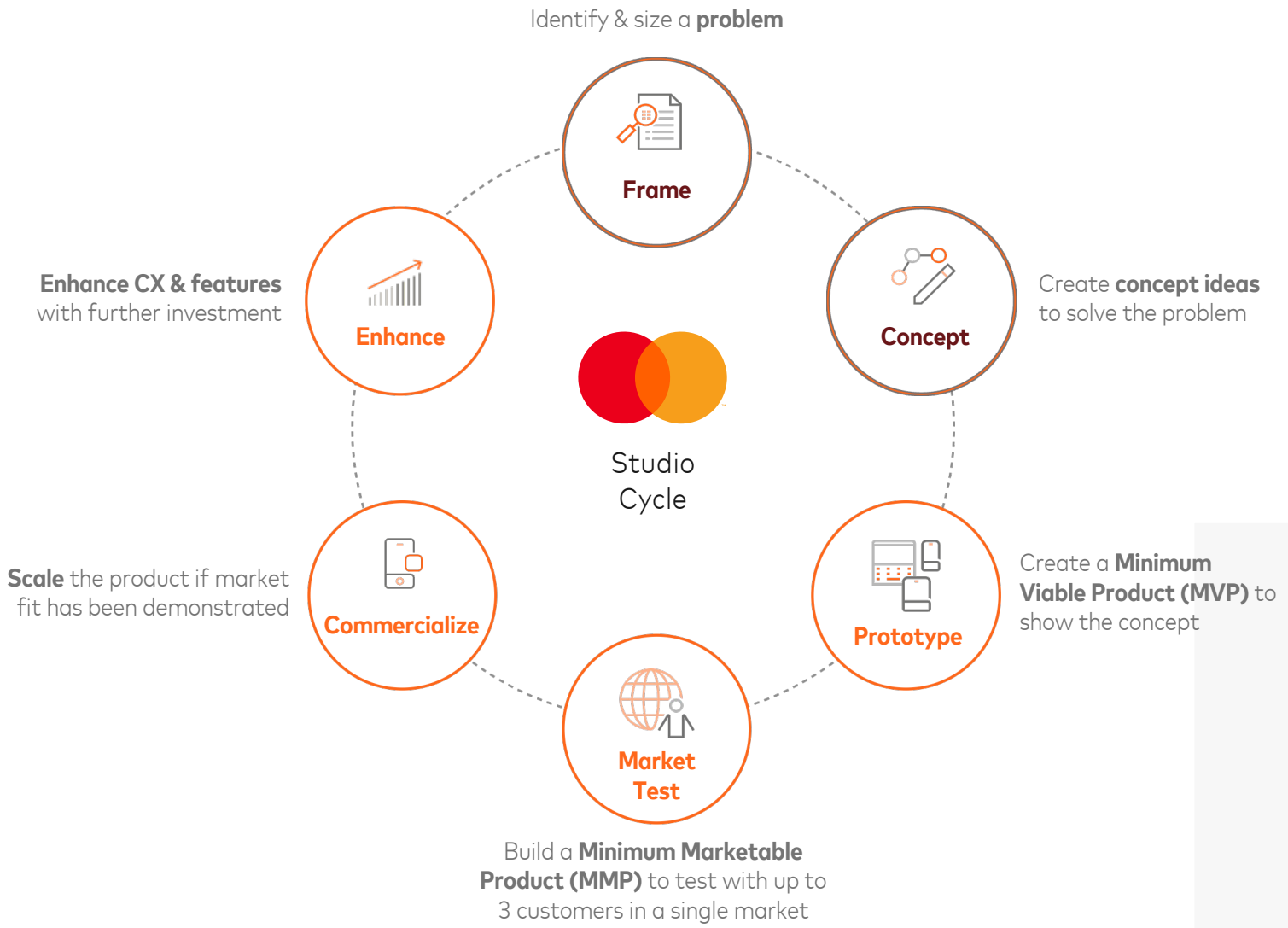
Product Lifecycle Framework

Extracting the best value out of the usable data potential

Solutions or technologies can be developed **within Mastercard** by various teams through a well-defined process called **Studio**

Studio is an **enterprise framework** that guides teams through the **product lifecycle**, driving continuous collaboration among **different stakeholders**

Governance is a key component and gating **control** embedded in the Studio process



mastercard

Global Local

An in-depth focus on Data Ownership

- Data Responsibility Principles are the foundation to our governance framework
- Data Rights are an important consideration to the development of business strategy
- Multiple regulatory jurisdictions and localisation requirements require consideration at the design stage
- Privacy Enhancing Technologies can bring a new toolset to compliance and governance

Privacy Enhancing Technologies

The Spectrum of Data Sharing

*Understanding **trust** drives the spectrum of data sharing capabilities*

Marketplaces

Discovery

- **Value**: Modern data sourcing and evaluation frameworks
- **Limitations**: limited access and usage rights

Secure Data Sharing

Sharing

- **Value**: Real time, secure, governed access to data and models
- **Limitations**: Trusted partners

Clean Rooms

Collaboration

- **Value**: Higher level of governance and privacy protections across the ++ client community
- **Limitations**: no direct compute access , no ad hoc insights