

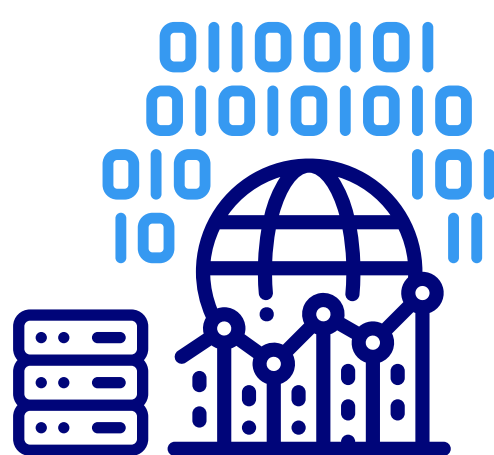


Understanding Data Collection, Minimization, Retention, Deletion & Necessity

Did you know?

Currently, there are **over 147 zettabytes of data** in the digital universe, and more are created every day.¹

Despite that, AI developers claim they are running out of data to train their models.²



However, collecting massive amounts of data without a purpose or to maybe use it in the future comes with risks.

The risks of collecting too much data



Data Accuracy & Quality

- Ensuring data accuracy at scale is challenging
- "Garbage in, garbage out" – poor quality data degrades over time



Data Volume

- Storing large amounts can be expensive
- Requires scalable and cost-effective storage solutions



Privacy Infringement

- Improper handling can infringe on privacy rights
- Risks increase with third-party sourced data



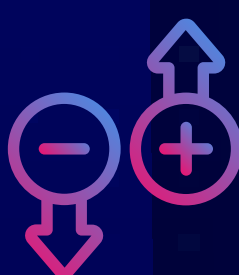
Security

- Large amounts of data increase breach risk
- Breach costs include fines and loss of trust



Data Integration

- Integrating data from multiple sources is complex
- Creating a complete business picture is challenging



Why less is more

- Reduce noise:** Focus on relevant information
- Faster decision making:** Fewer errors, quicker insights
- Cost reduction:** Lower storage and maintenance costs
- Increased security:** Fewer records reduce breach risk
- Environmental impact:** Lower digital carbon footprint

5 tips for implementing data minimization

1

Review acceptable data use policies

- Limit data collection to necessary and relevant purposes
- Ensure data is deleted when no longer needed

2

Embed privacy by design

- Integrate from the start with product/service development
- Raise awareness among employees about data minimization

3

Leverage data minimization techniques

- Anonymization:** Remove sensitive identifiers
- Pseudonymization:** Replace personal info with unique codes

4

Conduct a data system inventory

- Include third-party vendor systems
- Understand what data is collected and its purpose

5

Use risk assessment processes

- Conduct PIAs and DPIAs
- Assess data collection risks and necessity

Mitigating risks & enhancing trust

Save time and reduce privacy risk with TrustArc's Data Mapping & Risk Manager. Achieve continuous compliance with automated data flow mapping, risk analysis, and remediation.

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¹ Statista https://www.statista.com/statistics/871513/worldwide-data-created/#--text=Data%20growth%20worldwide%202010%2D2025_replicated%20reached%20a%20new%20high

² The Week <https://theweek.com/tech/ai-running-out-of-data>