The wide-ranging data integrity risks in today’s digital world

Companies are increasingly reliant on data and advanced technologies such as AI, robotic process automation (RPA) and cloud infrastructure to fuel business insight, drive operational efficiency and seek growth opportunities. There are also data-driven risks associated that can cause significant damage to the business. These risks can be caused by human errors, data-related algorithms design, poor-quality data or malicious insiders.

Compounding the problem are the increasing data protection and privacy regulations around the world, such as the EU’s General Data Protection Regulation (GDPR). California Consumer Privacy Act in the US, Australia’s Privacy Act and China’s Cyber Security Law. Noncompliance can be destructive to the business—resulting in hefty fines, reputational damage or operational shutdown. Organizations require tools outside the organization as much as within. Some recent headline news about third-party misuse of data is a case in point.

Privacy and security are also converging with protecting private data as the common goal. Security measures need to go beyond data protection because everyone with access to large amounts of data, either considered forensics or private, can gain access to private information with the aid of AI and analytics technologies. Privacy and security risk considerations should be extended to AI and analytics programs.

Besides privacy and security concerns, the use of AI and analytics can cause other legal and compliance concerns. For example, if a company uses AI to make decisions, it should critically examine the data and algorithm used to arrive at the decision. Any problem with the data or the way the algorithm was built is a potential legal issue. A company needs to ensure that it is following all applicable laws and regulations while using AI.

The use of data and technology presents a range of risks that can cause significant damage to the business.

It is also important to anticipate that the proportion of personal data that is either passively observed about individuals or computationally inferred about them is growing at an ever-increasing rate. Strengthening Data Governance

Financial statement
Privacy
Reputation
Litigation
Compliance
Security
Operations
Third-party misuse
Data integrity risks

How can you protect your data while still using it?

EY Data Integrity Services
**Intensifying data privacy regulations and state secrecy laws around the world have made cross-border data transfer a significant challenge. We work with organizations to develop a sound data transfer mechanism that takes into consideration legal and regulatory concerns. We focus on the data analytics or business needs to narrow down the data sets needed, thus reducing risk exposures along the way. Our professionals possess deep knowledge of data anonymization techniques and are experienced at identifying the right technology coupled with the optimum workflows for the right objective.**

**Digital forensics and investigation**

Our team has experience conducting digital forensics across the context of multi-jurisdictional and global compliance regulations. Our investigations come from a variety of sources, whether data is sourced, used and stored, or is transferred across borders for regulatory compliance. We review documentation and interview witnesses to gather evidence on legal, regulatory, and privacy violations.

**Key benefits**

- External and in-depth adversarial expertise to enhance effectiveness of technology
- Performing investigation beholden with no depth reporting
- Ensuring all results are appropriate to the context of the case
- Investing in latest technology to bring precision and efficiency to investigations

**AI and data analytics review**

AI and analytics can bring legal and compliance outcomes, due to human error, bias, faulty algorithm design, poor data quality or incorrect regulation. We review AI and analytics implementations by going through the core of an algorithm to assess performance and potential risks. The scope of our evaluation includes data inclusion and data quality, model fairness, interpretability, privacy, and other relevant, legal and regulatory inquiries.

**Vendor data due diligence**

To investigate areas of potential risk, we perform due diligence reviews, including interviews, digital forensics, data traversals and analytics, historical data, and regulatory inquiries. We analyze data and information to identify potential risks and help organizations mitigate vulnerabilities. This includes recovery of loss from deleted, missing, or inaccessible data that may be subject to legal and regulatory requirements. We understand the rights of data subjects and whether private information is in compliance with applicable regulatory requirements, and we help with data subject requests.

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**Key benefits**

- Effectiveness and in-depth adversarial expertise to enhance effectiveness of technology
- Investing in latest technology to bring precision and efficiency to investigations
- Ensuring all results are appropriate to the context of the case
- Investing in latest technology to bring precision and efficiency to investigations

**Key benefits**

- Leveraging existing vendor due diligence programs to save time and resources
- Using advanced technology to protect against data transfer
- Ensuring global regulatory experience in cross-border data transfer

**Data recovery**

In the event of destruction or completion of data, EY can provide data recovery services and resources in response to data breaches or from types of disasters, corrupting, missing, or inaccessible data that may have resulted from the incident. This includes data recovery of loss, extracted, secured, stored and used. We take into account non-recovery risks both within and outside of the organization and whether private information is in compliance with applicable regulatory requirements, and we help with data subject requests.

**Key benefits**

- Deep knowledge of global data protection and privacy regulations
- Dedicated sector professionals who understand unique industry data requirements and regulations
- Multidisciplinary learning from benefits in operations, data governance, technology and regulatory compliance