

# Best Practices for Driving Value Through Data Stewardship

The sensitive data in your care can greatly benefit both your organization and people outside it. To get full value from your sensitive data while protecting people's privacy, consider the following best practices developed by experienced data sharing leaders.

	BEST PRACTICE	STRATEGY	TACTICS
1.	<b>Evolve corporate culture to enable actionable insights</b>	Promote useful, safe, timely access to sensitive data and foster accountability and a sense of obligation to do the right thing. Cultural development should be both top-down and bottom-up.	<ul style="list-style-type: none"> <li>• Show senior leadership why cultural transformation is necessary</li> <li>• Secure an executive-level sponsor to promote culture change</li> <li>• Create a mission statement to provide a rallying point</li> </ul>
2.	<b>Enable safe and compliant collaboration to make the best use of sensitive data</b>	Seek participation and oversight from experts with a deep understanding of the data to ensure researchers use it appropriately and draw the right conclusions.	<ul style="list-style-type: none"> <li>• Introduce privacy by design at the outset</li> <li>• Formally assign the right participants to ensure consistent collaboration</li> <li>• Select suitable privacy tools to enable the appropriate level of disclosure</li> </ul>
3.	<b>Gain consensus on a risk framework</b>	Develop and seek alignment on a framework that strikes an appropriate balance between privacy protection and data utility to enable uses of the data beyond its original scope.	<ul style="list-style-type: none"> <li>• Build relationships with a range of department leaders</li> <li>• Clearly define what is must-have vs. what is nice to have</li> <li>• Promote a sense of ownership for privacy compliance and data enablement</li> </ul>
4.	<b>Align on standards and common language</b>	Determine in collaboration with key stakeholders if your organization requires guiding principles or actual standards to drive value through data stewardship.	<ul style="list-style-type: none"> <li>• First develop key principles and then identify more granular needs</li> <li>• Define language that resonates with stakeholders</li> <li>• Develop code and document templates</li> </ul>
5.	<b>Communicate proactively with key stakeholders about perceived privacy issues</b>	Plan the process, engage with stakeholders, measure positive and negative outcomes, and report results on a continuing basis. Establish ways to ensure that all the right stakeholders are part of the conversation and include mechanisms for educating data owners and allowing them to provide feedback.	<ul style="list-style-type: none"> <li>• Communicate with stakeholders early and often</li> <li>• Integrate a feedback loop with stakeholders to verify that the process is working</li> <li>• Develop outcome-oriented KPIs to measure and communicate progress</li> </ul>

# Contributing EAB Members

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The Best Practices for Driving Value Through Data Stewardship were developed by the Executive Advisory Board (EAB) focused on building trusted data strategies to drive innovation. The EAB is comprised of 21 senior-level executives working in data, analytics, privacy, and legal roles in private and public organizations. The following people are some of the EAB members who contributed to the creation of the Best Practices:

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