

# Precious Cargo in Dangerous Waters

DATA GOVERNANCE TEAM  
GENERAL CONFERENCE  
SEVENTH-DAY ADVENTIST CHURCH



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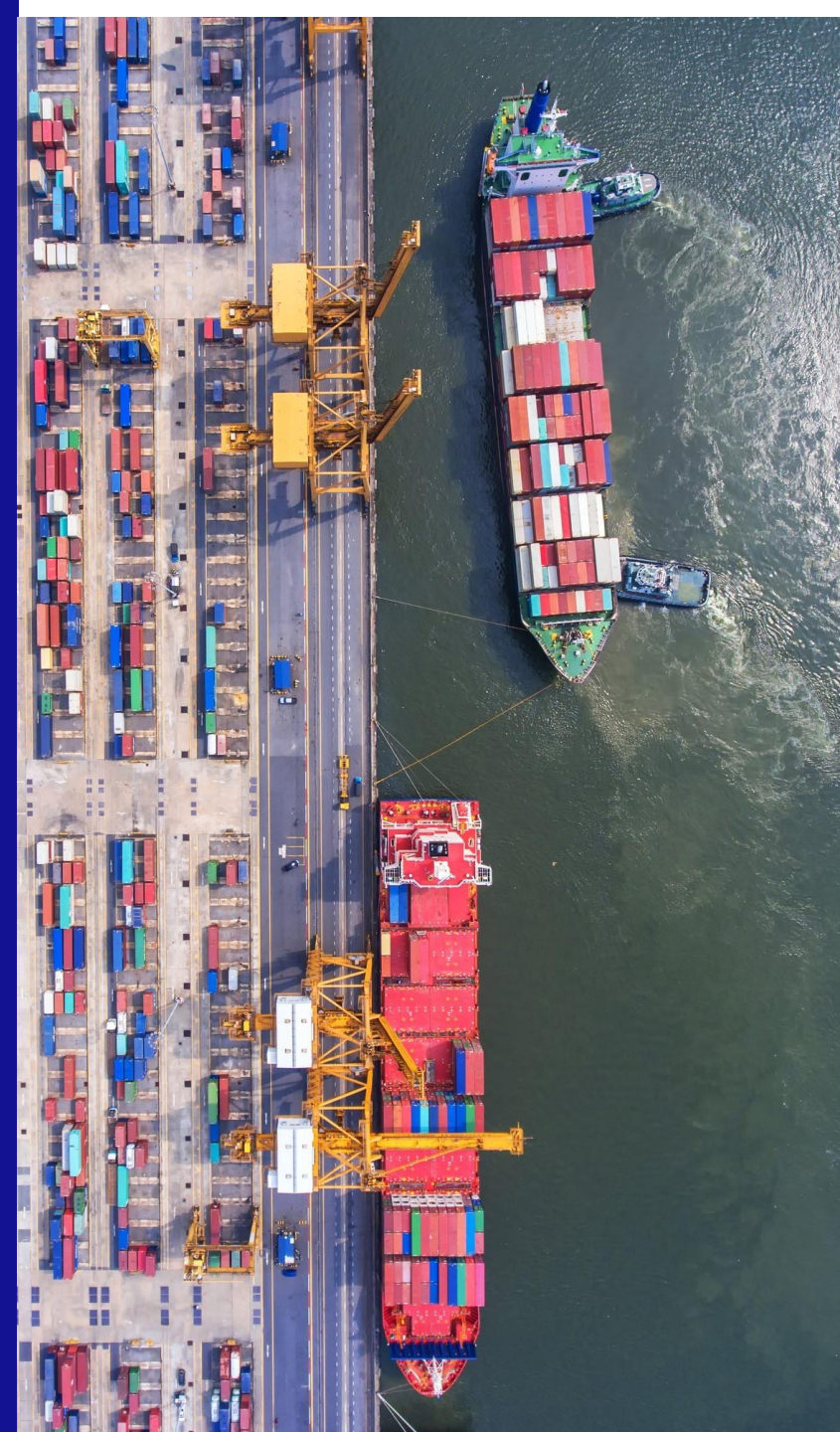
ANNETTE  
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# PRECIOUS CARGO IN DANGEROUS WATERS

Data is the precious cargo we collect, use, and store to facilitate the church's mission

It can also be a **liability** to the church, a **danger** to real people, and a **stumbling block** to the gospel.





THREE  
MONTHS  
AGO, ON  
MARCH 26  
IN THE  
PORT OF  
BALTIMORE

...





DALI  
STRIKES  
PIER 17  
OF THE  
KEY  
BRIDGE





# In mere seconds, the bridge COLLAPSES...

- Kills 6; injures 2
- Disrupts port & transportation
- Damages ship & cargo
- Jeopardizes jobs
- Etc....





# Compare:

## Dali striking the bridge

## Security Incident Striking Church's Data

Catastrophic fall out to:

- Real people
- The cargo/ the Data
- The ship / the Church
- The bridge / the mission to the world





# When compromised, poorly managed data brings:

- Real harm to real people,
- Crippling financial liability,
- Higher disaster recovery costs,
- Reputational harm,
- Trust erosion,
- Cascading negative effects on church mission



# Data Governance:

A systematic and principled approach used to manage our Church's data. It supports our church's mission and goals





## Data Governance



## Data Protection



## Information Security





# DATA GOVERNANCE IS PROACTIVE

Manage  
Data

Manage  
Trust

Manage  
Compliance





# Design Data Governance around the 3 C's



Culture



Connectivity




Collaboration



- How to know if you have a data-driven culture for Mission?
- Everybody knows the data
- Everybody trusts the data
- Everybody talks about the data



**Culture:** Data is a precious asset for mission



Leverage structures  
already in place

- Leadership
- Committees
- Data Governance Team
- Compliance & Technology Teams

# Connectivity: Leverage Org Structures



Assign data roles and responsibilities across the organization to manage data



**Collaboration:**  
**Distributed Roles/Responsibilities for Data Sets**

# Three Key Factors



## Data Governance



### Culture

Leadership message:  
Data is a precious  
asset for mission



### Connectivity

Leverage Org  
structures for  
success



### Collaboration

Utilize distributed  
decision-making  
roles over specific  
data



# 3 months later...

- Hazardous materials contained
- Those who drowned were retrieved
- Channel is open
- Investigation continues
- Crew and ship has departed





# Data is our Precious Asset for Mission



When we effectively steward the church's data, we

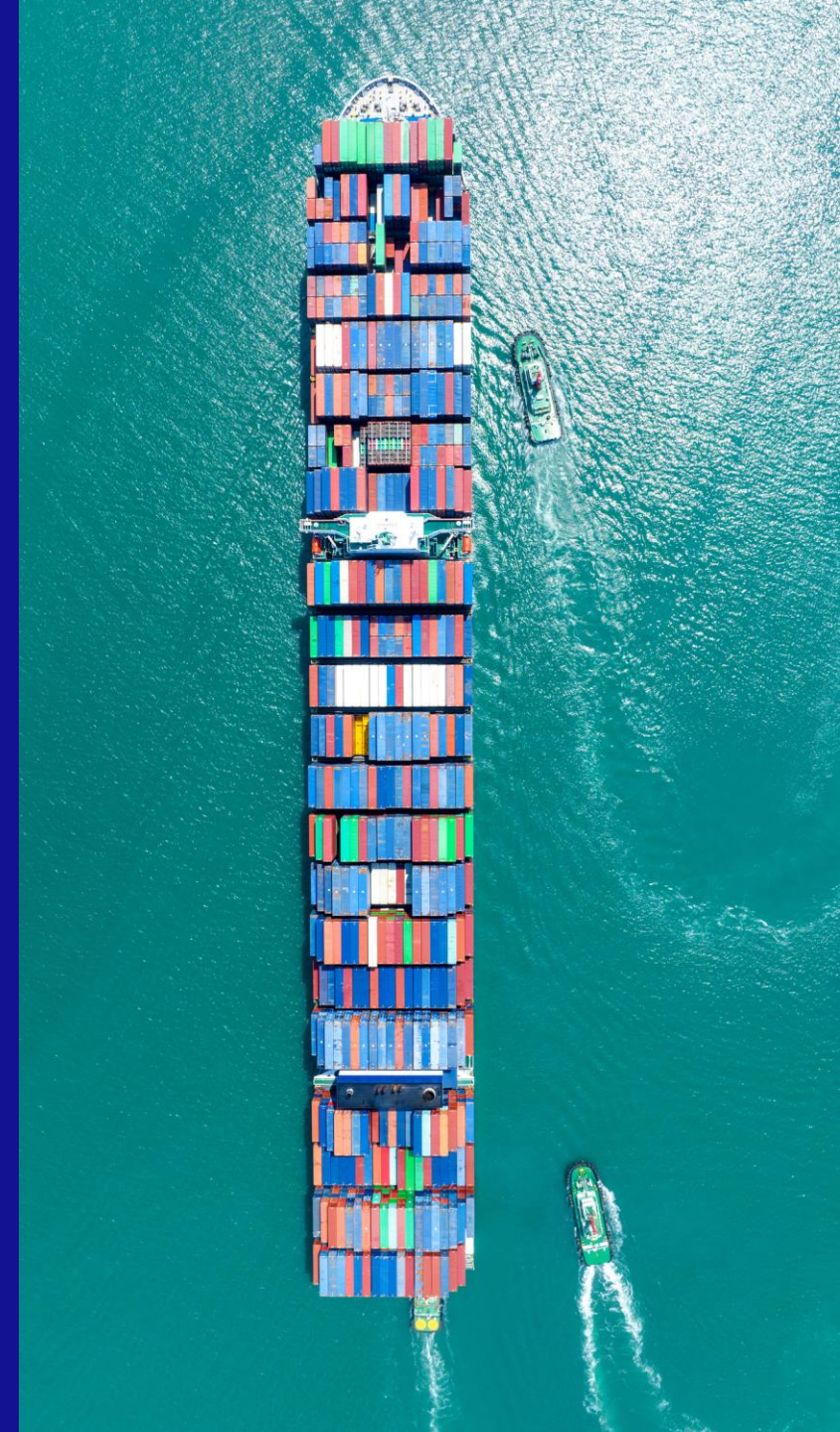
- ❖ Achieve Greater Security, thus protecting the mission
- ❖ Build Confidence in data driven decisions for mission
- ❖ Meet Compliance and build trust in our message



# FOR MORE ON DATA GOVERNANCE...

## Breakout Session:

- Data, Your Cargo: Governance, Your Safe Passage



# Learn about the General Conference's journey to data governance.

