

AI GOVERNANCE

AN ACTIONABLE HOW-TO GUIDE

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Tuesday, October 28th
11:00 am
Embassy Room
Westgate Hotel, San Diego

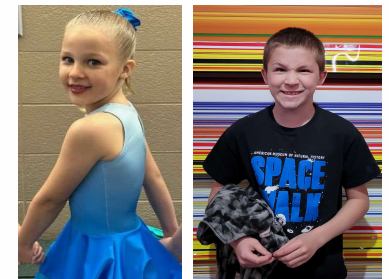


About Us



Joe Shepley,
PhD, AIGP CIPP/US
Managing Director
Information Risk and Governance

- 25 years Information Governance experience – corporate IT and consulting
- Lead A&M’s Information Risk and Governance practice
- Help organizations design and implement successful Information Governance programs to comply with U.S. and global regulations, such as CPRA, the GDPR, NYDFS 500.13, HIPAA
- Worked with clients across industries: healthcare, life sciences, financial services, energy, retail, manufacturing, consumer goods, and insurance
- Member of the Executive Steering Committee for the Sedona Conference WG13 on AI and the Law
- Recovering academic (PhD in History of Christianity and Judaism), former professional drummer, avid cook
- Married for 24 years, four crazy kids: Stella (18), Eleanor (14), James (12), and Lucy (10)



About Us



Matt Baldwin
PhD, CIPP/US
Principal Consultant
Triad Executive Advisors

- Strategic consultant working in Information Governance, Data Lifecycle and Risk Management, and AI Governance
- Previously: two decades plus served in Higher Education as professor and administrator
- Help organizations minimize risk while navigating complex regulatory environments affecting data processing, records retention, and AI systems
- Have served clients in benefits management, medical and dental services, munitions manufacturing, higher education and professional services
- Member of IAPP and ARMA
- Have lived in Western North Carolina since the early 2000s, with awesome wife Yael, and children Lena (18) and James (15).



What You'll Learn



Key elements of effective AI Governance

Why understanding your AI use cases is important for effective AI Governance

Practical steps for establishing or evolving your organization's AI Governance capabilities

How to construct a regulatory crosswalk to support AI Governance efforts

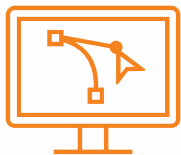
AI Gov – The Strategic Differentiator



AI is an essential capability for business today – every industry is “all in” on using AI to disrupt their markets and competition



Deploying AI without governance carries risks – regulatory, litigation, and cyber



Achieving scalable, right-sized, effective AI Governance is a strategic differentiator – delivers first mover advantage for firms that solve compliance hurdles to get to market faster

The AI Governance Challenge



Business Promise



Complex Regulation



Inadequate Industry Guidance



AI holds huge promise of increased speed to market, time to product, process efficiencies, and cost reductions



Regulators struggle to anticipate business use cases and selectively target areas of public risk and concern, resulting in a complex patchwork of rules



Industry guidance on AI Governance is slow in coming and when it has come, doesn't meet the business needs and challenges of deploying AI at scale

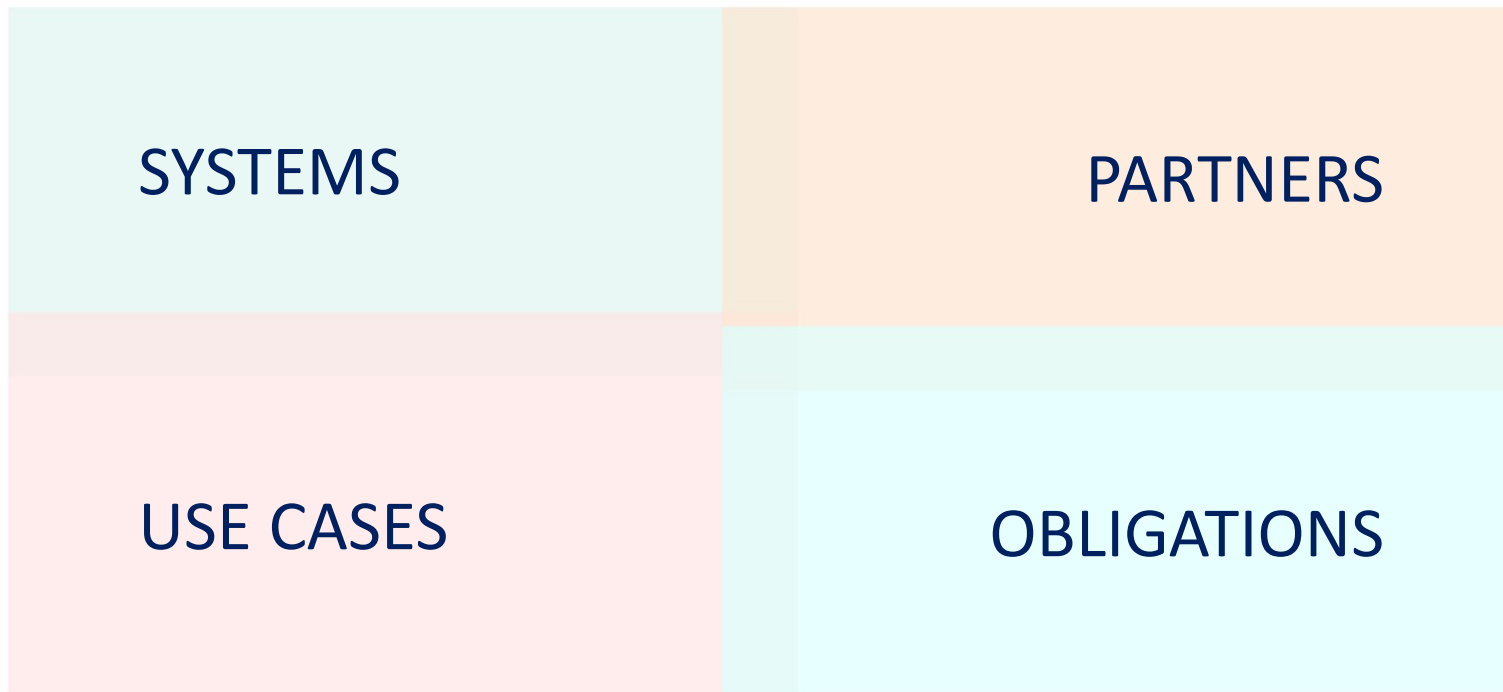


Firms must do business with AI to stay competitive yet lack guidance on how to move forward without the risk of significant regulatory and legal consequences

Effective AI Governance



Requires knowledge about



Know your Systems

- Develop an **AI System Inventory** – what AI your organization is currently using and plans to use in the next 12 to 18 months
- Leverage **existing inventories** – CMDB, Privacy Asset Inventory, BC/DR system documentation – if you have them
- If not, you need to **get crafty** – pull all the invoices paid to IT vendors in the last 24 months and use that as a baseline
- Evaluate each system you identify to **determine whether it would constitute AI** — not only generative AI (GenAI) but also more tenured AI capabilities such as machine learning (ML)
-



Know your Partners

- Develop an **AI Third-party Inventory** – what partners provide AI services or use AI in the work they do for your organization
- Leverage **existing inventories** – TPRM, Vendor Lifecycle Management, Security and Privacy vendor assessments – if you have them
- If not, **approach similar to systems approach** – pull all the invoices paid to services vendors in the last 24 months and use that as a baseline
- Evaluate each vendor you identify to **determine whether they are using AI** – not only generative AI (GenAI) but also more tenured AI capabilities such as machine learning (ML)



Know your Use Cases

- Develop an **inventory of all the specific business scenarios** where AI is being used, aka, use cases
- Make these **as specific as possible** – rather than *hiring*, dig down to distinguish between *interview assessments, candidate evaluation, job offer tuning, post-interview selection*, etc.
- Leverage **existing privacy compliance efforts** – start from your catalog of processing activities to determine which use AI today (or are being considered for AI enablement in the future)
- Ok to **start lo-fi** (think XLS), but **consider using a more built-for-purpose tool** – especially if other teams (like Privacy) are already using them



Know your Obligations

- Intersect your **use case inventory, industry, and jurisdictions** – develop a first cut of laws, regs, statutes, and standards potentially relevant to how you’re using AI

- For example, if you’re evaluating and selecting candidates with AI as a F1000 manufacturer in CA, you would be subject to Title VII at the federal level and the CA Fair Employment and Housing Act (and perhaps also the CPRA) at the state level

- From there, you can **document the specific requirements** these laws and regs require **for each use case** – e.g., conduct impact assessment or provide notification prior to decision-making

Roll up granular requirements into bigger buckets to simplify governance efforts



Know your Obligations



Consider a Relational Data Model linking requirements, rules, and use cases

How your organization is using AI...

USE CASE ID	CONTEXT	USE CASE DESCRIPTION	REQUIREMENTS X-REF	REGULATION X-REF
UC010	Hiring	Screen Candidate Resumes and Applications using Job Requirements with AI System	REQ089	LR053

Use Cases Tab

Req ID	Requirement	Laws and Regs X-Ref	Use Cases X-Ref
REQ089	Give NYC candidates 10-day notice and opt-out of AI screening	LR053	UC010

Requirements Tab

...drives the specific compliance requirements it must meet...

Laws and Regs ID	Laws and Regs Name	Use Case X-Refs	Requirements X-Ref
LR053	NY Local 144	UC010	REQ089

Laws and Regs Tab

...based on the laws and regs that govern AI

This is how to build a regulatory crosswalk providing clarity on governance requirements and traceability for demonstrability

Tools for Proportionate AI Governance

INVENTORY brings insight into your systems—what AI does and will do for your enterprise

CROSSWALK lays out the requirements that apply to AI systems, helping you track responsibilities and manage program elements

RISK MATRIX helps you classify the risks involved in each use-case

PLAYBOOKS steer your governance system-by-system, specifying proportional responses to risks and applicable regulatory contexts

REPORTS regularly bring together artifacts demonstrating to regulators accountability for oversight, and to business stakeholders delivery of value



Take Aways



Effective AI governance offers strategic differentiation

AI Gov can clear the path for your next initiative, if it stays focused and practical

Knowledge is your superpower

Successful oversight begins with insight. Know what you're governing and why.

- What AI systems are you *actually* deploying (or developing)?
- What do you need AI to do for you? What are your use cases?
- What are your input and outcome risks?
- How are your partners using AI?
- What exact legal and regulatory requirements cover these use cases?
- What is your *MVP* for responsible AI governance?

Start from where you are, and prepare for change

Govern what you do now, and build from there as you grow. Everything is changing: both AI capabilities, and regulatory concerns. Stay flexible, lean, and practiced to meet all the coming challenges.

Next Steps



We can introduce you to peers who are doing AI Gov effectively





THANK YOU!