



# IAPP Canada Symposium 2026

Privacy | AI governance | Cybersecurity law

Conference 4-5 May

Workshops 6 May

Training 6-7 May

**TORONTO**

**#IAPPSymposium26**

# The Acceleration Problem:

## Privacy in the Age of AI and Infinite Data



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# WELCOME AND INTRODUCTIONS



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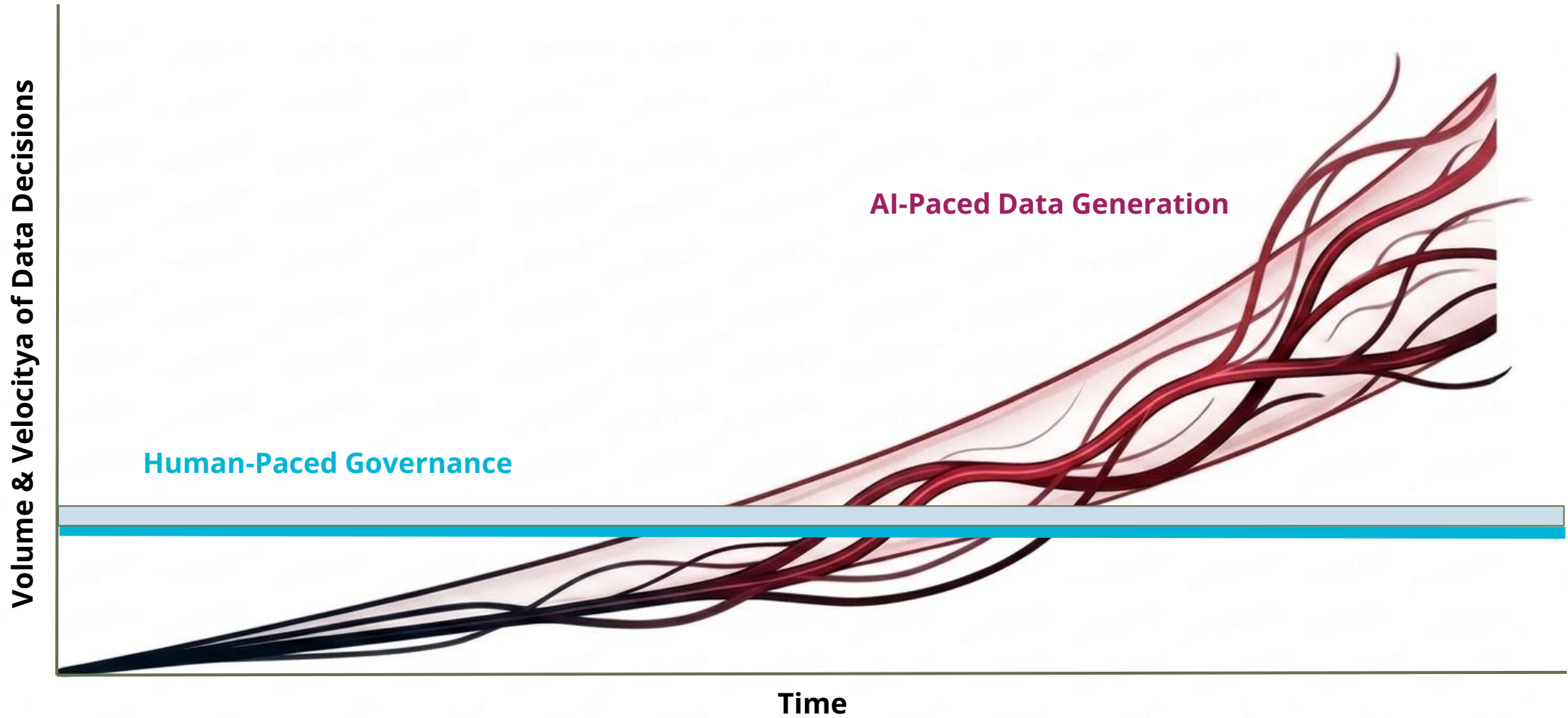
Deloitte

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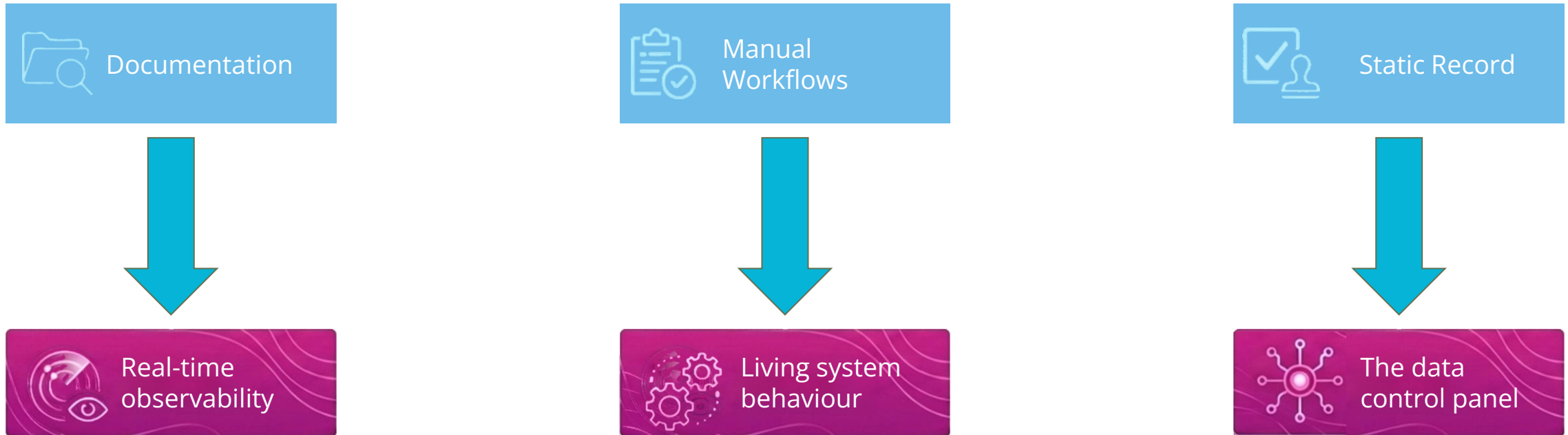


# AI Did Not Break Privacy, It Revealed A Structural Failure

We built privacy programs around inventories, assessments, and reviews. This assumes humans can observe, interpret, and act on data in time. In the era of infinite data, that assumption is collapsing.



# Transitioning From Human Management To System Level Controls



**Governance must stop being ONLY a descriptive record and become a determinative system of measurable, provable controls as well.**

# The Object of Visibility Should Be Behavior, Not Just Location

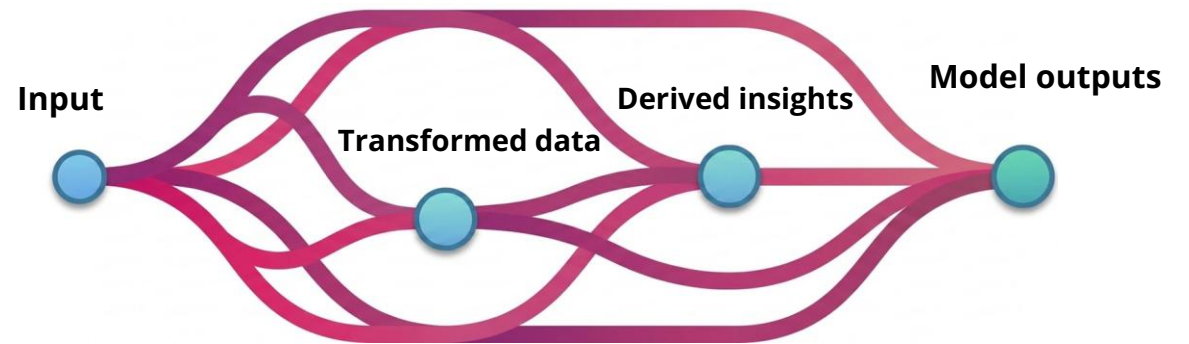
With the rise of generative and agentic AI, data is transformed, recombined, and fed into systems that generate inferred data. Your catalog does not equal completeness in reality.

**Location:  
Where it is**



Captures presence, assumes linear movement

**Behaviour:  
How it behaves**



Captures dependency, contextual shifts, and time-based transformation

To ask "How did this individual's data contribute to this outcome?" requires understanding participation in a system, not just presence in a server.



# The Snapshot Vs The Stream

Operations must move from discrete snapshots to continuous streams. Historic governance evaluates a use-case, approves a vendor, or signs off on a model. But an approved state never remains stable in environments where systems adapt in real-time.

## The Snapshot



## The Stream

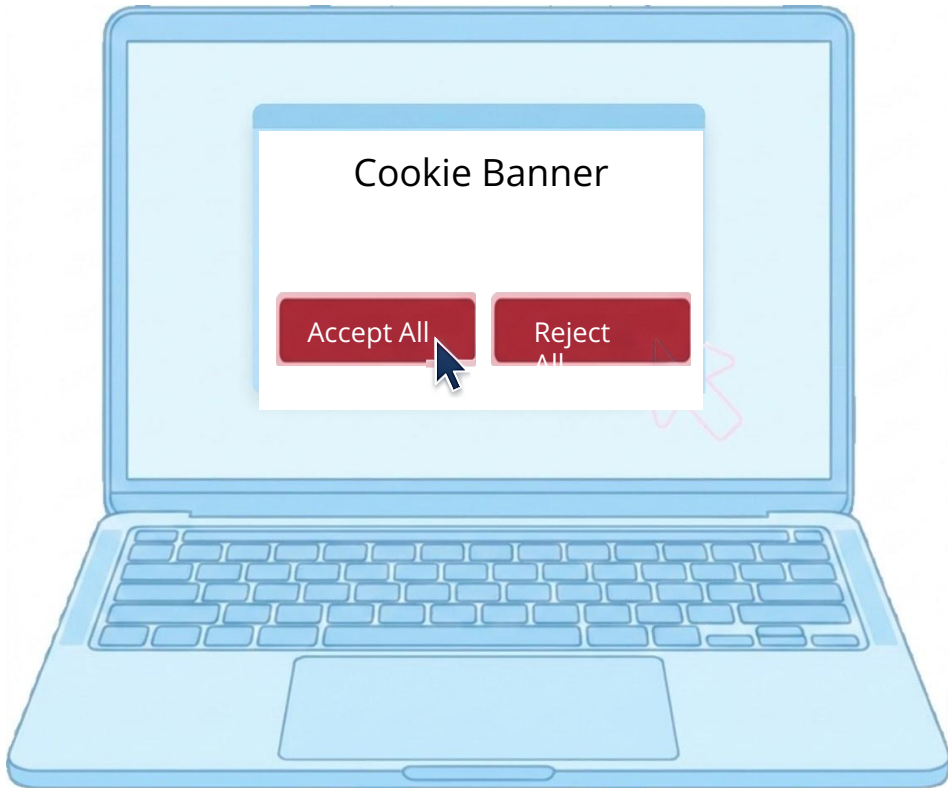


Governance should be less a sequence of actions and more a set of conditions shaping system function.

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# The Illusion Of Compliance At The Edge

## Consent Is More Than Just Cookies



### The Surface Success

Consent is more visible and structured than ever before



### The Underlying Reality

Regulatory actions against Sling TV and Disney prove that capturing a preference at the point of interaction without enforcing consent choices downstream into the data infrastructure is no longer sufficient.

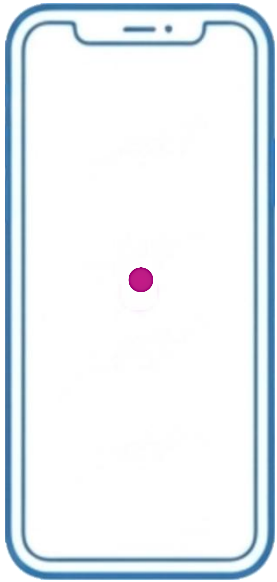


### The Diagnosis

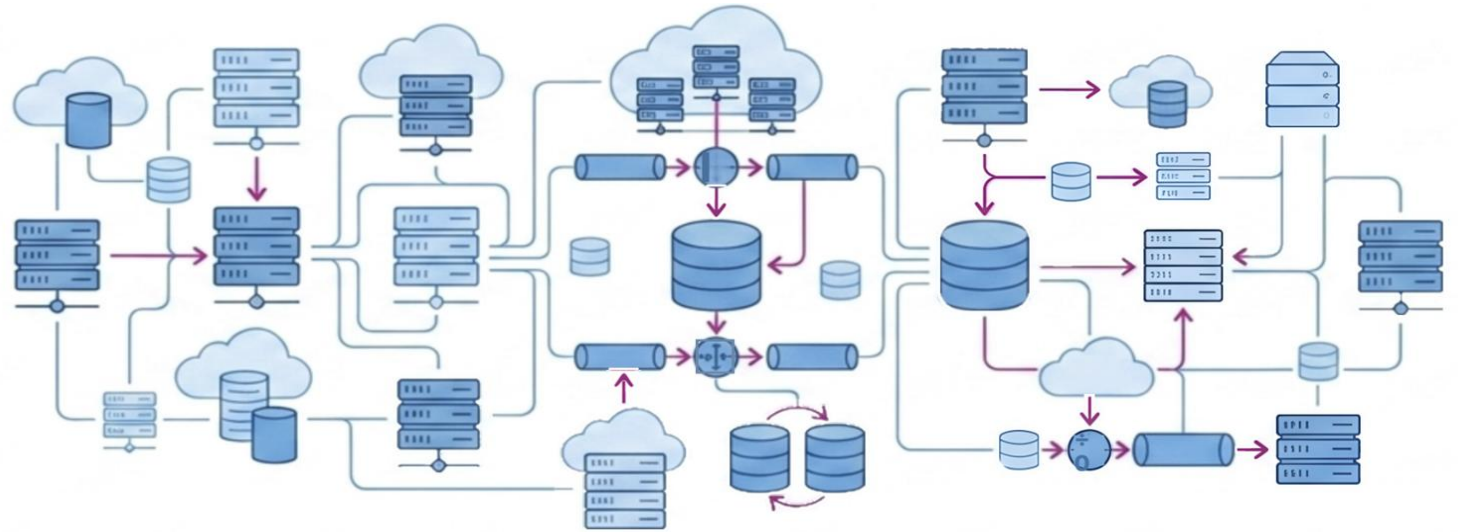
The problem is rarely collection; the problem is execution.



# A small interface problem, but a massive infrastructure problem



**Consent at the Point of Interaction**  
Captured effectively, but structurally isolated.



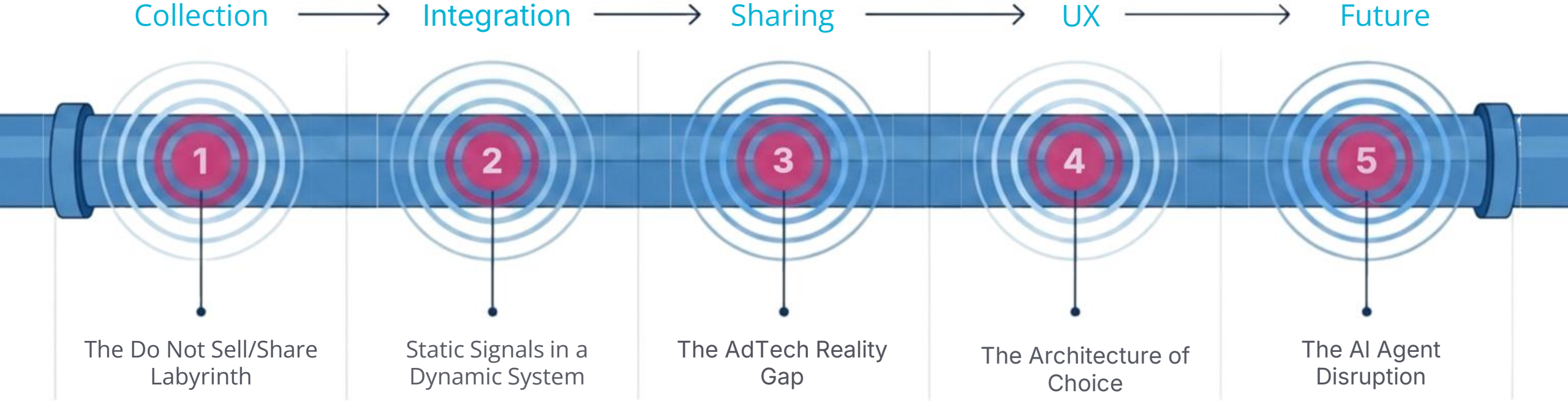
**Consent in the Data Lifecycle**  
An expansive, unmapped labyrinth where signals are lost.

We treat consent as something to record. We must treat it as something that moves, updates, and meaningfully constrains downstream use.



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# The Five Operational Fault Lines of Modern Consent

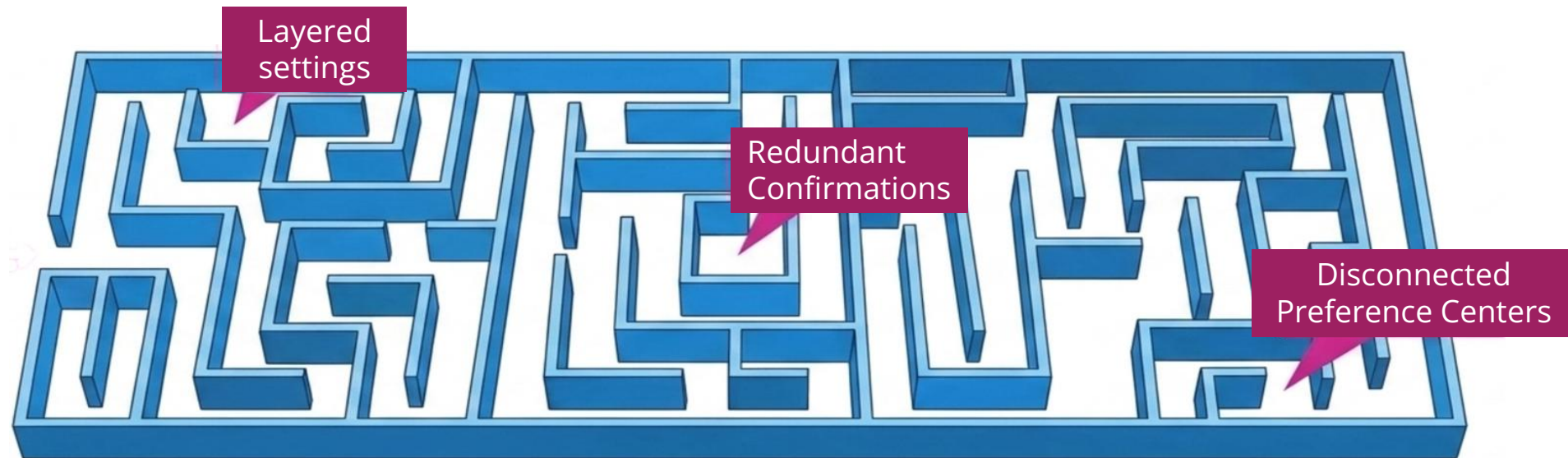


# Fault Line 1: The Do Not Sell/Share Labyrinth

The Legal Concept (Straightforward)



The Operational Reality (Inaccessible)

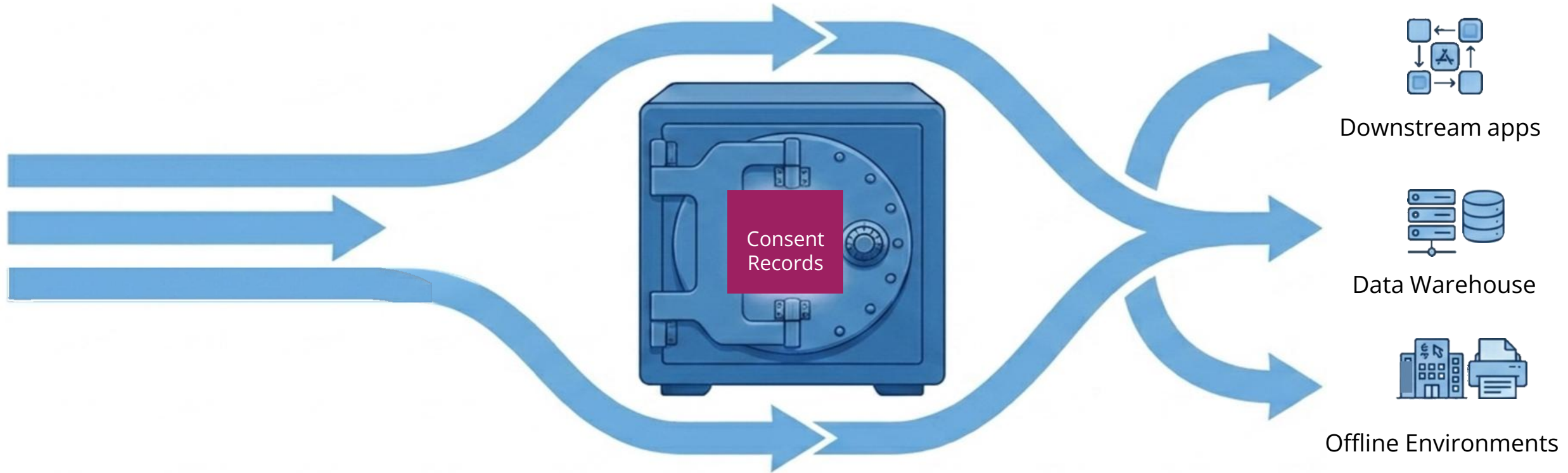


The right exists on paper. But fragmented entry points make it functionally inaccessible to the user and impossible to map across underlying systems.



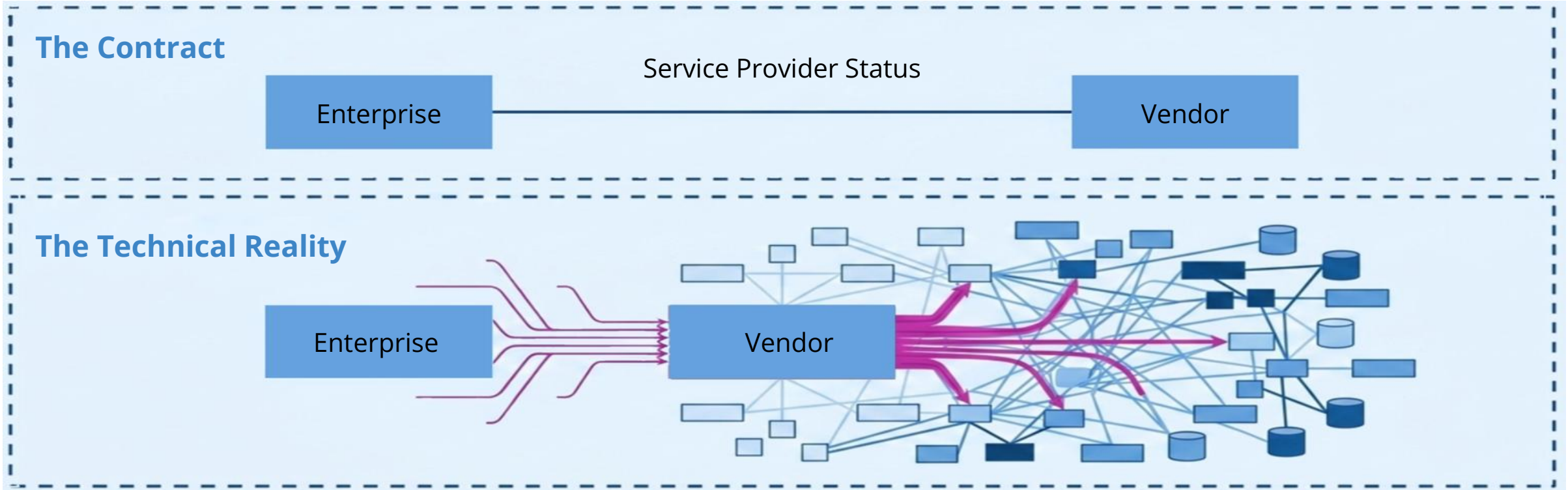
# Fault Line 2: Static Records In Dynamic Systems

Consent is not a momentary preference;  
it is an ongoing instruction.



When a user updates a preference, the signal rarely propagates to the data warehouse or marketing systems. It becomes a static record locked in a silo, failing to cascade.

# Fault Line 3: The AdTech Reality Gap



We (sort of) rely on contractual classifications to define data use. But functional data behavior in the AdTech ecosystem frequently violates these paper agreements.

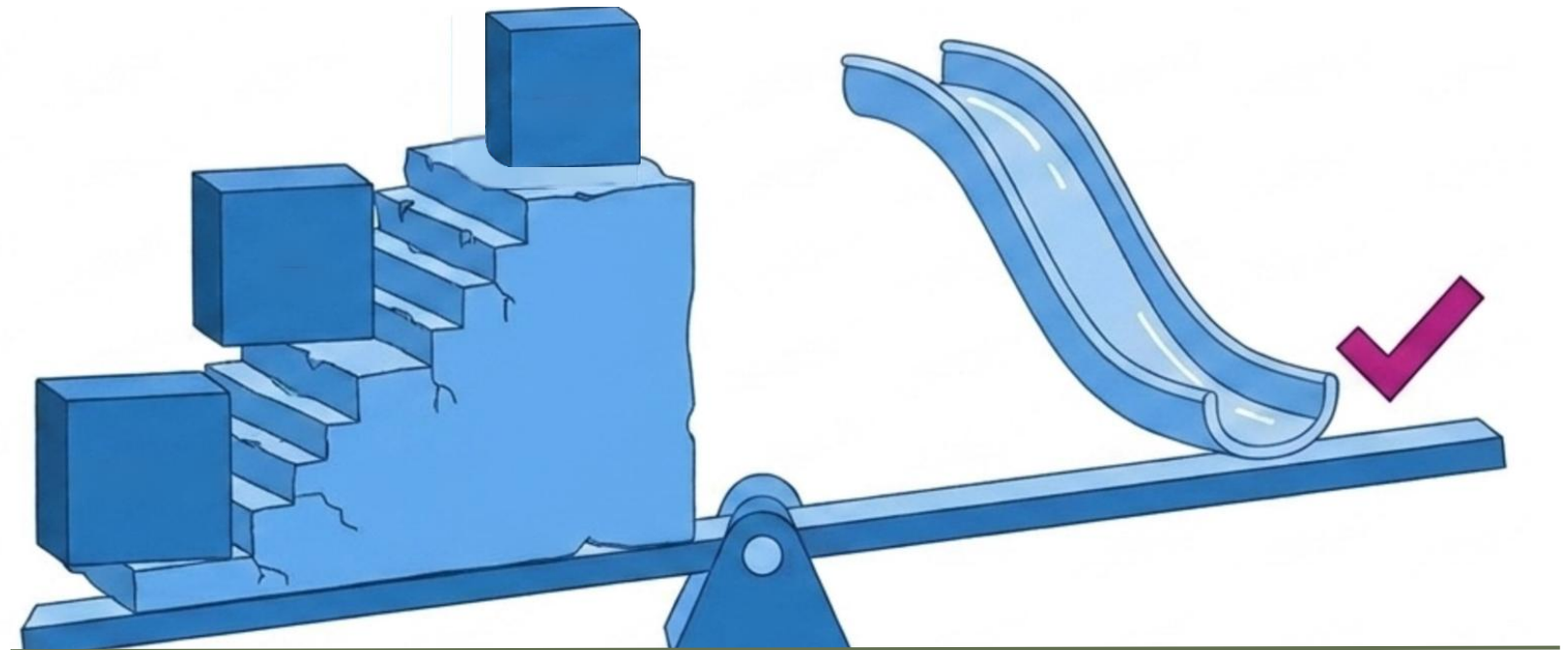


# Fault Line 4: The Architecture Of Engineered Choice

## The Friction Balance Scale

The Refuse Path

The Accept Path



Optimization for business conversion has subtly eroded neutral choice.

If the path to acceptance is immediate and refusal requires high effort, we are no longer conger capturing preference, we are engineering it.

Refuse: High Friction Barrier

Accept All: Immediate and Frictionless

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# Fault Line 5: The AI Agent Disruption



Human User



AI Agent  
(Proxy)



Enterprise Data  
System

What is the scope of the agent's Authority?

What Preferences govern behaviour?

How are the communicated and verified?

Current frameworks assume human interaction. Today, autonomous agents transact on our behalf at speed. Enterprise systems have no way to verify if an AI's actions align with actual human intent.



# The Privacy Paradigm Matrix

We must evolve from the Documentation Era to the Controls & Observability Era.

Documentation Era  
Coherence & Defensibility



Where data resides (Location).



Discrete decisions (Snap shots).



Static record of intent.

Controls & Observability Era  
Completeness & Enforceability



How data behaves (System Participation).



Continuous conditions (Streams).



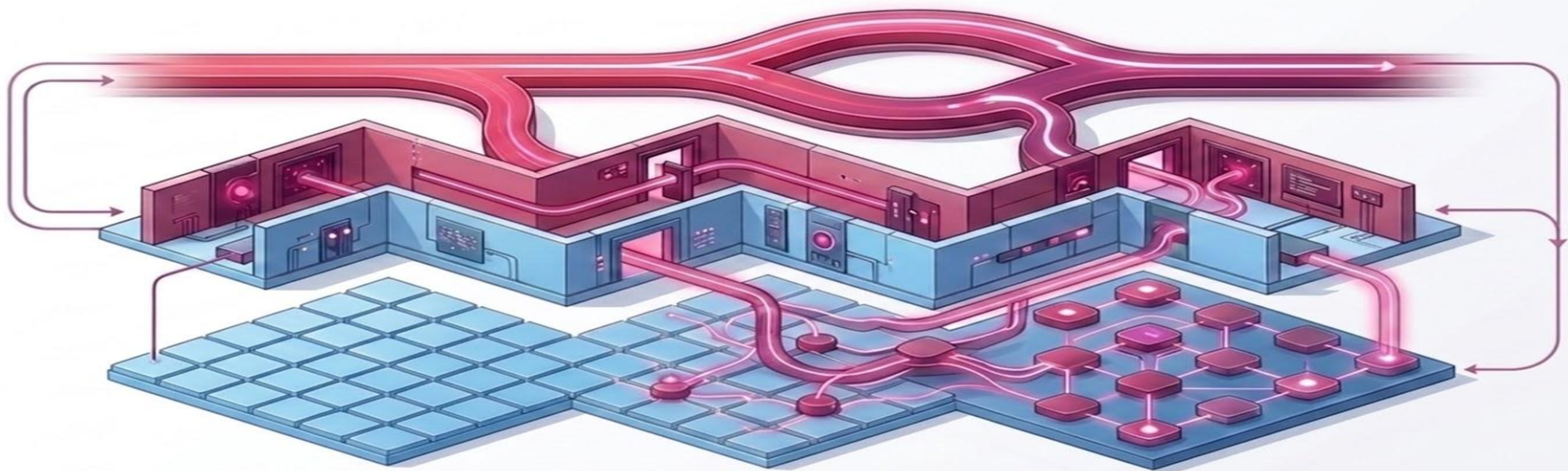
Living data control panel

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# The Architecture of Trust

Consent only survives if the infrastructure supports it. The combination of seeing data behavior and applying constraints creates an environment where consent can actually function as a control plane.

**Visibility + Operations = The Environment for Consent to Survive**



## **Observable Visibility**

Translating static data locations into continuous behavioral tracking.

## **Enforceable Operations**

Automated policy rules and constraints acting as gates over the visible data.

## **Infrastructure-Level Consent**

The continuous user signal that travels securely through the pipeline



# Question?



**Is your organization merely capturing consent, or are you capable of enforcing it?**

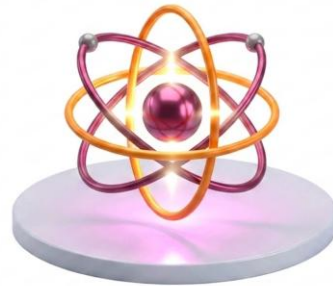


# The Strategic Imperative For Leadership

**Governance is fuel, not friction.**

Accountability to Customers  
Showing accountability at scale.

Radical Trust  
with Regulators.  
Demonstrated through  
continuous oversight.



Future-Proofing.  
Preparing for whatever AI  
evolves into next.

**Outcome:** Deploy AI responsibly, not cautiously or fearfully, but confidently and at scale.

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# The ROI of Resilience



## Financial

Reduce regulatory expenses by **20%** (Gartner). Free up resources for growth.



## Operational

Kill the 'compliance fire drill'. Eliminate manual scrambling before audits.

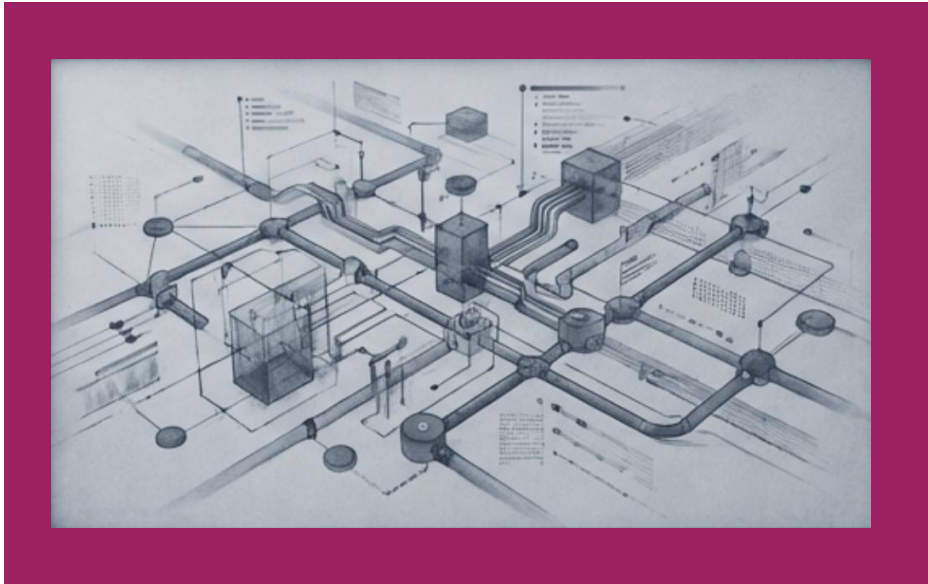


## Innovation

No expensive rework. Privacy is built in from the start, making products stronger and defensible.

# Is your program a photograph, or a live feed?

In the age of AI, a static snapshot becomes less accurate every day.  
Only a live system of governance will keep you safe.



Paper Governance - Snapshot



Adaptive Governance Live Feed



# How Did Things Go? (We Really Want To Know)

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Thank you!

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