



IAPP Global Summit 2026

Privacy | AI governance | Cybersecurity law

Conference 30-31 March

Workshops 1 April

Training 1-2 April

WASHINGTON, DC

#IAPPSummit26



Powering AI Innovation With Unified Privacy Management

Rodrigo Irarrazaval

March / 2026

WELCOME AND INTRO

Rodrigo Irarrazaval

Senior Director, Product Management at BigID

Specialized in user facing privacy apps



Agenda

01

**AI is moving fast —
what about privacy?**

The impact of AI on privacy and the challenges organizations face keeping up.

02

**Closing the gap
between privacy and data**

How BigID gives privacy teams direct access to understand and work with their data.

03

**The future of privacy:
AI-powered teams**

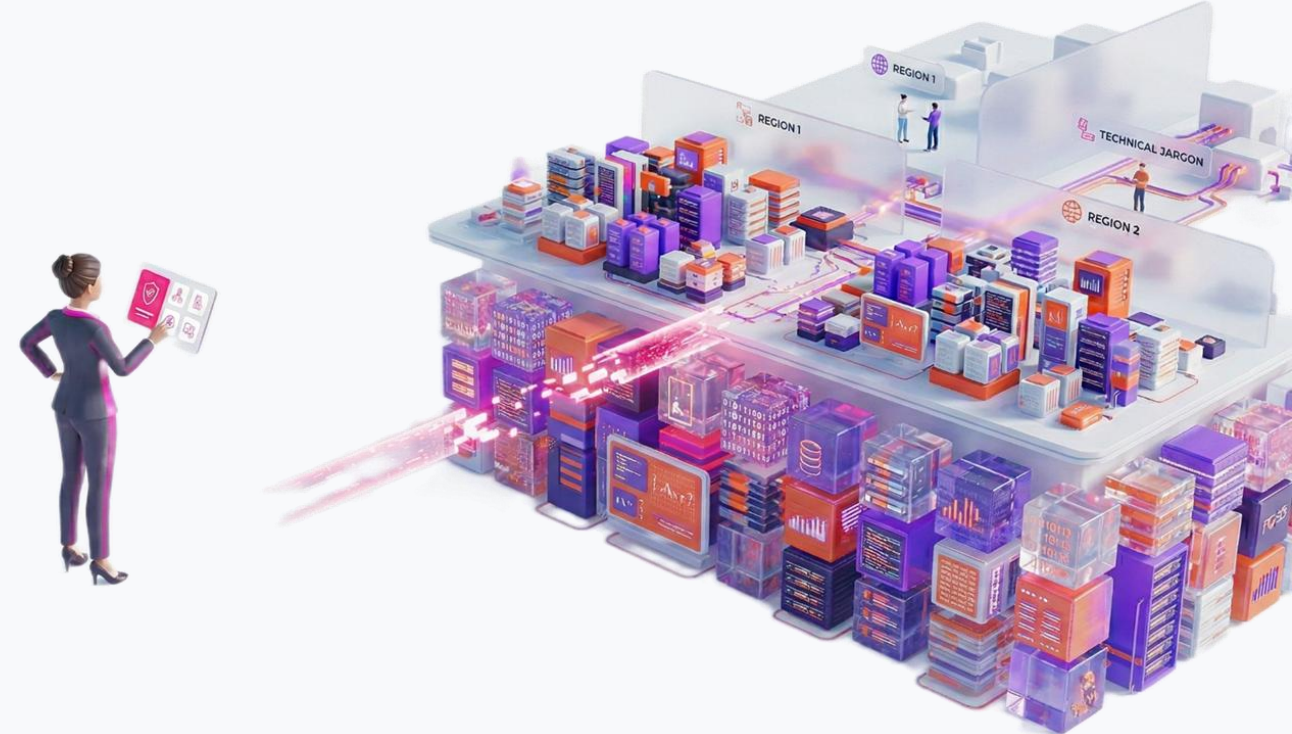
How AI agents automate tasks, reduce risk, scale privacy operations — and enable AI governance

AI is evolving faster than ever.. Is privacy keeping up?



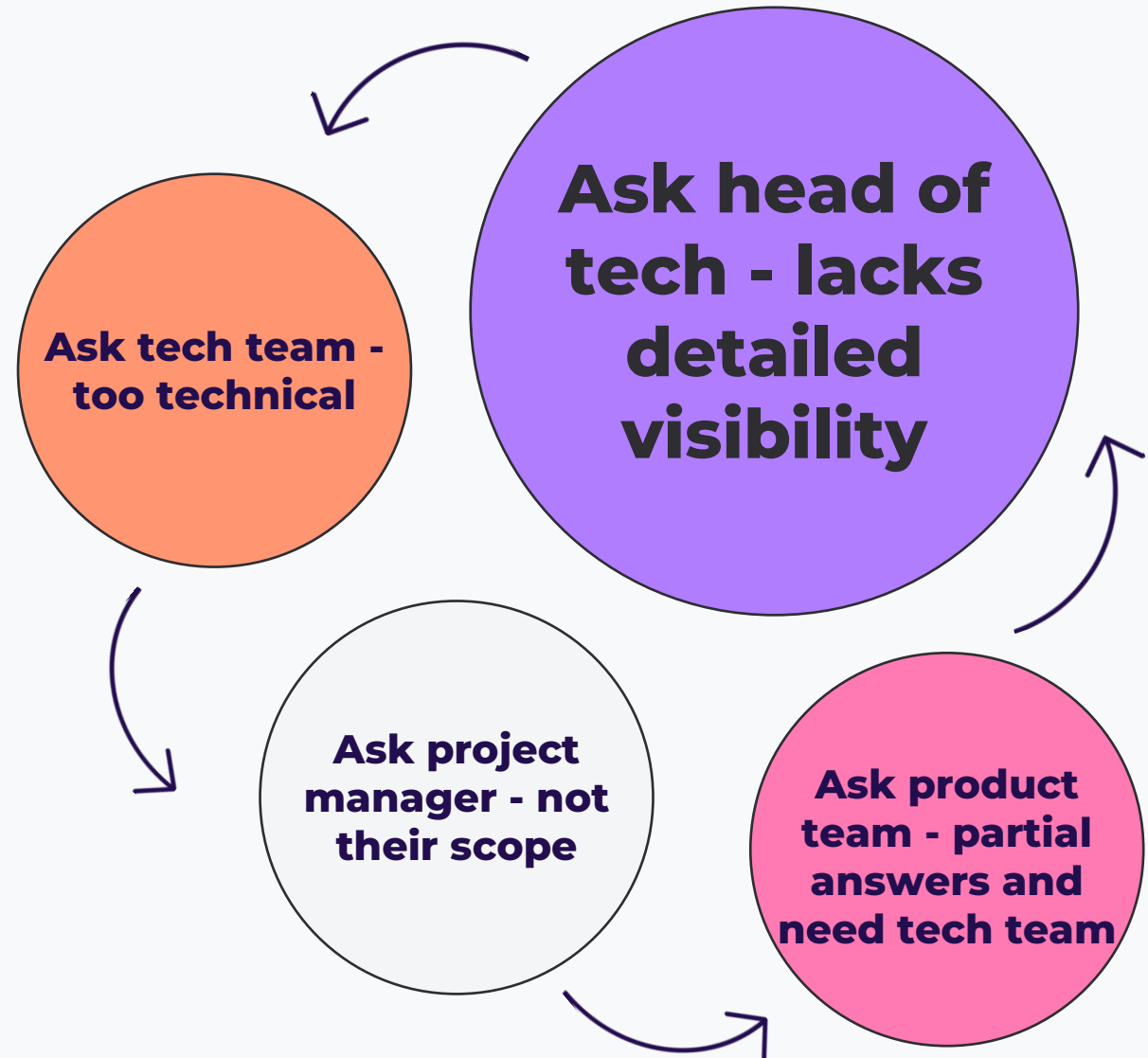
Traditional Privacy: Limited Visibility

- Limited visibility into data
- Dependent on other teams
- Manual and reactive processes
- Compliance was hard to verify



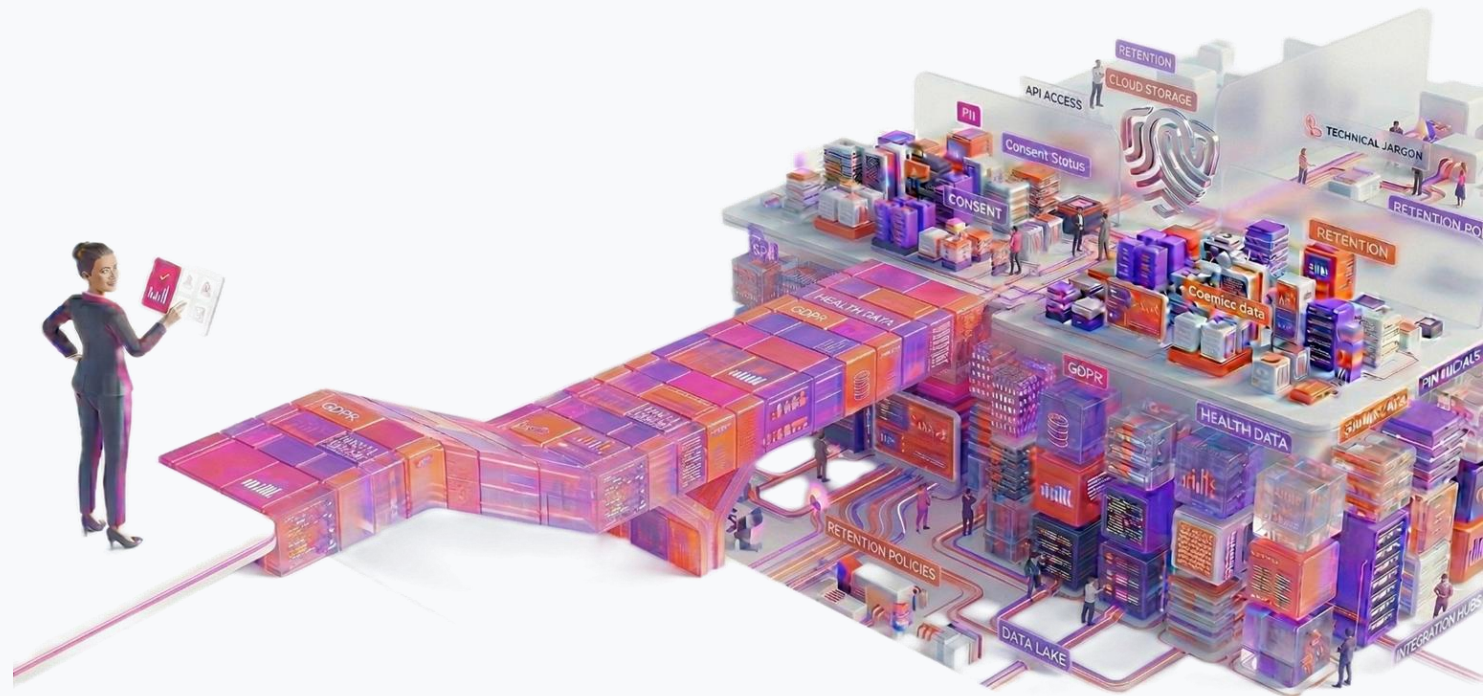
The “Easy” Path Becomes a Loop

What should be simple becomes complex —
a loop of questions, handoffs, and partial answers.



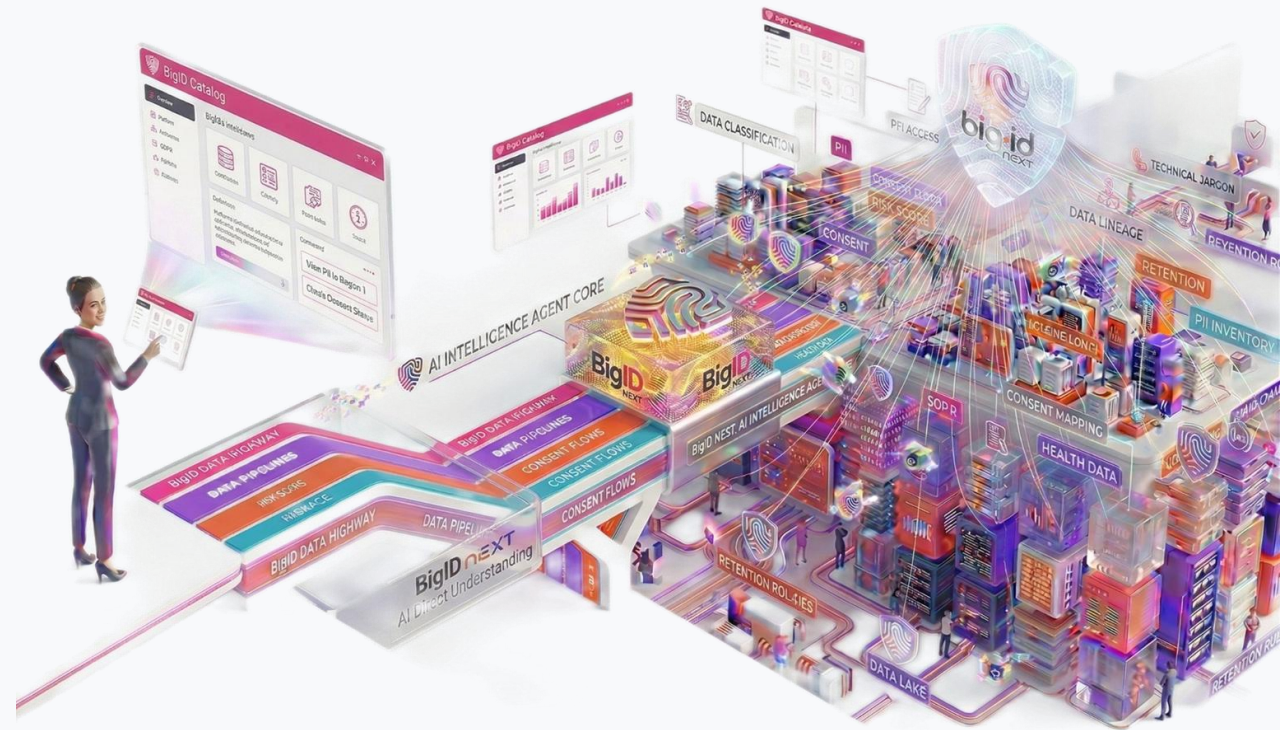
Direct Access to Your Data

- Discover and access your data in one place
- Classify and organize sensitive data
- Create queries to answer privacy questions



Ask Questions. Get Answers. Instantly.

- Ask questions in natural language
- See how data is used across AI models
- Detect and manage shadow AI



The Evolution of Data Interaction with BigID

2024

Write queries

Manual, technical, time-consuming

2025

Ask in natural language

AI helps generate queries

2026

Ask your AI agent - Ask BigD GTM

Get answers instantly across data and AI

JUST ANNOUNCED

AskBigID™ GPT



AI Visibility for Privacy Teams

- One place to see all AI assets (built for non-technical users)
- Clear view of sensitive data
- Understand how data is used
- Link AI to real user profiles
- Enable confident governance decisions

The screenshot displays the BigID Privacy interface for an AI asset. The top navigation bar includes the BigID logo, a search bar, and the text "Assets / Asset Name". The main content area is titled "Asset Name" and shows an "AI asset" overview. Key sections include:

- Compliance posture:** A horizontal bar chart showing risk levels, with a label "123 risks".
- Data categories:** A list of 25 categories including PCO, Geolocation data, Device information, Financial Data, Personal Sensitive, Online identifiers, PII, Financial Information, Electronic Information, and Personal Identification.
- Attributes:** A list of 60 attributes including credit_card, bank_account_UK, Online identifiers, and PII.
- AI resources:** A list of 6 models, 2 vectors, and 13 datasets. A specific resource is highlighted: "gpt-4-0613-ft-ab8e68bf76270:ckpt-step-80" with a "View in catalog" link.

The right sidebar shows "Mapped data sources" with a count of 85 Data Sources and a "Details" section with a description, type (Process), environment (Prod), and owner name (Liangely).



AI-Powered Cookie Classification

Automatically classify cookies with full context and recommendations

- Get full visibility into each cookie (location, domain, vendor, description)
- Understand who sets the cookie and why
- Receive AI-powered classification recommendations
- No need to rely on marketing or engineering teams

The screenshot displays the BigID Privacy interface for a website. The main section is titled "Website" and shows a "Scanner" tab. A progress bar indicates 3 unclassified items. Below this, there are filter buttons for "Type", "Unclassified", "Expiration", and "Confirm AI suggestion". A table lists 3 items selected out of 2000, with columns for Tracker type, ID, Hostname, Classification, Vendor, Description, Classification status, and Expiration. Each row shows a "Cookie" from "www.gg" classified as "Marketing" by "analytics.google.com". The classification status is "Confirm AI suggestion" and the expiration is "1 hour".

Tracker ty...	ID	Hostname	Classification	Vendor	Description	Classification status	Expiration
Cookie	-	www.gg	Marketing	analytics.google.com	These cookies reco...	Confirm AI suggestion	1 hour
Cookie	-	www.gg	Marketing	analytics.google.com	These cookies reco...	Confirm AI suggestion	1 hour
Cookie	-	www.gg	Marketing	analytics.google.com	These cookies reco...	Confirm AI suggestion	1 hour



Automated consent risk for AI

Trigger automatic risk creation when users opt out of AI usage but their data remains in use.

The screenshot displays the BigID Privacy Risk Register interface. The main view shows a list of 100 risks, with filters for Vendor, Asset, Assessment, and Severity. The detailed view for risk PRC-C002 is shown on the right.

Risk Register

Open 100 Closed 12 Resolved

Filter by Vendor x Asset x Assessment x Severity x

ID	Case	Vendor
PRC-C001	Data with opt out being used in AI mod...	
PRC-C002	Data with opt out being used in AI mod...	
PRC-C003	Data with opt out being used in AI mod...	
RC-125	Transfer of PI and PII in Marketing	
RC-126	Minors data in OpenAI - in Marketing	Mailchimp +2
RC-127	Large scale profiling in Backup System	Mailchimp +2
RC-128	Targeting of children or vulnerable indiv...	Mailchimp +2
RC-129	Secure Software Lifecycle SLC in SAP	
RC-130	Targeting of children or vulnerable indiv...	Mailchimp +2
RC-131	Processing of Minors' Data in SAP	Mailchimp +2
RC-132	Unauthorized Access to AI Innovative T...	Mailchimp +2
RC-133	AI Chatbot Integration in SAP	Mailchimp +2

PRC-C002

Unauthorized use of opted-out data in AI systems detected on External Marketing

Medium Jul 22, 2025 13:53

Risk description: Automatically flags risks when AI-related consent levels drop below acceptable thresholds for extended periods.

Legal entities: Facebook +2, Mailchimp +2

Vendor: Mailchimp +2

Triggered in Universal consent "Automated decision making" Investigate

Affected transactions: 30 Last update: Jul 15, 2025

Created by: Automation

Details

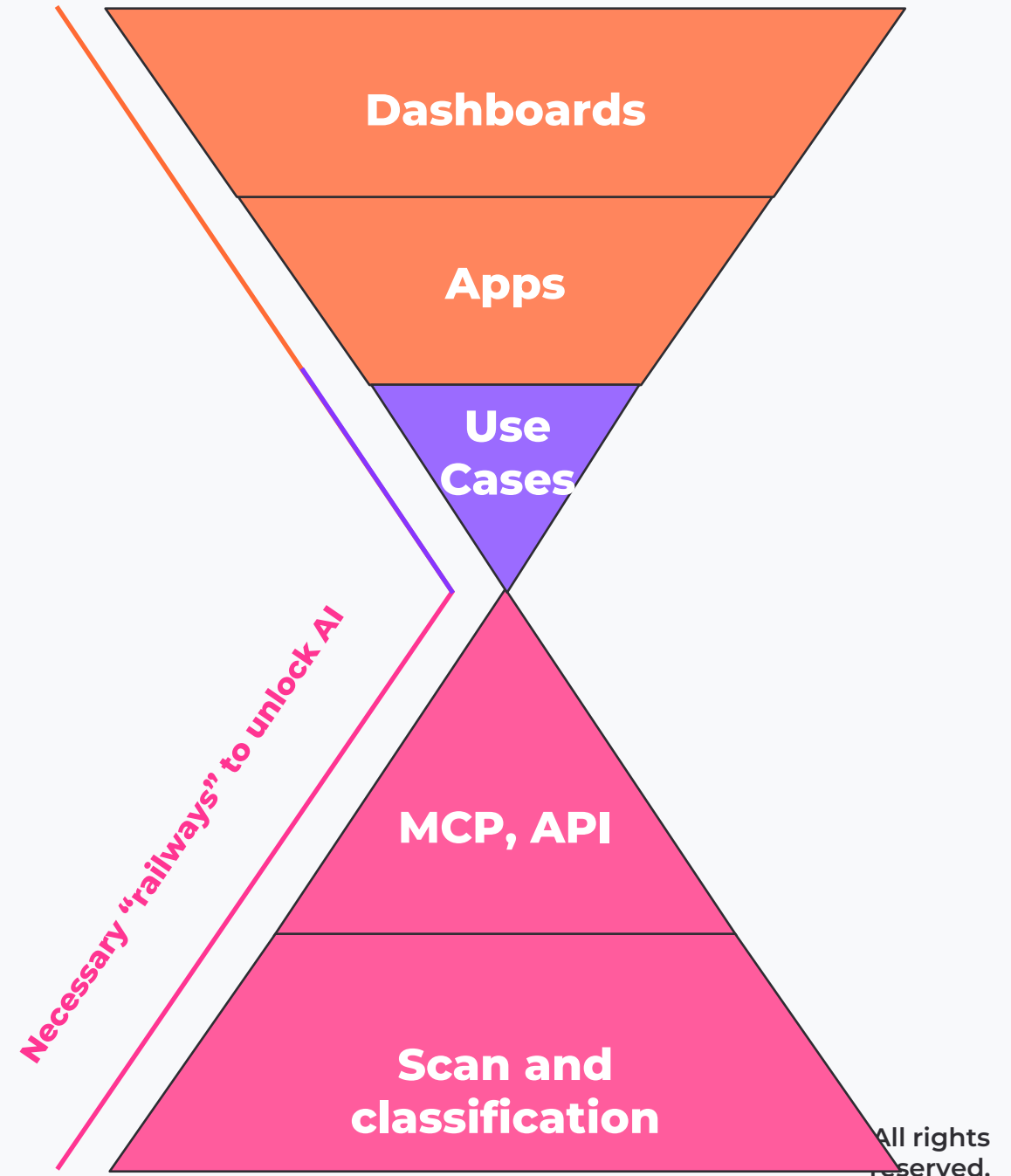
Probability: Likely	Impact: High	Risk Level: Critical
Asset: Marketing operation	Risk category: Consent	Controls: -

Related Frameworks: ISO-IEC 27001 ... (2) +2



Future of privacy

- **API and MCP ready**
- **Escalate to any use case**
- **Be able to build any app or dashboard**



RESOURCE LIST



Let's keep in touch! Scan me.



#IAPPSummit26

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

Did you enjoy this session? Is there any way we could make it better? Let us know by filling out a speaker evaluation.

1. Open the IAPP Events app.
2. Select **IAPP Summit 2026**.
3. Tap "Schedule" on the bottom navigation bar.
4. Find this session. Click "Rate this Session" within the description.
5. Once you've answered all three questions, tap "Done".

Thank you!

#IAPPSummit26