



Data domino effect: How one missed data point can threaten your privacy program

Wednesday 24th September 2025

8:00–9:00 PST

11:00–12:00 EST

17:00–18:00 CET



Data Domino Effect:
How one missed data point can threaten your privacy program



Welcome and Introductions

Moderator



Joseph Byrne
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Panelist



Cynthia Cole
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Jigisha Pardhanani
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Agenda

1. Setting the stage
2. Real World Examples
3. Dominoes in a privacy program
4. Breaking a chain reaction
5. Practical Guidance
6. Q&A + Next Steps



The Exterro Data Risk Management Platform



Setting the Stage

- Unmapped Data
- Miss Managed DSAR
- Unenforced retention
- Poor incident management



The Current Landscape

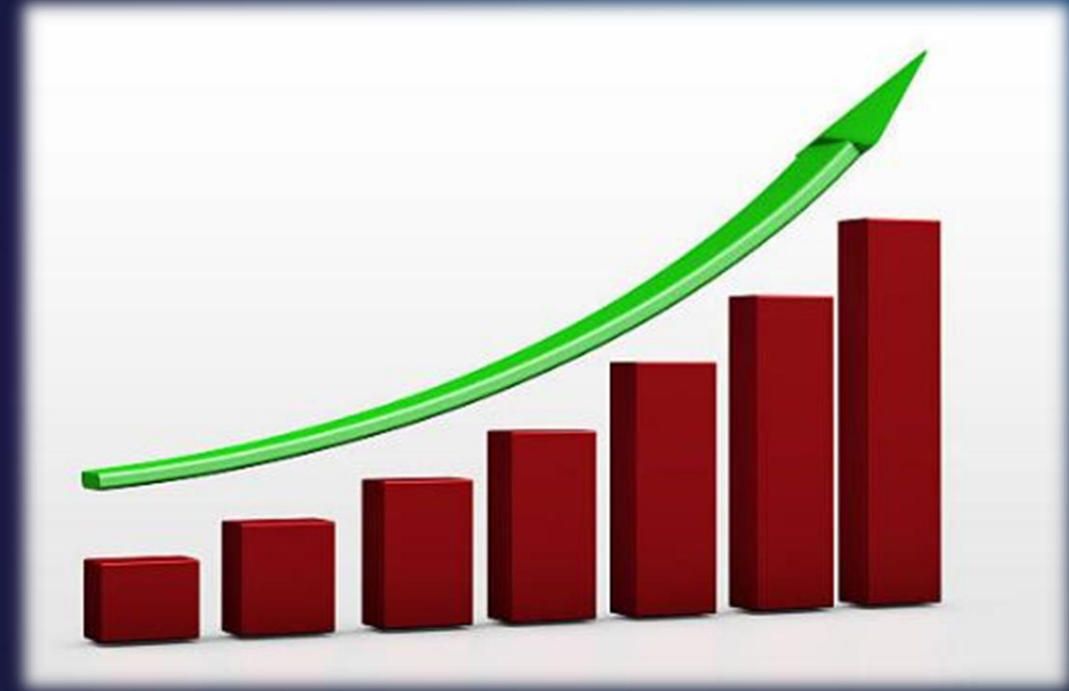
Growing data volumes

- Expanded use
- Regulations
- Contractual Obligations

Fragmented systems

Tightening global regulations

Rising DSAR requests & SLA pressure



Consequences

Incidents and breaches happen every day



IAPP – “Some Privacy Practices May Result in Under-Reporting of Breach Incidents”



How it starts

First Domino

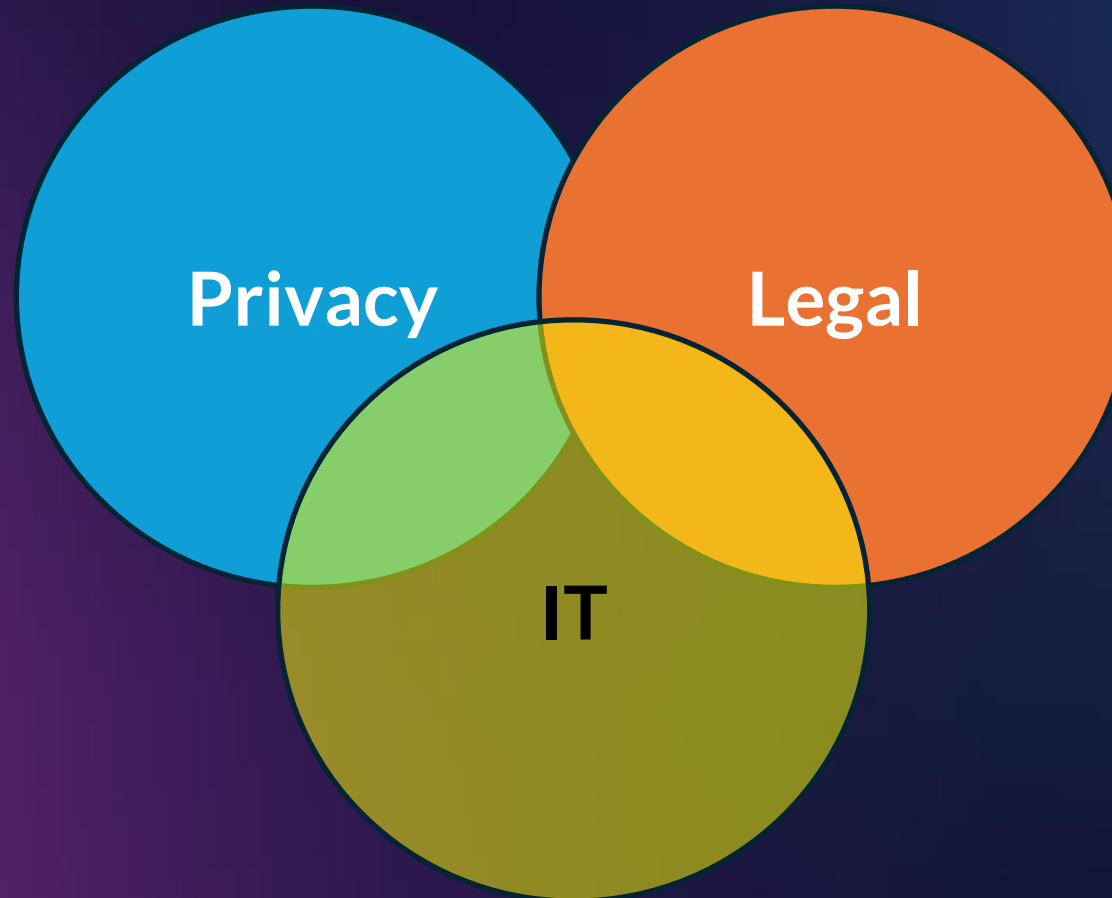
Misclassified or unknown, “shadow,” data



Consequences



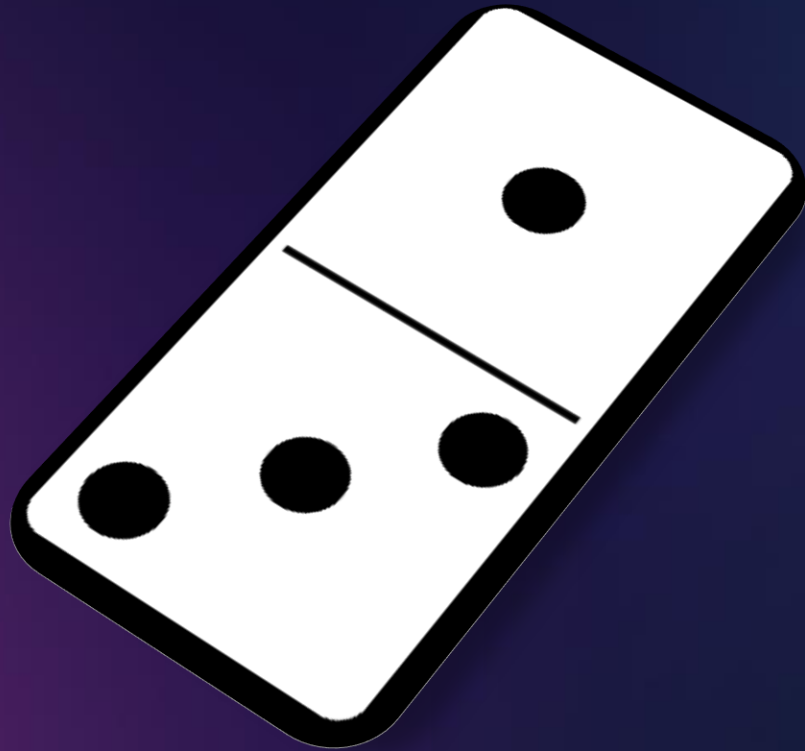
Cross Functional Impact



Cross Functional Impact



What is the most common 1st Domino?



How can teams identify these blind spots before they fall?



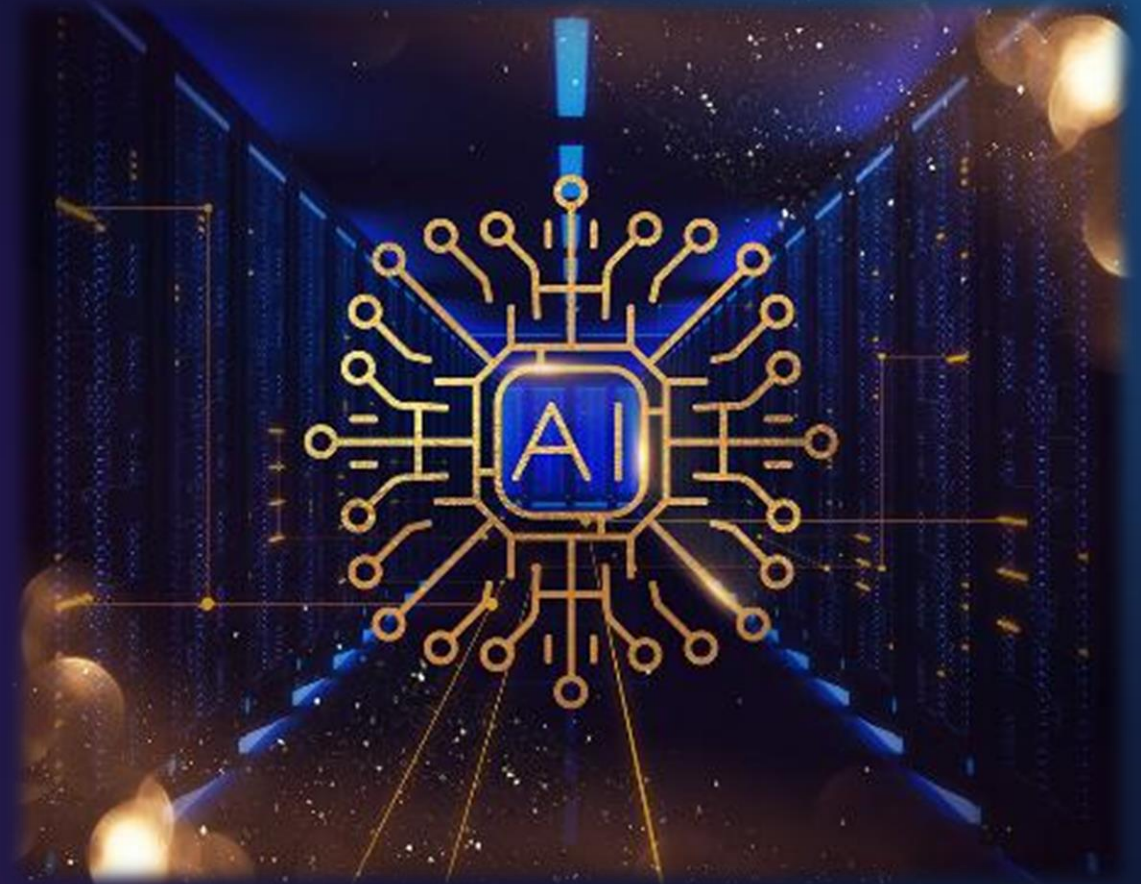
Break the Chain

- Build a defensible data inventory
- Continuous data classification
- Proactive retention policies
- Automation of DSAR & breach response
- 3rd Party
- Geographic regulations



The Role of AI & Automation

- What AI can help with?
- What AI can't do alone?



Tools to Break the Domino Chain

- Unified Data Inventory
- DSAR automation
- Retention & disposition enforcement
- Risk dashboards
- Breach response playbook



Lightning Round

One thing every privacy team must do this quarter



Questions?

Moderator



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Take Action

Don't wait for the first domino to fall

Engage Exterro

Download our data governance toolkit

Free maturity assessment



Thankyou

Thankyou for your attention.

Navigate to:

<https://www.exterro.com/privacy-software/optix360>

To view our latest privacy offering and request a demo.



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