IAPP **Privacy. Security. Risk. 2025**

Training 28-29 October

Workshops 29 October

Conference 30-31 October

SAN DIEGO

#PSR25

iapp

To Adopt AI Safely, the Silos Must Fall

PSR Leaders, It's Your Move

#PSR25

Welcome and Introductions

Panelists

Cassandra Maldini

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Senior Counsel

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From Hype to Business Reality

GenAI is now a strategic business priority.

Adoption & Use

71%

organizations now regularly use GenAI
(McKinsey 2025)

Investment

$33.9B

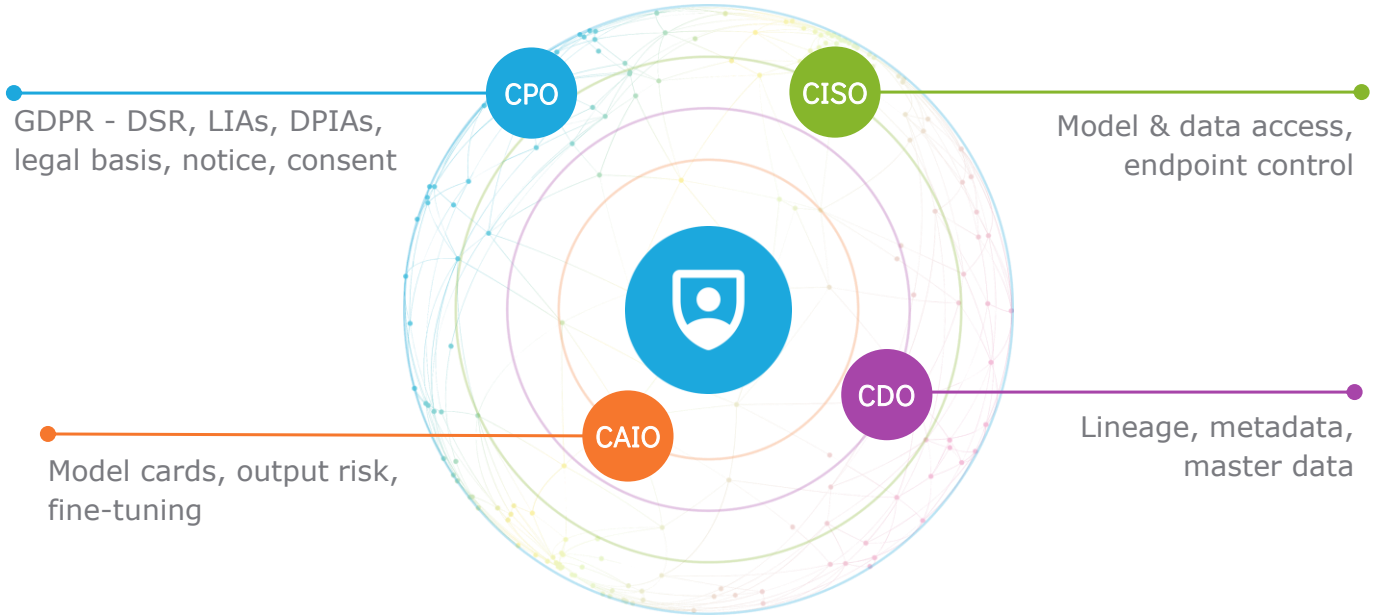
Global private investment reached $33.9B in 2024, an 18.7% YoY increase
(Stanford AI Index 2025)

Strategic Priority

45%

IT leaders rank GenAI tools as a top budget priority in 2025
(AWS)

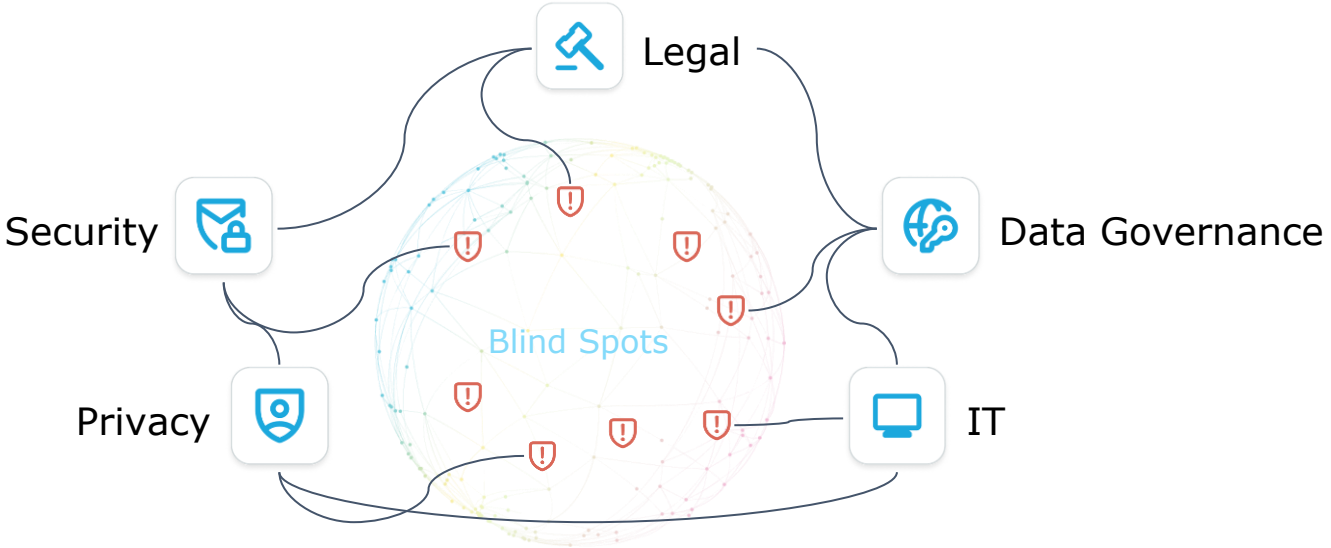
The Problem with “AI Governance”: One Phrase, Many Meanings



The Old Guard

The Siloed Legacy: The Separate Battalions

Risk functions have long operated in relative isolation



The Catalyst for Convergence

The GenAI Revolution: A Combined Attack

GenAI doesn't respect our divisions. Risks from all sides, all at once

Privacy
Notice & consent

Security
Prompt injection risks

Legal
IP or licensing issues

Data Governance
Lost data lineage/ policy violation

IT
Shadow AI/RBAC gaps

65% of enterprises are using or piloting GenAI

The Triple Threat: Privacy

The Data Problem

PII Exposure & Consent Gaps

- Training Data Exposure
- Data Leakage
- Consent Gaps

Businesses recognize the need to do more to reassure consumers about data use in AI

Source: Cisco 2024 Data Privacy Benchmark Study

Beyond Personal Data: Governing AI Across the Full Data Spectrum

Personal Data (Traditional GDPR Compliance)
E.g., hallucinations, profiling, automated decision-making

Model-Level Data (AI Training & Inputs)
Includes training datasets, synthetic data, bias evaluation

Output-Level Risk (Inferences, Decisions, Exposures)
E.g., DSRs, consent, ROPA

The Triple Threat: Security

The New Attack Surface

From Phishing to Poisoning

- Prompt Injection Attacks
- Toxic Combinations
- The Governance Gap

Security executives can’t keep up with AI threats

Source: Business Insider

The Triple Threat: Governance

The Control Vacuum

Unclear Rules & Accountability

- Policy Gap
- Top Risk for Leaders
- IP & Copyright Infringement

US companies lack a comprehensive GenAI framework

Source: SAS Research, 2024

The Pitfalls of Silos

Why a Siloed Approach Fails

Duplicate Mandates

Misaligned Requirements

Delayed Response

Accountability Gaps

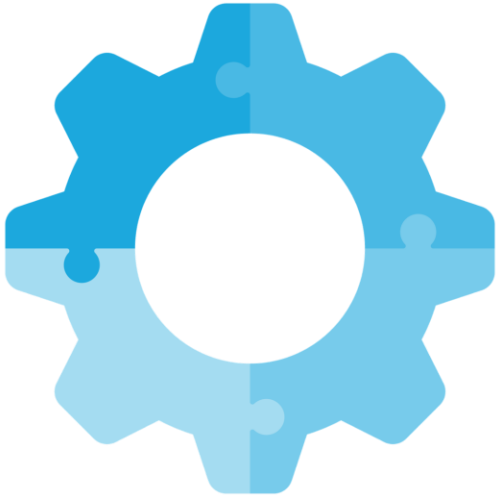
Regulatory Blind Spots

Lifecycle Disconnect

The Solution

Establish an
AI Governance Council

Implement a Single
Control Catalog



Build One
Evidence Spine

Pool Budget

Metrics Leadership Cares About

Show, Don't Just Tell

Duplication Index

Percentage of overlapping controls eliminated

Audit Lead-Time

Days to produce complete evidence for a single audit

Evidence Automation Rate

Percentage of controls with auto-captured proof

Tool Consolidation

Number of risk tools retired and budget saved

How to Start

Building Your AI Governance Playbook

This is your tactical manual for unifying the battlefield

Establish the Joint Chiefs

Uncover Your Shadow AI

Establish the Rules of Engagement

Maintain Continuous Command

The Vision: Climbing Together

From Silos → To Sherpas

Thank You!

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.

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