



Trust Before Autonomy

Data Control in the Age of AI Agents

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Why we need data trust

TECHSPOT

TRENDING REVIEWS FEATURES DOWNLOADS THE BEST TECH DB PRODUCT FINDER FORUMS

Google AI falls for April Fools' prank story, presents it as real news

According to Google AI, Cwmbran, Wales is the roundabout capital of the world

By Zo Ahmed April 3, 2025 at 10:36 AM



Find a Doctor

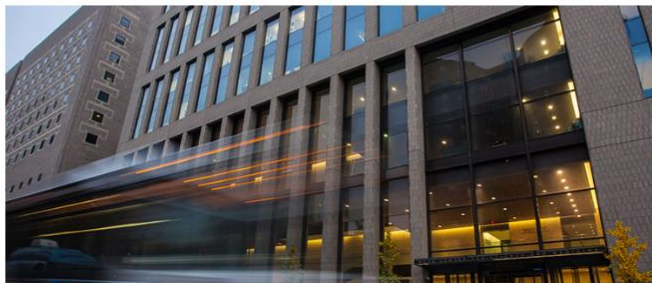
Our Locations

Patient Care

Press Release

AI Chatbots Can Run With Medical Misinformation, Study Finds, Highlighting the Need for Stronger Safeguards

Researchers suggest ways to reduce risk of chatbots repeating false medical details



WIRED SECURITY POLITICS THE BIG STORY BUSINESS SCIENCE CULTURE REVIEWS

BENJ EDWARDS, ARS TECHNICA BUSINESS APR 19, 2025 11:47 AM

An AI Customer Service Chatbot Made Up a Company Policy—and Created a Mess

When an AI model for code-editing company Cursor hallucinated a new rule, users revolted.



WIRED SECURITY POLITICS THE BIG STORY BUSINESS SCIENCE CULTURE REVIEWS

LILY HAY NEWMAN MATT BURGESS SECURITY JAN 29, 2025 4:34 PM

Exposed DeepSeek Database Revealed Chat Prompts and Internal Data

China-based DeepSeek has exploded in popularity, drawing greater scrutiny. Case in point: Security researchers found more than 1 million records, including user data and API keys, in an open database.



Data is a common theme across security challenges limiting AI implementation

Q. Which of the following data security concerns, if any, limit or slow your organization from implementing AI and Agentic AI?

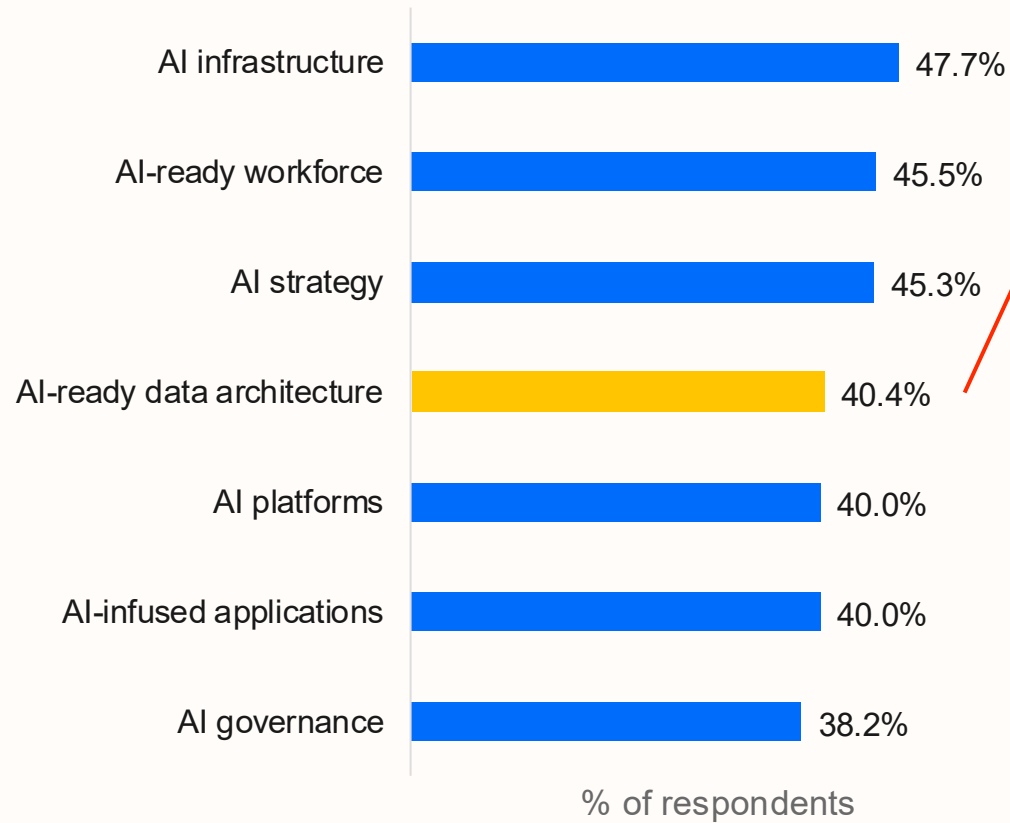


Source: IDC [IT Data Management Quick Poll Q1](#), February 2026
N=107

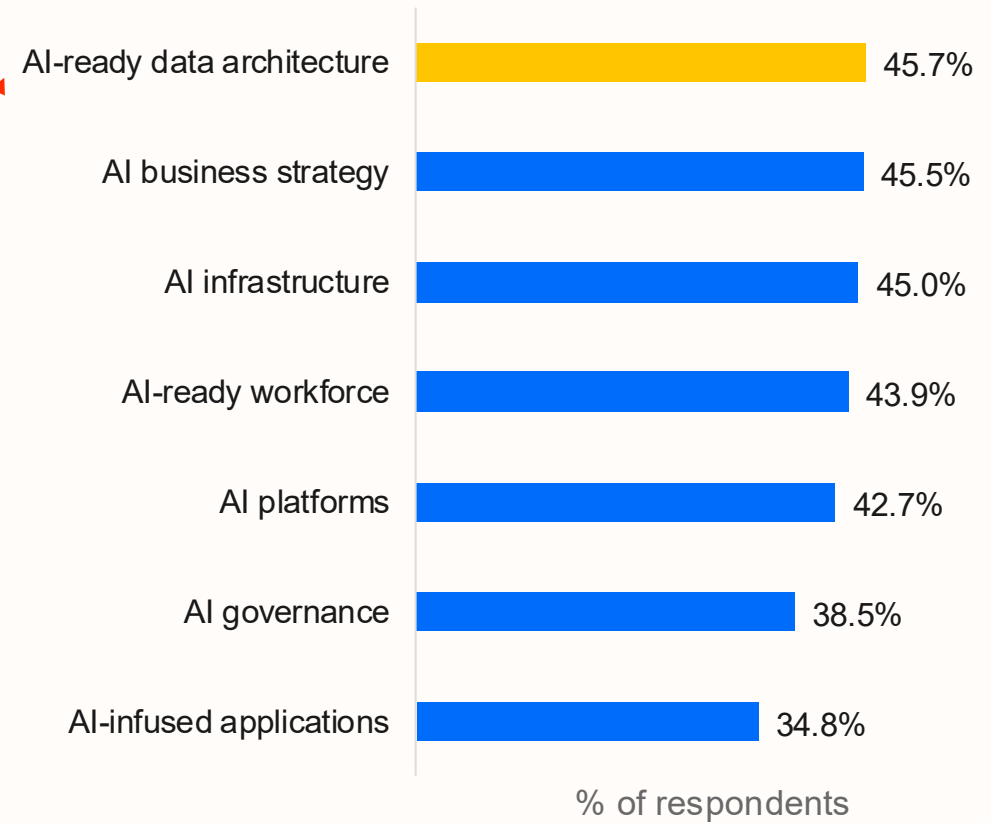
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It's why AI-ready data architecture is now top priority

Q. What are your organization's top 3 AI adoption priorities for **2025**?



Q. What are your organization's top 3 AI adoption priorities for **2026**?



Sources:

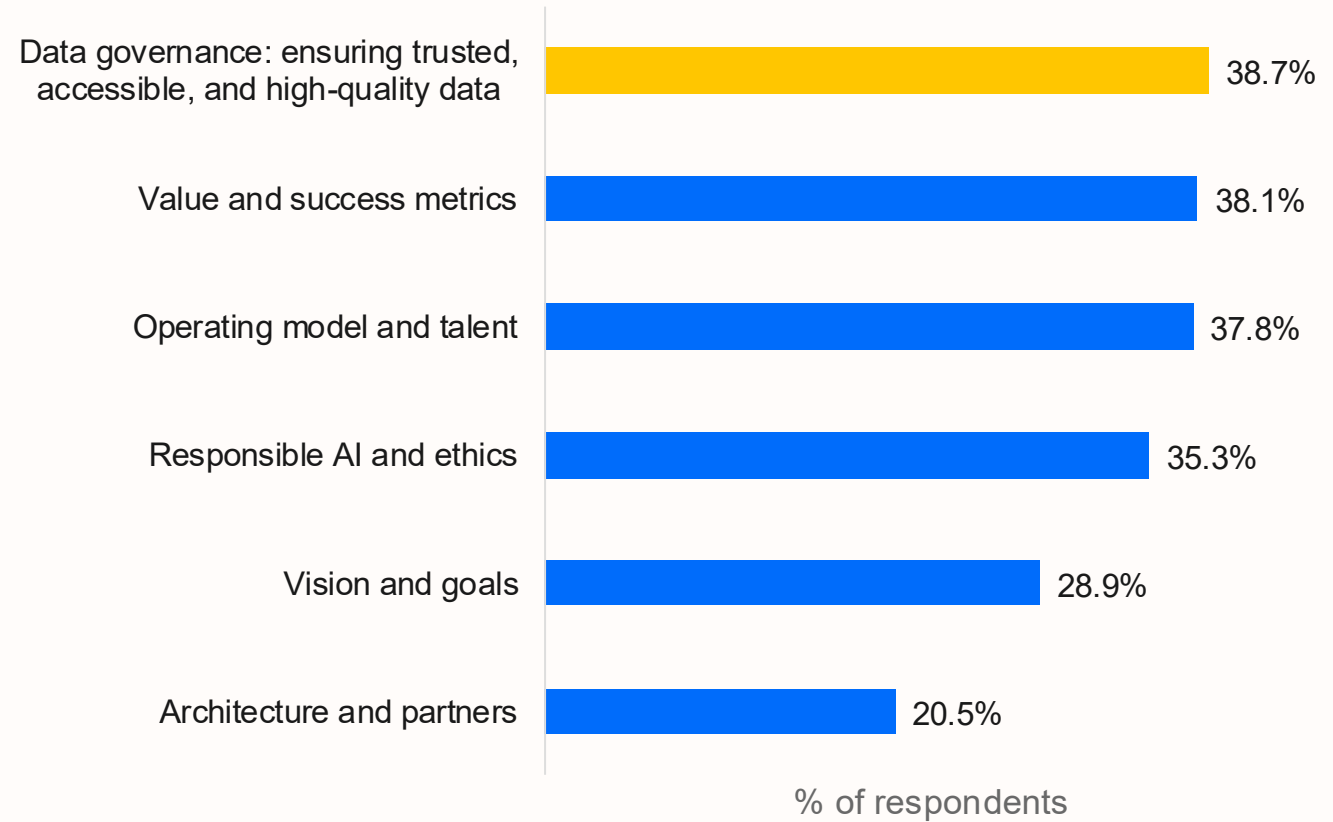
Left: IDC Future Enterprise Resiliency & Spending Survey Wave 1, IDC, February 2025
Right: IDC Future Enterprise Resiliency & Spending Survey Wave 1, IDC, March 2026, N=903



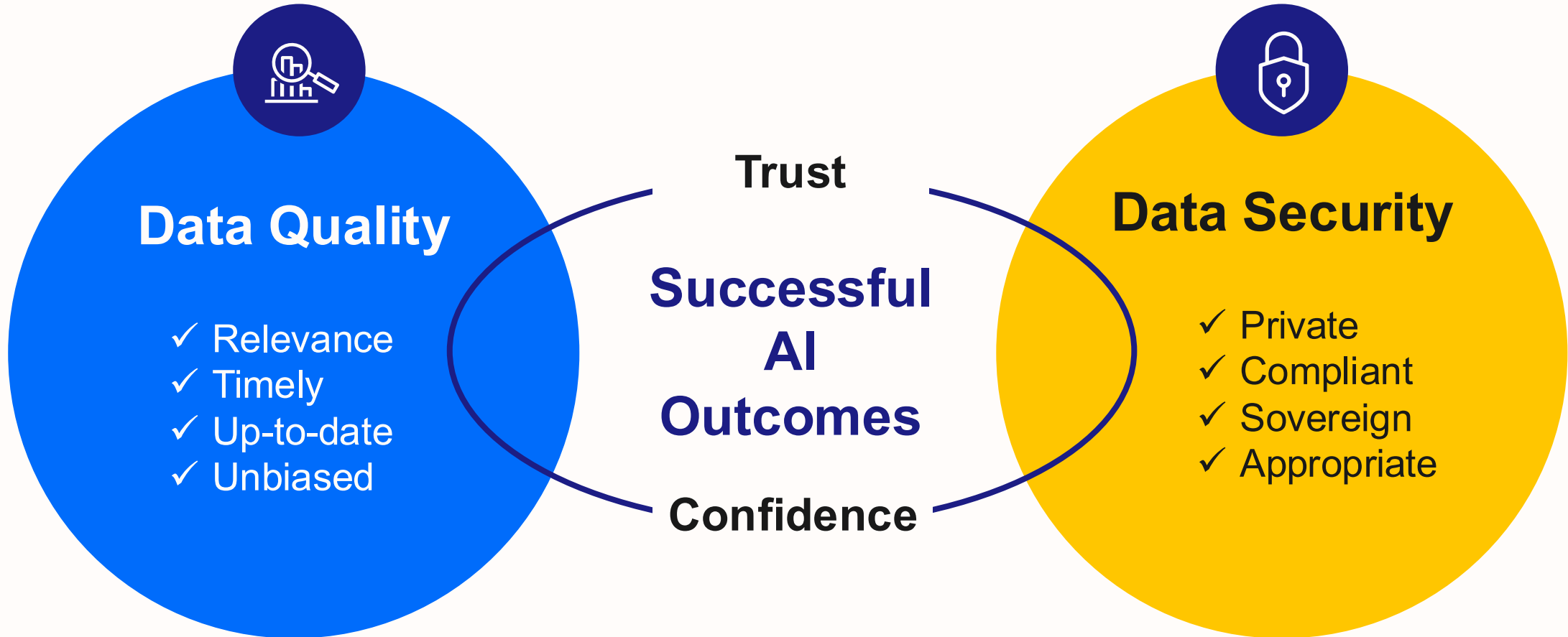
And... data trust is at the top of AI strategic priorities



Q. What are the two most important issues that your 2026 AI business strategy needs to address?



Why do we need trusted AI?



Trust is where data security and data quality meet *fueled by data intelligence*

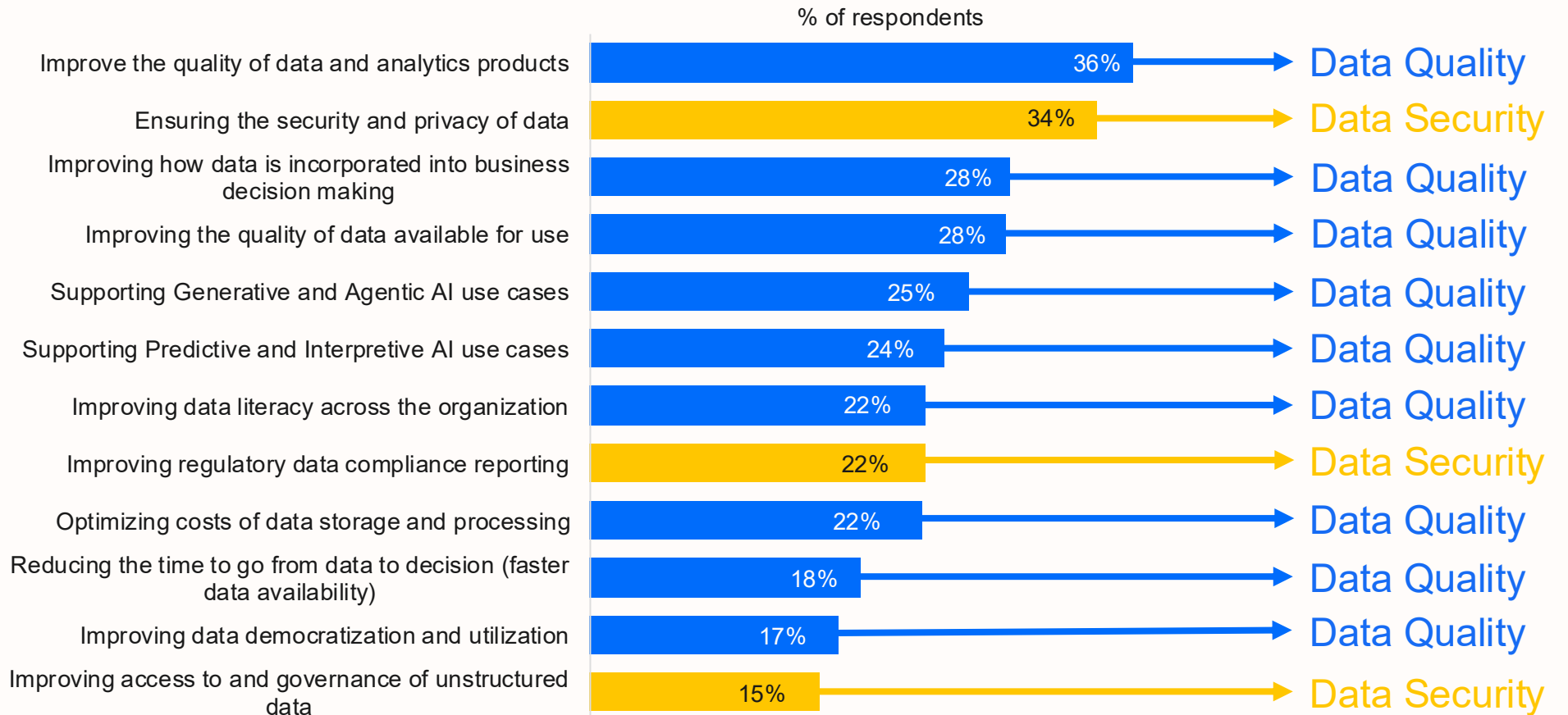
What is data trust?

Data trust requires organizational data to be **accurate, unbiased, and free of ROT**. It must be **accessible** to authorized users, used in the **right context**, and **protected** from threats, vulnerabilities, and unauthorized exposure.

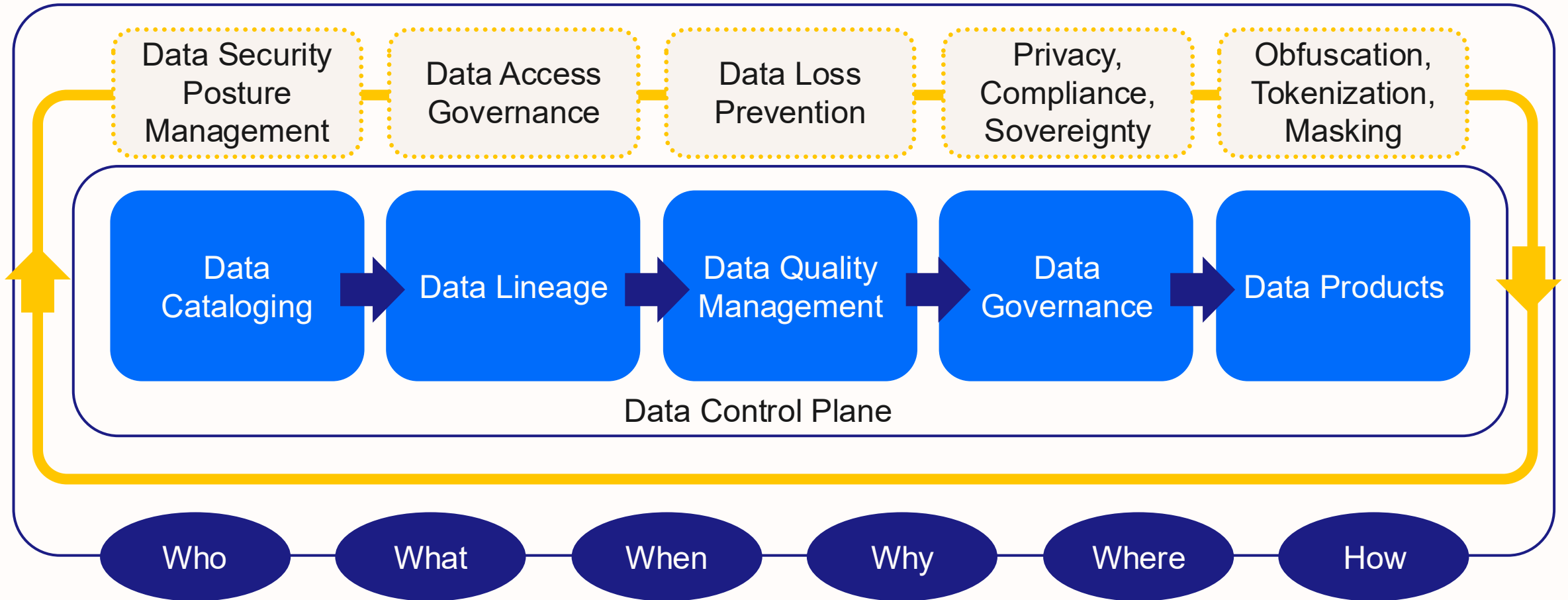


High-priority objectives in the next 12-18 months point to data control

Q. What are the top 3 strategic objectives for data leadership in the next 12-18 months for use of data and analytics in the organization?



Taking control of data



Data intelligence

The answer to critical questions

Data Intelligence provides comprehensive answers to the essential questions that organizations must address:

- **WHO:** Who is using the data? Who created it? Who is responsible for it? Who are the data stewards and owners?
- **WHAT:** What does the data represent? What is it being used for? What is its business meaning and classification?
- **WHEN:** When was the data created? When is it being accessed? When should it be archived or deleted?
- **WHERE:** Where is the data located across the enterprise? Where did it come from (provenance)? Where is it being consumed?
- **WHY:** Why does the data exist? Why is it being persisted? Why is it being used for specific purposes?
- **HOW:** How was the data created or captured? How is it being used? How is it being transformed?
- **+ RELATIONSHIPS:** What relationships exist within the data and between data consumers? How are data assets connected across the organization?



Data intelligence informs data security

Visibility is the foundation for control in modern environments

- **What data do I have?** Control relies on visibility. Know what data you have to prioritize protection appropriately.
- **Where is my data and where does come from?** You can't secure what you can't find. Data discovery finds sensitive or confidential data to ensure it is used or shared appropriately. It also aids in digital sovereignty requirements.
- **Who has access to the data?** Finding and monitoring access privileges – whether from users, departments or devices – is foundational for zero trust security.
- **When is my data being accessed?** Are there any anomalies or patterns that indicate malicious activity?
- **Is my data appropriately protected?** Finally – data security posture is essential for risk management. Can I prove that my most important data is safe from exposure or theft?



Data intelligence + data security = Data governance

DATA INTELLIGENCE

- Classification & sensitivity
- Lineage & provenance
- Business semantics
- Usage telemetry
- Ownership & stewardship
- Quality & observability

+

DATA SECURITY

- RBAC / ABAC access control
- Encryption & masking
- Policy enforcement
- Audit trails & monitoring
- Least-privilege enforcement
- Integrity protection

=



Permissions



Provenance



Privilege



Policies



Principles



Integrity



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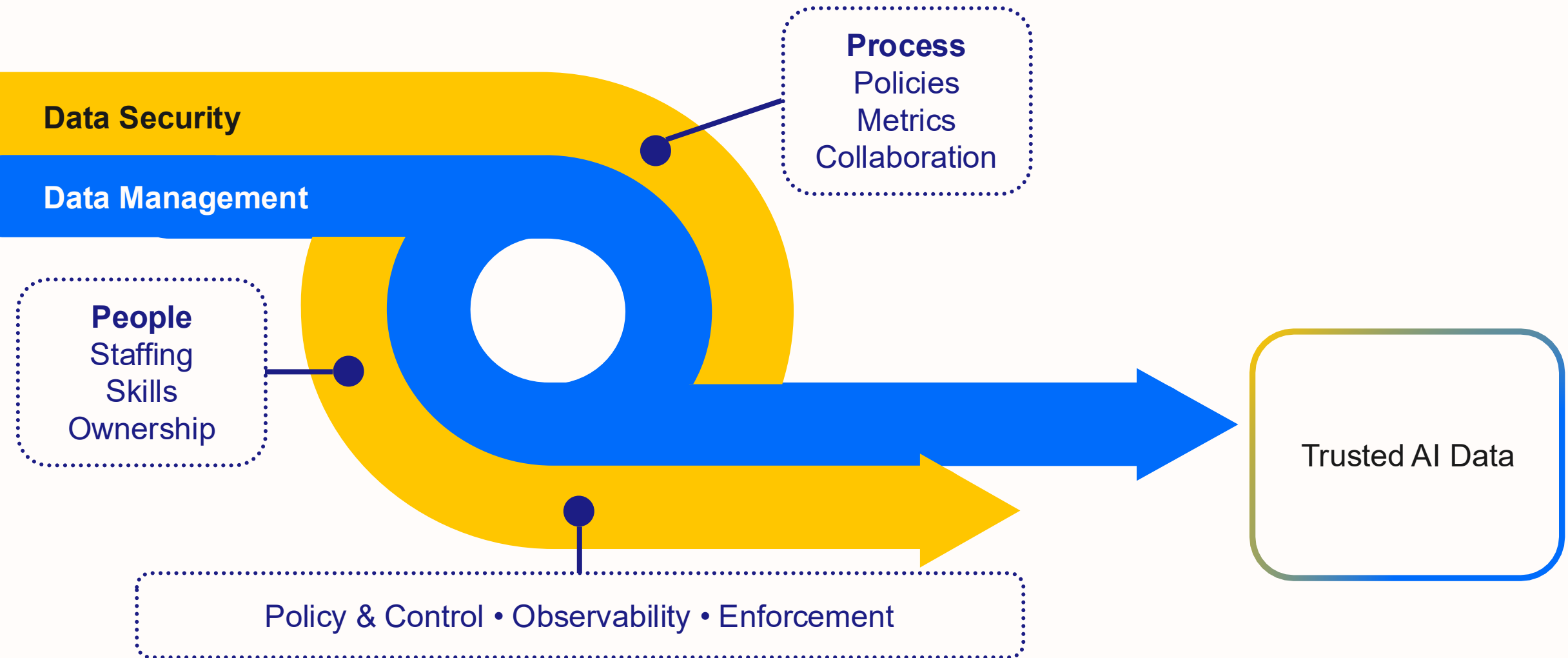
Principles



Integrity

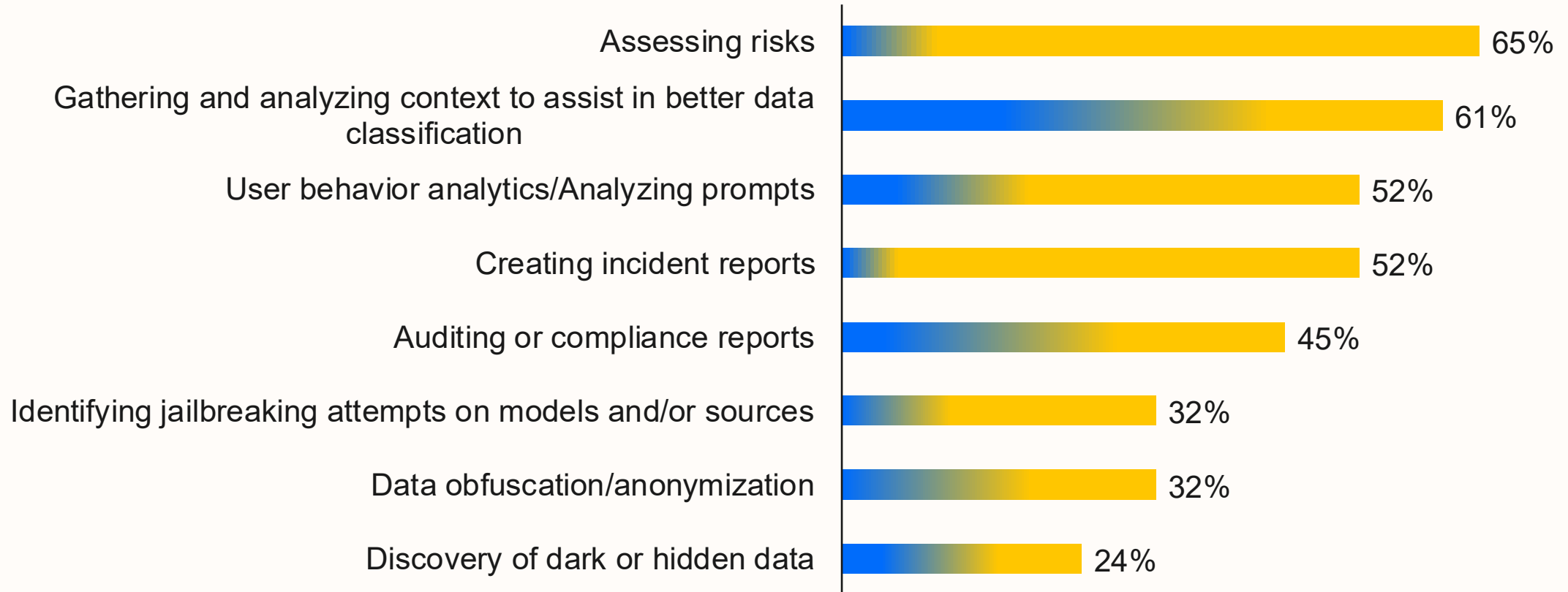


Governance: implementing data security and management with people and process delivering trusted data

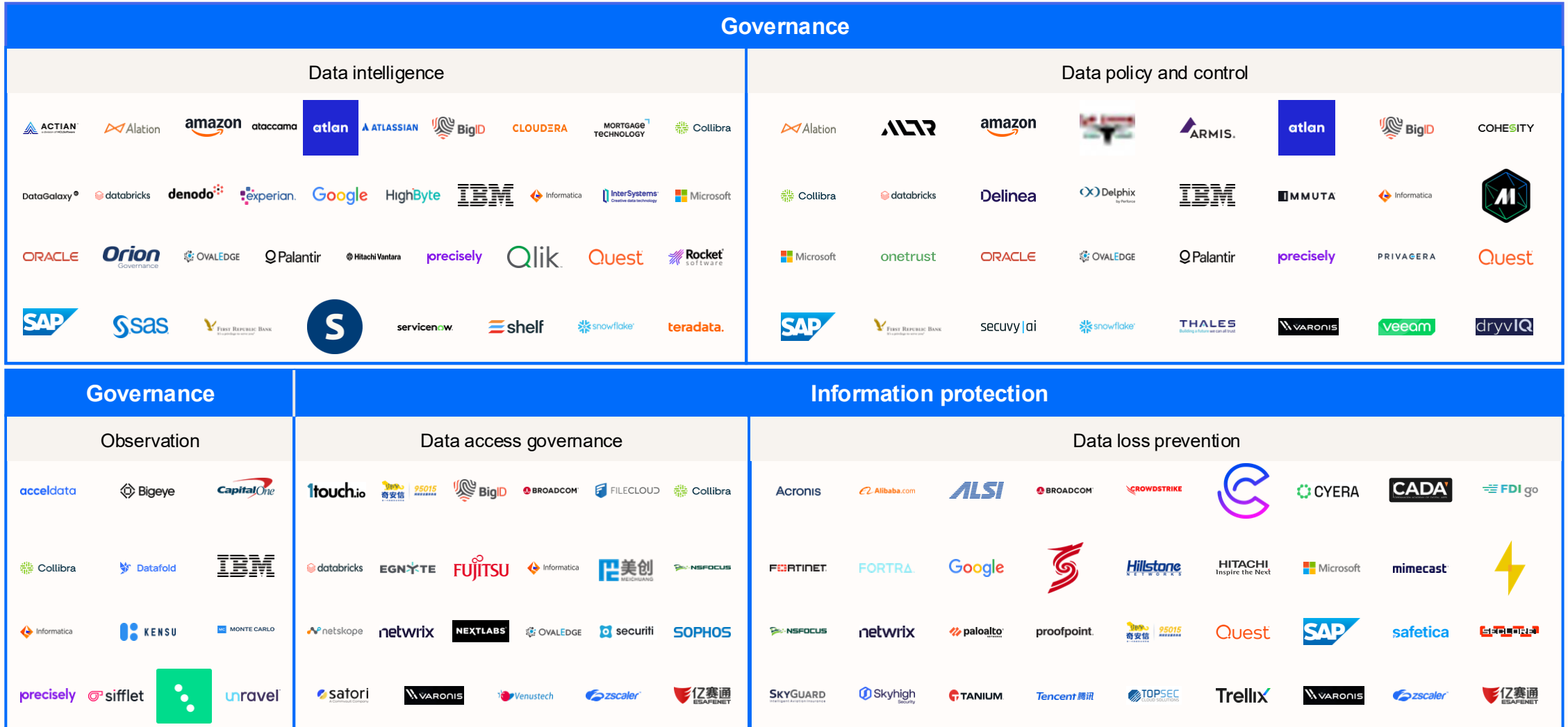


Organizations are turning to AI to build valuable data

Q. What data management functions is your organization supplementing with AI tools or Agents?



IDC Market Glance: Data Governance, 2Q26



Source: IDC, 2Q26

The top 3–5 market share leaders are represented, along with select companies that are making a significant market impact.



Advice for vendors

- ✓ **Differentiate trust capabilities.** Clearly articulate how your platform (uniquely) enables trusted data and AI outcomes in a crowded market.
- ✓ **Prioritize governance by risk.** Help customers focus on the highest-risk data, AI use cases, and regulatory exposures first.
- ✓ **Act as change agents for AI governance.** Educate customers on how governance priorities are shifting as AI becomes embedded across the data stack.
- ✓ **Position trusted data as the foundation for autonomy.** Emphasize that strong governance is required before organizations can safely scale AI and autonomous agents.





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DIRECTIONS

