The Facebook Breach is More Than a Privacy Issue

In an April 17, 2018 article in WSJ's CIO Journal entitled *CIOs Face Growing Challenges of User Data Governance*, author Angus Loten takes on the issue of data privacy, and the responsibility of CIOs to take the lead in developing a data strategy. With the volume of data that's collected within organizations, the issues of data privacy, data protection and risk management have broadened the roles and responsibilities of CIOs and other senior IT staff like never before.

Mark Zuckerberg's appearance at the congressional hearing last week in Washington to discuss Cambridge Analytica's access to and use of Facebook user data was both enlightening and troubling. On the face of it, the issue is personal privacy and whether there is a need for more regulatory oversight. Dig a little deeper and the issue is much bigger - it's about data governance.

In the article, Chris Pick, TBM Council Founder discussed the CIO's compliance role in what could likely become a more complex regulated environment in the US and abroad. Legacy systems can compound the challenges, with disparate systems that require security for data that may no longer be relevant to current business operations. The focus is not just on building better systems, but also building better skills in the workforce to manage the complex issues.

Developing a data strategy for an information-enabled business is more important than ever before and mandates a framework for effective data governance. While real estate has not typically taken a lead in embracing new technology capabilities, now is not the time to be a laggard. Have you conducted a critical assessment of your organization's current state? [OSCRE's Data Governance Maturity Model](#) is an effective tool to start the process.

Technology is advancing at an accelerated pace. At a gathering of corporate real estate executives I recently attended, when asked the question "How often do you meet with the IT team to discuss the information your business unit needs to improve outcomes," not a single hand was raised. Moving the organization forward has to include better communication between business units and the IT function, both within the organization and with business partners. Constructive collaboration is key to effective business operations and competitive advantage.
The response to the initial offering of the OSCRE Academy's Data Governance Certificate Program has been impressive. One hundred percent of respondents to our feedback survey have said that they would use the knowledge they gained from this program immediately or in the near future.

This web-based program is unique in the real estate industry, driving organizations to better outcomes through training that addresses how to harness human and digital capital to address their corporate real estate needs.

As data generation continues to grow exponentially, organizations that want to remain competitive are equipping their teams with the skillsets, tools and experience to navigate in the new digital economy. The Data Governance Certificate Program is designed to enable organizations to develop critical data governance skills in a self-paced environment.

To learn more about this one-of-a-kind program, email us, or visit the OSCRE Academy for more information.

"I highly recommend OSCRE's Data Governance Program. It is very well thought out and each session builds off the prior ones, which nicely ties everything together and reinforces what has been learned previously. I also appreciated the variety of speakers and their extensive backgrounds. It is always helpful to learn tips from others who have already navigated the process."

Deb Vallo, Azzaro Solutions

Coming Soon - New OSCRE Academy Education Sessions

The OSCRE Academy's newest program offerings are under development and will be announced soon. Topics will include addressing a variety of emerging technologies, including ambient intelligence, artificial intelligence, machine learning, change management and more.

Register with OSCRE to receive up-to-date information on the latest OSCRE Academy educational offerings.

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