

Privacy Statement – Members Only Webinars

- When you signed up to DAMA UK, you accepted our Terms & Conditions. Our privacy policy is available on our [website](#)
- When you view one of our Members Only webinars, we have your contact details
- We may share this contact information with local DAMA Chapters based on your location
- The local DAMA Chapter may contact you to promote the benefits of dual membership & their future events

Data that we have on you

- Name
- Job Title
- Company
- Email address
- Telephone Number
- Country (& State)
- The webinar you viewed and how long you viewed it for



DAMA UK Webinar Housekeeping

General Timing

Typical presentation is about 35 minutes with 10 minutes for questions. Presenter can choose to answer during or after presentation

Q&A – Public Webinars

Our webinar channel is Brighttalk. Cameras & microphones are disabled so Q&A is through the ? Section on RHS of the screen

Sponsor Webinars

We will NOT provide YOUR details to our webinar sponsors, so please do reach out to them directly post the webinar

Recordings

Every webinar is recorded so can be viewed on-demand. Links are always added to the DAMA-UK website post the event

Q&A – Members Only Webinars

Our webinar channel is MS Teams. We request cameras & microphones stay disabled during the presentation. Q&A verbal and/ or through chat

Case Studies

We request our presenters to agree to us creating a case study, which we share on our website and with the presenter

Event Types

Presentations, Fireside Chats, Panels & Open Discussions – are all held live & are hosted by one of the Webinar Committee

Webinar Slide Deck Request

We do request that decks are provided to DAMA UK post the event and we have links to these on our website: [DAMA UK | Home](#)

Become a Presenter

Please reach out to us with webinar ideas: sue.geuens@dama-uk.org or sarah.higham@dama-uk.org



DAMA UK Membership Benefits

Training Discounts

Enjoy exclusive discounts of up to 25% from our partners including Fit Academy, Nicola Askham, IRM UK and Dataversity

Mentoring Scheme

Opportunity to gain insights and knowledge from our panel of mentors, or become a mentor and share your experiences with mentees

DMBOK Purchases

Discounts on DMBOK purchases to support CDMP training

Members Only Webinars

Access to our members only webinars with exclusive topics and speakers

Events & Networking

Regional events for all data disciplines from entry to C-suite level

Contribute to DAMA UK

Enrich the membership offering by contributing webinars, case studies, tools and templates, and blog articles

LinkedIn Community

Private community groups on LinkedIn to connect with peers

On Demand Case Studies

Access to on-demand live training designed for professionals at all levels

Knowledge Bank

Access to our library of case studies and articles





The Behaviour Problem in Data Governance

Andy Bradley – Head of Strategy and Adoption – Telefonica Tech

Desire Paths



Human behaviour made visible



The Behaviour Problem in Data Governance

Andy Bradley – Head of Strategy and Adoption – Telefonica Tech



Selling Technology smarter and growing sustainably.

Innovate.
Operate.
Secure.



Innovate

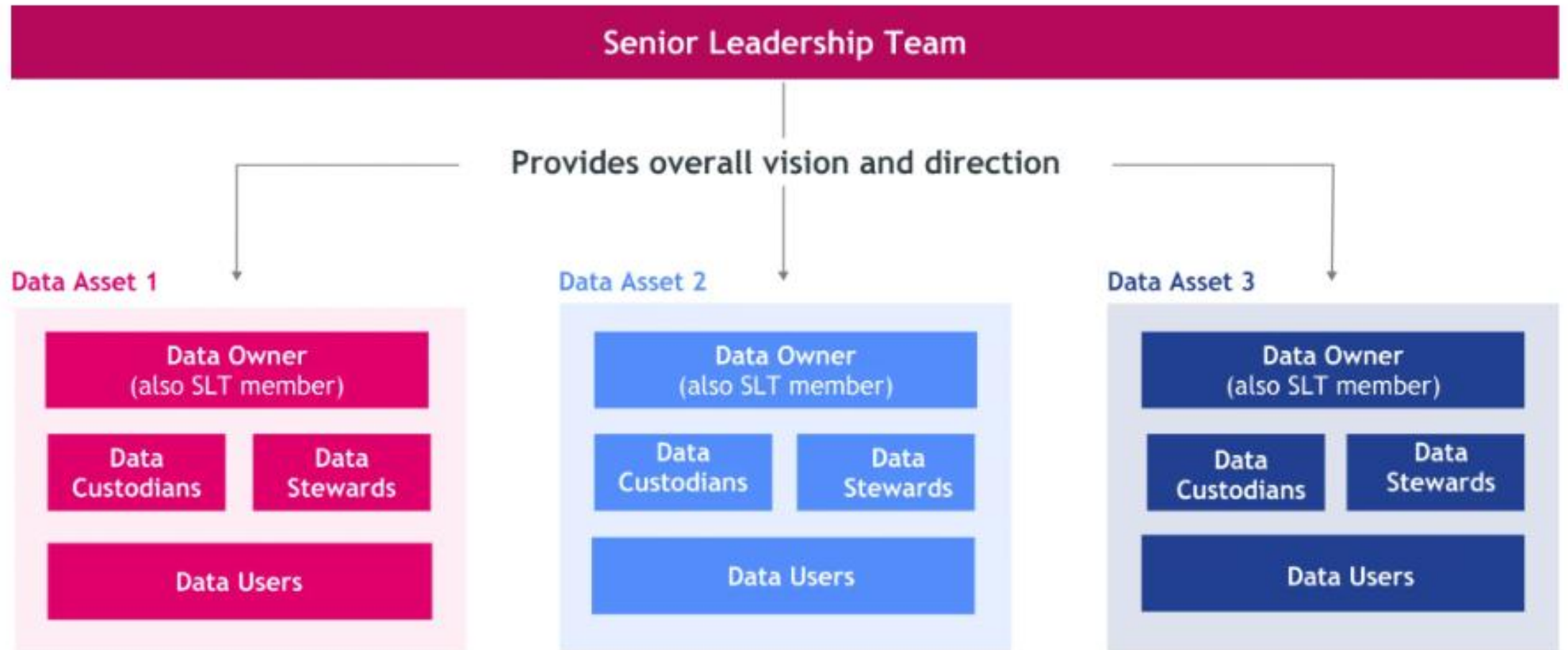


Operate.

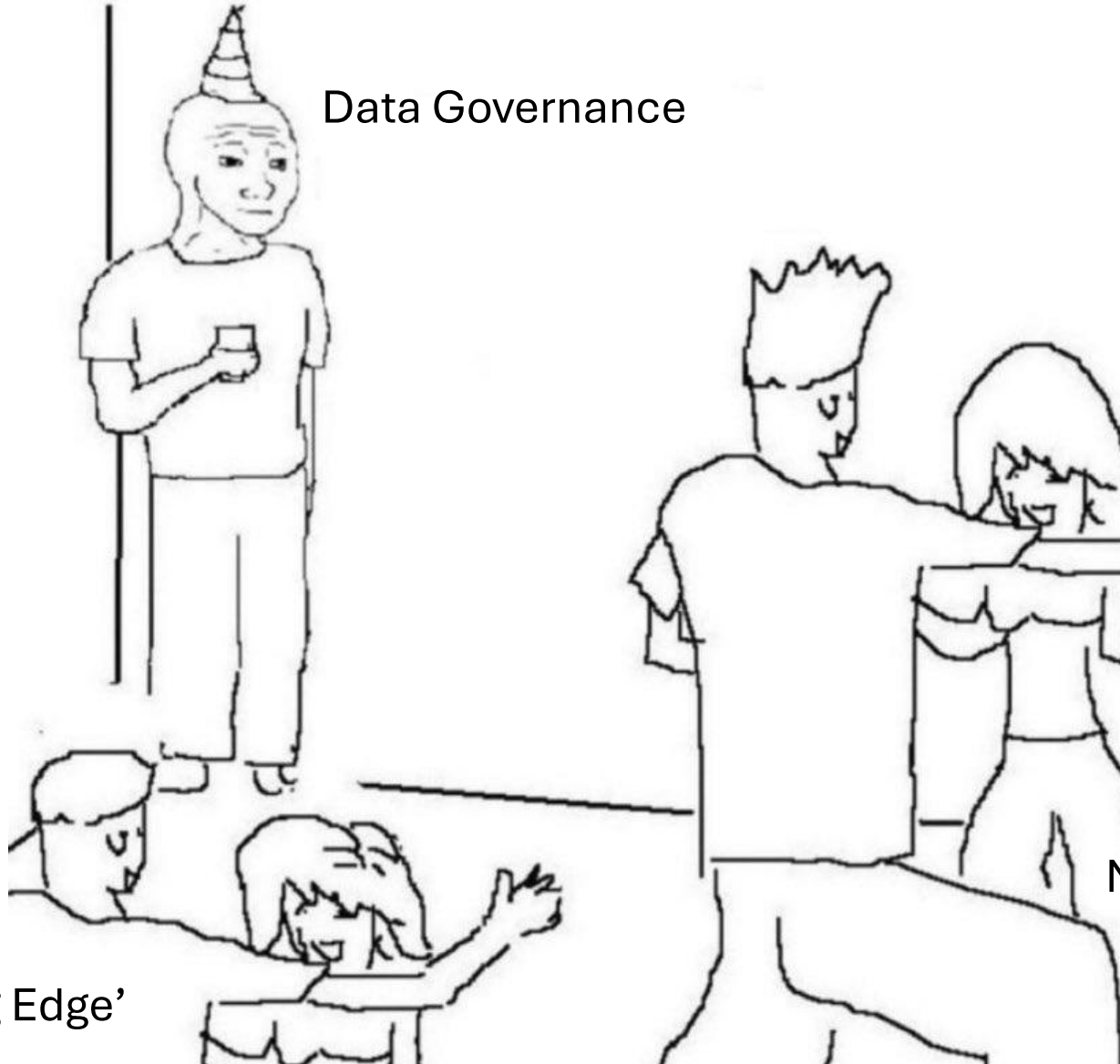


Secure.



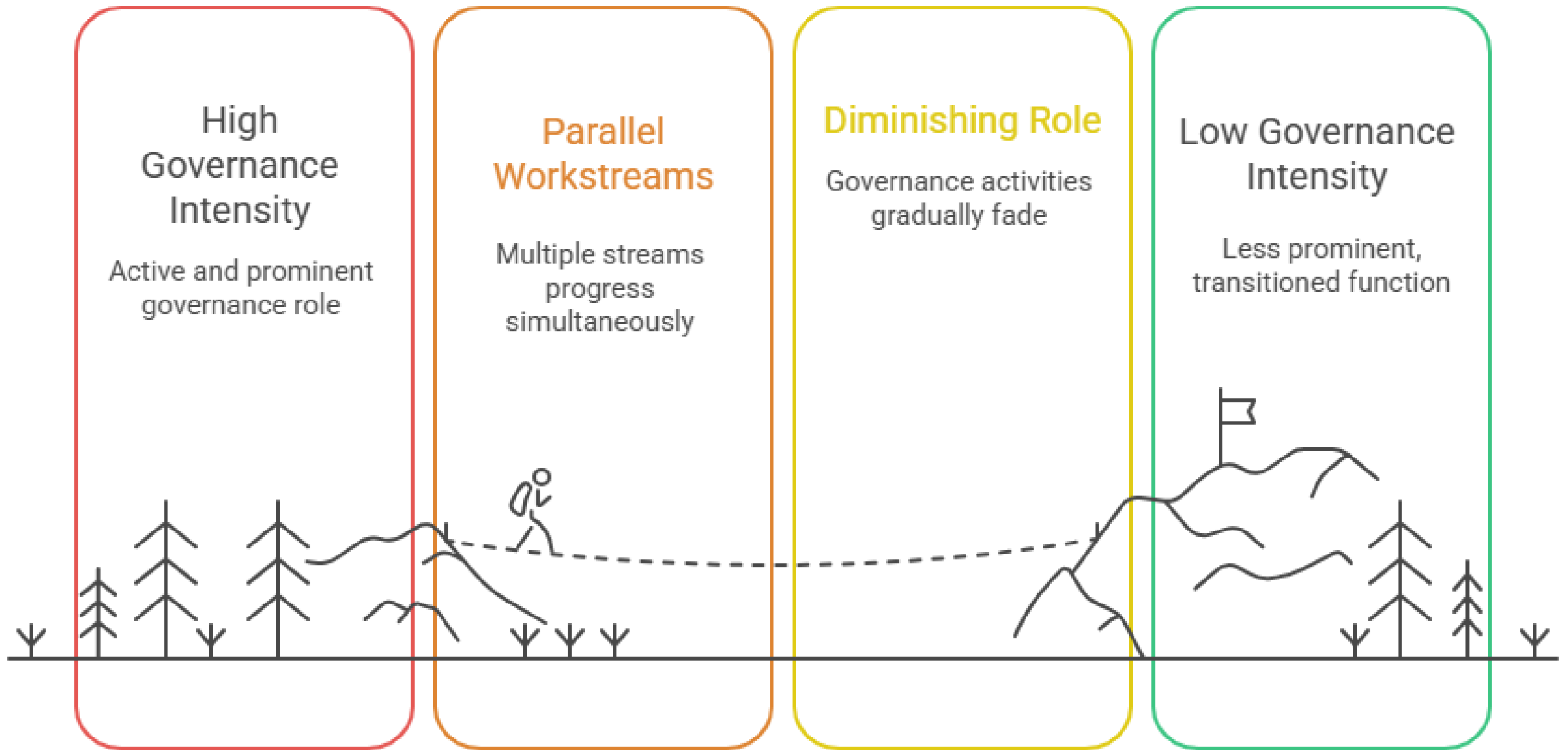


Data Governance



New technology

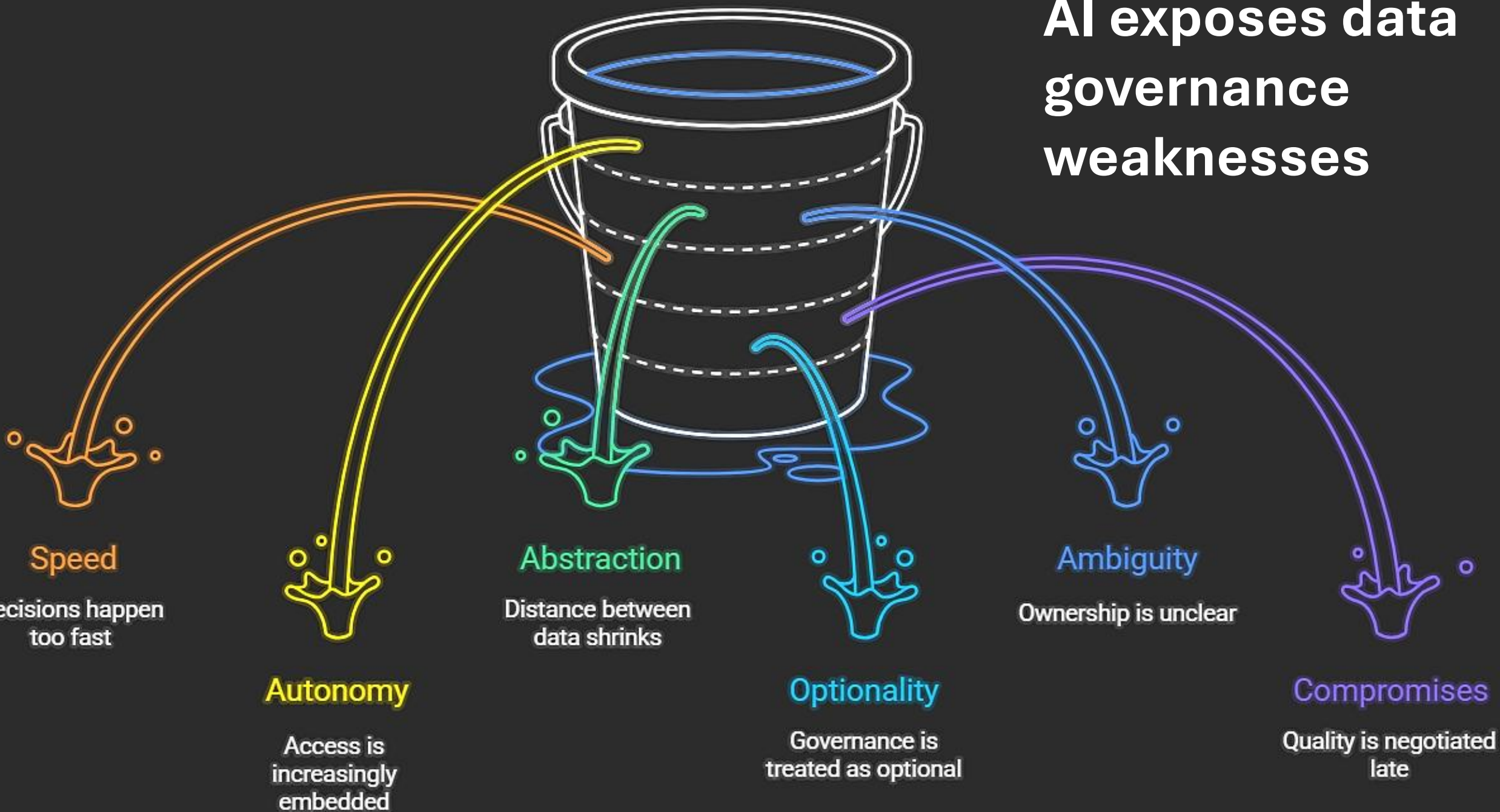
‘Bleeding Edge’



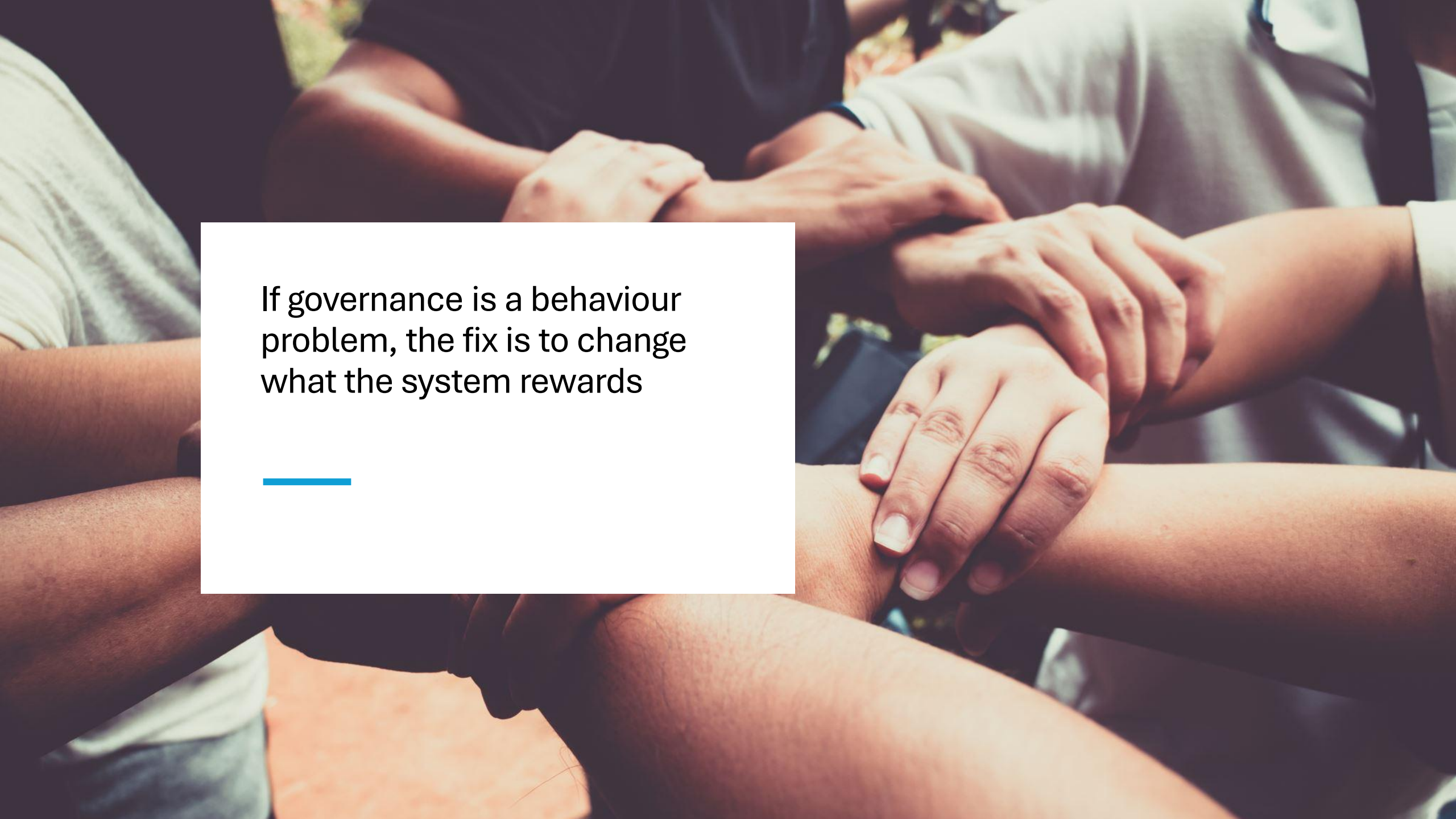
The diminishing role of Data Governance

Behaviour fills the space that
structure leaves behind

AI exposes data governance weaknesses







If governance is a behaviour
problem, the fix is to change
what the system rewards

Areas of clarity

1

Where are governance decisions meant to happen?

2

Remove the ambiguity around trade-offs

3

Design governance into existing delivery rhythms

4

Make non-compliance visible, not punishable

5

Reinforced by leadership behaviour

The 'non-negotiables' to do tomorrow

1 Introduce delayed measures to project success metrics

2 Introduce 'data debt'

3 Track at least one data metric on executive dashboards

