

# Must-know terms for data sharing



# Data products and democratization



**Key concepts  
to enable  
a data-driven  
culture and  
better business  
outcomes**



## Data products

[Reusable data assets](#) (such as business analytics dashboards, chatbots or recommendation systems) that bundle data together with everything needed to make it independently usable by authorized consumers

## Data democratization

This is what happens when an organization [makes data accessible](#) to all employees and stakeholders, and educates them on how to work with data, regardless of their technical background.

## Data marketplace

An online platform that connects data providers and consumers enabling users to find, assess and access high-quality, trustworthy data assets. [Data marketplaces](#) can be limited to internal use within an organization, and/or they can facilitate the external exchange of data.

## Data sharing agreement

A formal arrangement between data owners and consumers documenting the details of the responsibilities of each party and how data should be accessed and used. This helps ensure that data is shared responsibly in compliance with relevant policies and regulations.

# Data discovery and stewardship

## Data discovery

[Data discovery](#) involves locating data assets, while understanding their content, structure and relationships. This is important to ensure data assets throughout an organization are properly managed and governed.

## Metadata management

Processes and technologies for managing data information about your data (metadata). [Metadata management](#) provides insights for effective data management and helps individuals users search for, understand and access the data they need.

## Data catalog

A centralized inventory of data assets that helps organizations find and leverage data for efforts including analytics and AI initiatives. Modern [data catalogs](#) automatically scan data and metadata to help users efficiently discover valuable information at scale.

## Data classification

Involves [organizing data into relevant groups](#) (classes). This process makes data – especially sensitive data – easier to locate and retrieve and is crucial for risk management, compliance and data protection.

# Data access enforcement

## Data access governance

The process of [managing and controlling access to data](#). The main goal is to safeguard an organization's sensitive data assets by ensuring the right people have access to the right data.

## Data access control

A subset of data access governance that refers to methods used to regulate the viewing and use of specific data in a database or IT system. Control measures can include methods such as authentication and data masking.

## Role-based access control (RBAC)

Limits [data access based on an individual's role within an organization](#), ensuring that personnel only access information required for their job duties. RBAC is critical for protecting sensitive data when managing information access for large numbers of employees, third parties and contractors.

## Data privacy

Refers to an individual's control over the collection, usage and sharing of sensitive and personal information, such as name, location, and behavior, with others. This control is an important aspect of compliance with external regulations such as the [General Data Protection Regulation](#) (GDPR).

## Data sharing

Providing internal or external parties with access to trusted data to enhance collaboration, improve data literacy and foster a strong data-driven culture.