

# *Data Citizens Bill of Rights*

*At the heart of modern business lies data. And everyone – from the C-suite to the everyday business user – has the right to unlock the unlimited possibilities of that data. If you use data to do your job, then you are a data citizen. Now is the time to rise up against data dictators and data anarchy. It's your data. And these are your rights.*

## **I     *The Right to Access Data***

Data shall be accessible by all data citizens. They shall be permitted to use it to their strategic advantage to boost operational excellence, foster better customer experiences, and spark value-generating innovations that set their organizations apart from the competition.

## **II    *The Right to Trust Data***

The right for all data citizens to have absolute trust in the quality, transparency, and usability of their data and the confidence to do more with it shall not be restricted.

## **III   *The Right to Data Transparency***

All data citizens shall possess the right to understand data lineage and answer questions such as “where did the data come from?” and “what policies were used to define it?”

## **IV   *The Right to Accurate Data***

No data citizen shall be bound by dirty data. All shall be empowered to spot errors, raise issues, and fix data, and thus giving them the responsibility to nurture the data and keep it reliable.

## **V     *The Right to Make Governing Data Second Nature***

All data citizens, without limitation, shall have the right to a governance experience that feels both natural and straightforward. They shall be empowered to actively participate in data governance.

## **VI    *The Right to Build a Holistic Data Ecosystem***

No data citizen shall be bound by organizational silos. All shall enjoy the right to replace rigid rules with open collaboration to facilitate the flow of data and drive innovation across departments, functional groups, and company subsidiaries.

## **VII   *The Right to Be a Data Governance Expert***

All data citizens shall enjoy, without cost, the privilege of staying current on the latest data governance thinking through courses led by the foremost thinkers and leaders in data governance.

## **VIII   *The Right to Data Governance On-the-Go***

Data citizens shall not be constrained to desktop access-only of their data governance solution, but shall have full access on all mobile devices.

## **IX    *The Right to Rethink the Boundaries of Data***

No data citizen shall be restricted by the data. All shall be empowered to challenge the data status quo and realize limitless opportunities to drive value from data.

## **X     *The Right to Share Ownership of the Data***

The right of data citizens to freely collaborate across the business through established data sharing agreements and policy management shall not be limited.

**IT'S YOUR DATA**

