Trust by Design – Building Confidence in Your Data

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Definition of Trust

Firm belief in the reliability, truth, or ability of someone or something

What do we mean when we say Trusted Data

Our stakeholders all need to have confidence in the outcomes. They need to be sure we have built in reliability, accuracy, fairness, and ethical use of data and artificial intelligence (AI) systems. It is about ensuring that data and AI are used responsibly, transparently, and securely to deliver outcomes that align with ethical, legal, and societal expectations

Customers : Trust ensures that customers feel confident their data is being used responsibly and that AI-driven decisions (e.g., loan approvals, insurance claims) are fair and unbiased.

Employees : Trust in data and AI enables better decision-making, operational efficiency, and innovation. It also reduces risks related to compliance and reputational damage.

Regulators : Trust ensures that organisations comply with laws and regulations, avoiding penalties and fostering a positive relationship with regulatory bodies.

Our Partners : Trustworthy data and AI promote ethical practices, reduce harm, and ensure that technology benefits everyone equitably.

Trust in Data Leads to Trusted Outcomes for our organisation and customers

Trust Challenge

Legacy Data – The Structural Constraint

- Multiple “golden sources”
- Manual reconciliations embedded in processes
- Batch-driven data flows
- Inconsistent definitions across business lines
- Technical debt constraining automation

Ownership & Accountability Gaps : Everyone uses the data. No one truly owns it.

- Ambiguous data ownership between business and IT
- Data quality treated as a project, not BAU discipline
- Weak escalation of data defects
- Governance frameworks without behavioural enforcement

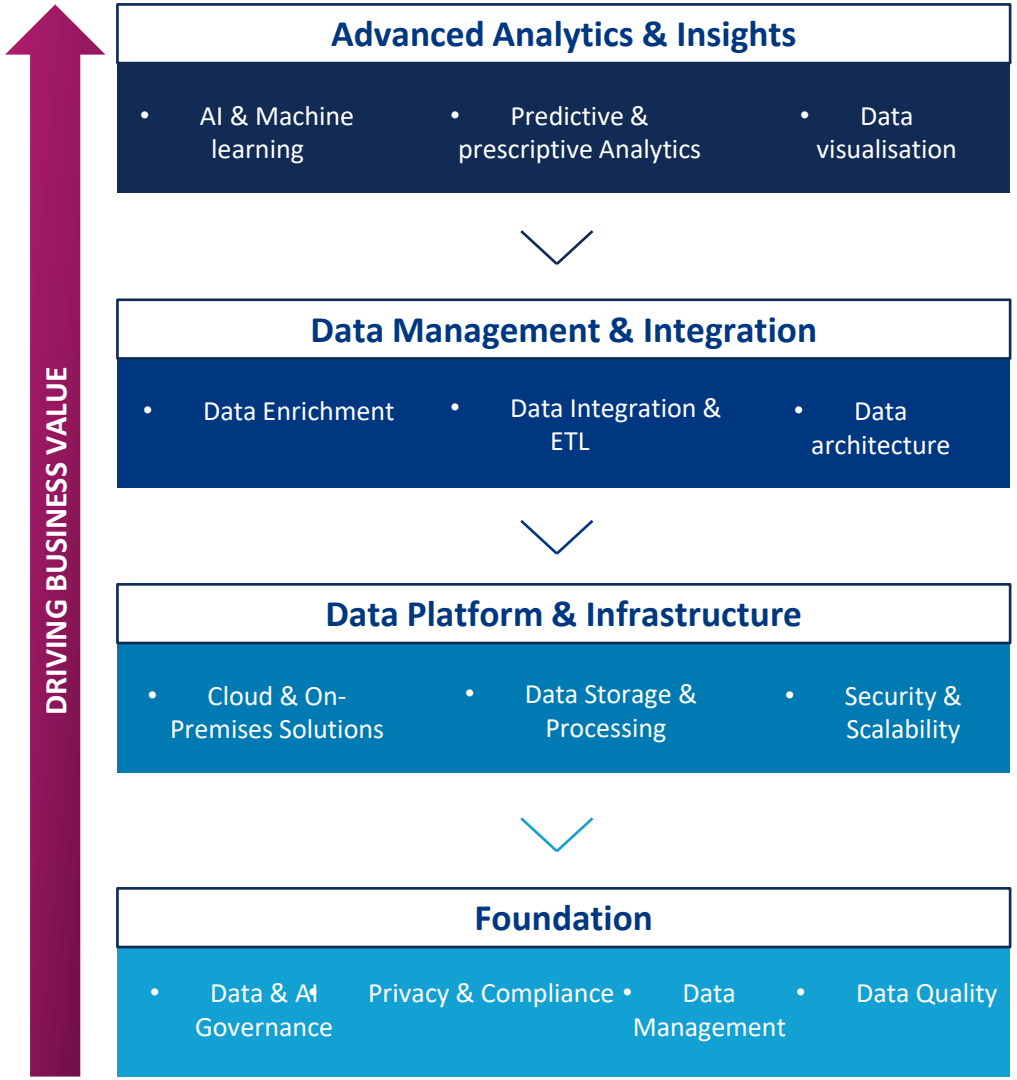
The Cultural Barrier – The Most Underestimated Risk

- Governance seen as compliance overhead
- Revenue prioritised over control discipline
- Workarounds institutionalised (Excel as control layer)
- Limited executive data literacy
- Siloed incentives

AI Amplification

- Bias rooted in historical data
- Poor lineage undermining explainability
- Data drift unmonitored
- Weak production model oversight

Trust must be engineered into the data DNA



- Decision Lineage
- Built on highly trusted data
- Capturing user feedback to make outcomes better

- Data is reconciled and validated
- Standardised data model
- Resilience in data pipelines

- Monitoring and Alerting
- Guaranteed availability and no data loss
- Secure Storage meeting regulatory standards

- Data ownership in action
- Data quality rules agreed and implemented for key data sets
- Data definitions are understood

The data story, make it your own

- Linking Data Strategy and Data Trust to Business Outcomes
- Risk to outcomes needs to agreed
- The AI Leverage
- Board Level Imperative

Data Quality in action

The 1-10-100 Rule: It costs **$1** to verify a record at the point of entry, **$10** to scrub and clean it later, and **$100** if the data is not cleaned at all, resulting in unexpected costs.

Approach: Prevent – Detect - Fix

Metrics: Make DQ visible with a metric and not a matter of opinion

Engaging: Make it fun where you can

Focus: Start with identification of your core data set and build your journey from there

Business Value: Always ensure you have business value associated

Ownership: Alignment of roles is critical

Data Contracts

WHY?

Maximising the quality of our operational and analytical data:

- Lack of clear accountability, resulting in **fragmented data quality**.
- We have ambiguous or non-existent agreements on data structure, format, and quality expectations, causing **integration errors, lack of accountability and delay to effective business processes**.
- Missing 'BAU' service governance on data integration **weakens data integrity and reliability**.

HOW?

Allianz will adopt a **Data Contract-driven methodology** to formalise the exchange of data between our systems:

- NOT (just) a requirements-gathering approach, it is a **connection between design and runtime needs,** analogous to an API contract.
- Formal agreements, outlining the **structure, ownership, semantics, quality, and usage terms** for data exchange between providers and consumers.

WHAT?

Data Contracts will be divided into two types, each serving distinct roles:

- **Data Source Contract** (DSC): Defines the structure, format, semantics, and quality for data from an operational source.
- **Data Product Contract** (DPC): Focuses on data as a consumable and re-usable product for end-users.

Service Excellence

Creating a pathway for dealing with legacy

Building capabilities

Dedicating capacity

Creating Transparency

Q & A

Thank You