

# Data Governance Corporate Policy

## Why this policy matters

Data is integral to our operations, driving personalisation, content creation, operational efficiency, audience engagement, revenue generation, compliance, innovation, and global reach. By leveraging data effectively, we remain relevant, competitive, and able to fulfil our vision as an organisation. However, we need to manage, optimise and leverage our data throughout its lifecycle by applying appropriate Data Governance practices.

By implementing this Data Governance Policy we can act in line with BBC values to create a culture of accountability, trust, transparency, collaboration, innovation and improvement around data, ensuring that data is governed across its creation, processing, storage and usage to eventual archiving and destruction, thereby mitigating risk and enabling growth and innovation.

## Who this policy applies to

This Policy applies to you if:

1. You work for, or represent, the BBC or one of its subsidiaries, and
2. You use, develop, or procure critical data for BBC purposes, using BBC or non-BBC devices.

This includes, but is not limited to:

- employees, full-time or part-time
- those on a fixed term or temporary contract
- freelancers, contractors or consultants
- volunteers or interns

## BBC Data Governance Principles

The following principles guide us in governing our data responsibly and underpin the BBC's strategic data goals:

Principle	Description
Data as an Asset	We treat our data as a valuable asset, and manage it as well as other BBC assets such as buildings, equipment or content
Data is Discoverable	We hold, document and catalogue data to allow for timely and efficient access and discovery
Data is Trusted	We assess and certify data to enable trust in its usability, and drive data producers and consumers towards 'trusted' data

Data is Compliant	Our data meets legal and regulatory requirements and we actively maintain its confidentiality, availability and integrity
Data is Reusable	We make data a shared resource; driving more value and efficiencies from embedding processes to avoid data duplication and waste
Data is Managed	We provide the right data to the right people at the right time, with checks-and-balances by the teams who create, manage, use and dispose of the data
Data is Owned	We make specific individuals accountable for managing and governing data, with defined and understood roles and responsibilities
Data is Fit for Purpose	We profile and monitor critical data assets using defined rules. We share data quality scores with appropriate stakeholders and address the root cause of data quality issues
Data is Connected	We apply common naming conventions and standardised formats to our data so it can be ingested, integrated, connected and tracked
Data is Understood	We capture the downstream usage of critical data to understand and manage the impact of changes to that data
Data is Everyone's Responsibility	We all play a part in managing and maintaining our data through its end-to-end life-cycle, handling it with due care, attention and integrity, aligned to our Values and Policies

### The essential things you must do or must not do

These high-level core mandatory requirements are the most important for you to understand and follow to meet the policy objectives and mitigate risks.

In addition to these essential requirements, there are detailed requirements and best practices outlined in supporting procedures and guidance, linked below. Please read this information when you need to and are ready to understand the detail.

If you have any concerns or conflicting priorities that prevent you following essential requirements, please discuss them with one of the people listed in the section under 'Where to go for help and exceptions'. Without an approved exception, breaches may put the BBC at risk and may result in disciplinary action, up to and including dismissal, or termination of our relationship with you.

## Roles & Responsibilities

1. If you are the leader of a data governance domain, you must appoint appropriate individuals into specific data governance roles for your domain.

These are the specific data governance roles:

- Data Domain Sponsor
- Data Owner
- Data Steward
- Data Custodian

## Training

2. If you hold a specific data governance role (as outlined above), you must complete and refresh any mandatory training for that role.

Data Governance is a collective responsibility for colleagues at the BBC, so all colleagues must have adequate knowledge about data governance and be empowered to make informed decisions about their data or know who to contact if they have a data issue or question about data.

Role holders (see 1. Roles & Responsibilities) may also participate in data governance committees, subgroups and working groups to support and enable data governance activities and undertake activities themselves.

## Critical Data Assets

3. If you are the leader of a data governance domain, you must identify and assign an owner of critical data assets in your domain.

If you are the owner of a critical data asset, you must define, document, and actively monitor the data asset.

## Data Access

4. You must have appropriate access controls for any data that you own.

Data access management supports the BBC's principle of Data is Compliant, ensuring that only appropriate persons can access, modify and share BBC data. Data access controls should be reviewed regularly to ensure that the correct security levels are applied to data users.

## Metadata Management

5. You must document and manage all metadata associated with any critical data that you use and produce.

Data is one of the BBC's most valuable assets. To safely leverage the value of our data assets users need a strong understanding of it and to be able to discover it for which documented metadata is key.

It is also best practise to document metadata for non-critical data and we strongly recommend that you do so

### **Data Quality Management**

6. You must profile, measure, monitor and manage the improvement of the quality of any critical data that you create, store or process.

Governing data effectively requires managing data's quality, which is a collective responsibility for colleagues at the BBC. Managing the quality of the data you interact with ensures that it is fit-for-purpose at its usage stage in the data lifecycle.

### **Data Certification**

7. You must ensure that data sources, and the reporting and dashboards taken from those sources, are certified to indicate that the data within them is trusted.