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# AI Runs on Trust and Trust Runs on Data

D A M A   Z E W   Z E A L A N D

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November 04, 2025



# Data Anarchy and Trust

- Fragmented systems
- Siloed data
- Unclear data ownership
- Rework due to bad data
- Someone somewhere knows about the data
- No trust

Without governance and Trust, data quickly becomes a liability



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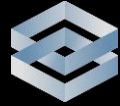
# Executive Support

Two things the Executes don't have:

- Time
- Unlimited budget

How to approach:

- Understand the business
- Understand the issues
- Cobine the two
- Small talks



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# The Foundation of Trust in AI

AI Amplify:

- Insights
- Risks

Without trustworthy data AI can't be:

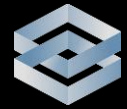
- Transparent
- Fair or
- Reliable

Trust in AI depends on:

- Data integrity
- Ethical design and governance
- Human accountability







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# The Role of Data Governance

- Data Governance builds the foundation for responsible AI
- DAMA, DMBOK, and CDMP
  - Global association data management and governance. Promotes:
  - Consistency and stewardship
  - Ethical data usage
  - Compliance with global standards



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# DAMA

# New Zealand

## Supporting Organisations

With governance maturity and AI readiness

## Building Community Awareness

Through events, discussions, and knowledge sharing

## Promoting Data Standards

Cross-industry data standards and ethical frameworks for New Zealand

## Collaborating with Industry

Collaborating with industry partners including Epic Innovation and Corinium



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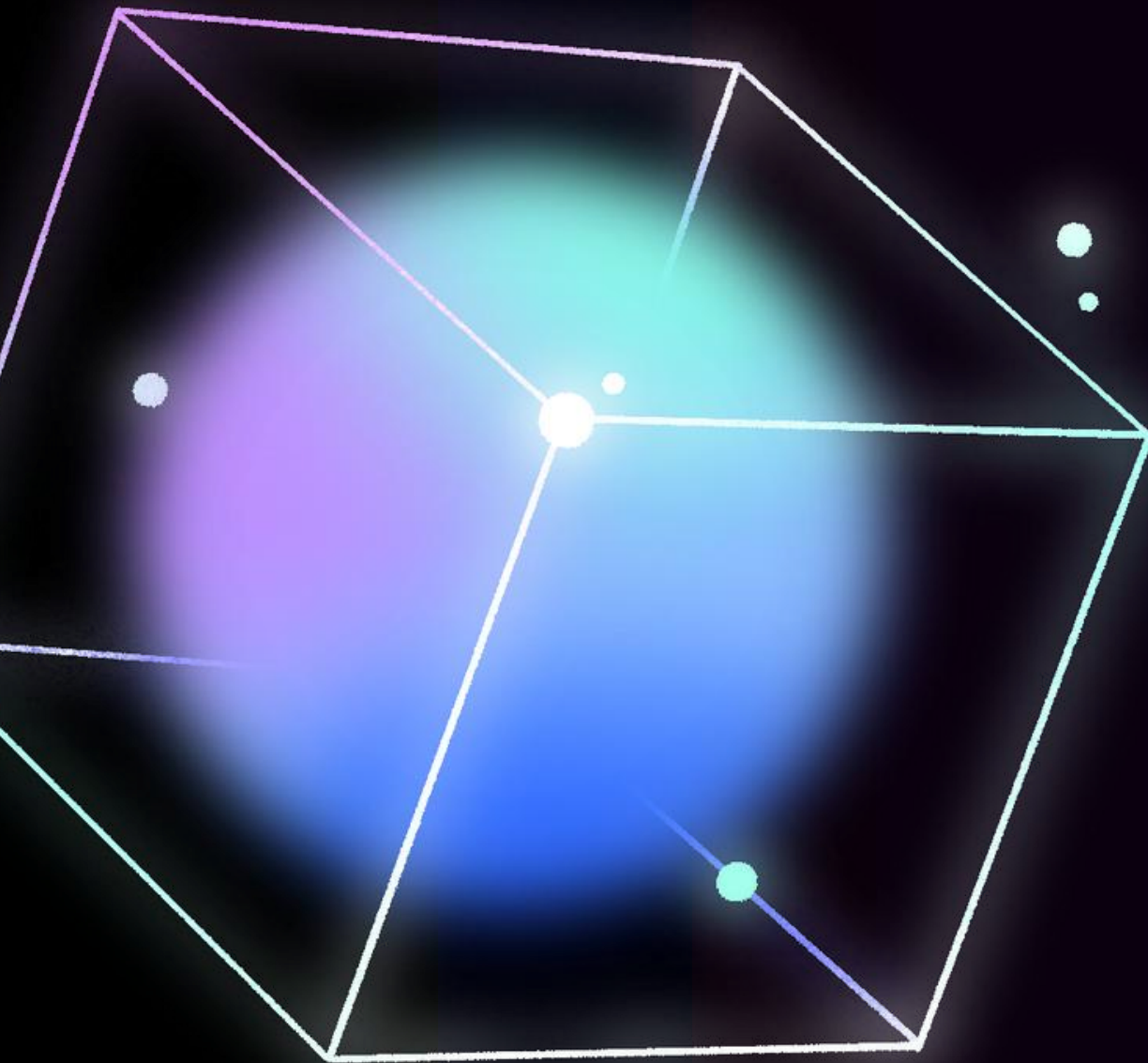
# Looking Ahead

**DAMA New Zealand  
is fostering**

- Responsible Data & AI frameworks rooted in governance
- In-person and online sessions for knowledge exchange
- Community engagement - Data User Groups in Auckland & Wellington
- In-person and online events round the year
- Strengthen partnerships with International and local industry.
- Community Networking event in Christchurch on 5<sup>th</sup> Nov.



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# Looking Ahead..

Together

- We can ensure Data & AI innovation grows with
  - Trust
  - Transparency
  - Ethicsat the core
- AI may run on algorithms - but its real engine is trusted data.



# Stay Connected



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**THANK YOU!**