

THERE'S A LOT OF NOISE RIGHT NOW AROUND AI AND DATA PROTECTION.

We're hearing about machine speed, faster attacks, shrinking response windows, and the need for continuous detection.



And yes—AI is accelerating everything.

BUT WE'RE MISSING SOMETHING MORE FUNDAMENTAL. EVERYTHING IS DATA-DRIVEN.

Decisions, risk, controls, and even AI outcomes are all based on the data itself—and the criticality of that data.



THE DATA defines the risk.



THE RISK should define the protection.



THAT'S WHAT should drive frameworks and policies.

Yet in many organizations, the most basic questions still aren't clearly answered:

- ? Where is our sensitive data?
- ? Who owns it?
- ? Who has access to it?

- ✓ Without that foundation, everything that follows—AI, cybersecurity, governance—becomes reactive and **built on assumptions**.
- ✓ We're not solving the problem. We're just **moving it around**.
- ✓ AI doesn't fix bad data—it **amplifies it**. The output looks confident while the source stays weak.



WE'RE NOT STARTING TOO LATE. WE'RE STARTING IN THE WRONG PLACE.

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AI DIDN'T JUST CHANGE THE SPEED OF CYBER CONFLICT. IT REVEALED THE GAPS THAT WERE ALREADY THERE.

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PETER GALLINARI



FORMER CHIEF DATA PRIVACY OFFICER
STATE OF TENNESSEE



FORMER CHIEF SECURITY OFFICER
GE



CSO FOR 3 HOSPITALS IN NY
52 YEARS ACROSS PUBLIC AND
PRIVATE SECTOR



AUTHOR OF
THE TRUTH ABOUT YOUR DATA

TECHNOLOGY LEADER. MUSICIAN. AUTHOR. SPEAKER.

BRIDGING TECHNOLOGY, LEADERSHIP, AND HUMAN RESILIENCE