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Institute of Enterprise Risk Practitioners

GLOBAL CONFERENCE 2025

ENTERPRISE RISK MANAGEMENT: RISING FROM THE ASHES

UTILISING AI TO MITIGATE DATA RISK AND ENHANCE COMPLIANCE

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Future-Proof Compliance: AI-Driven Data Protection for Malaysia

Building Trust and Resilience with AI

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Data, AI, Digital Marketing

Transform TechX

The New Mandate - Integrity, Security, ESG

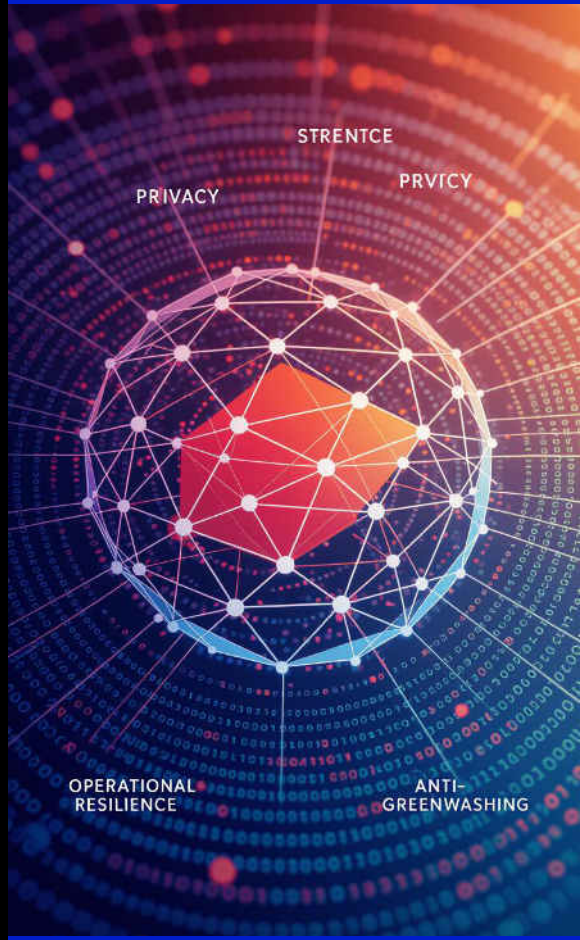
- **Data** is now Malaysia's **trust** currency—with CEOs and regulators watching.
- **ESG and CISO** leaders face new demands for transparency and ethical governance.
- Compliance is not static: PDPA, BNM guidelines, Listing Rules, MyDIGITAL—constantly evolving.

Are you shaping the **narrative**, or **playing catch up?**

Data System is Expanding

- More sources, formats, cloud/mobile
- Every new data stream, increases risk: privacy, cybersecurity, etc.
- Regulators are stepping up:
  - **privacy**
  - **operational resilience**
  - **anti-greenwashing(Bursa Malaysia's sustainability requirements)**

Can manual checks keep pace?



The Malaysian Compliance Reality

- **PDPA**: enforcement rising, stricter privacy rules, on the horizon
- **BNM**: digital operational resilience, data quality, and reporting
- Public attention: high-profile incidents = **reputational damage**

Would your current controls withstand a surprise audit?

AI doesn’t sleep. Risk doesn’t wait.

Transform TechX

Why AI?
The Scalability Imperative

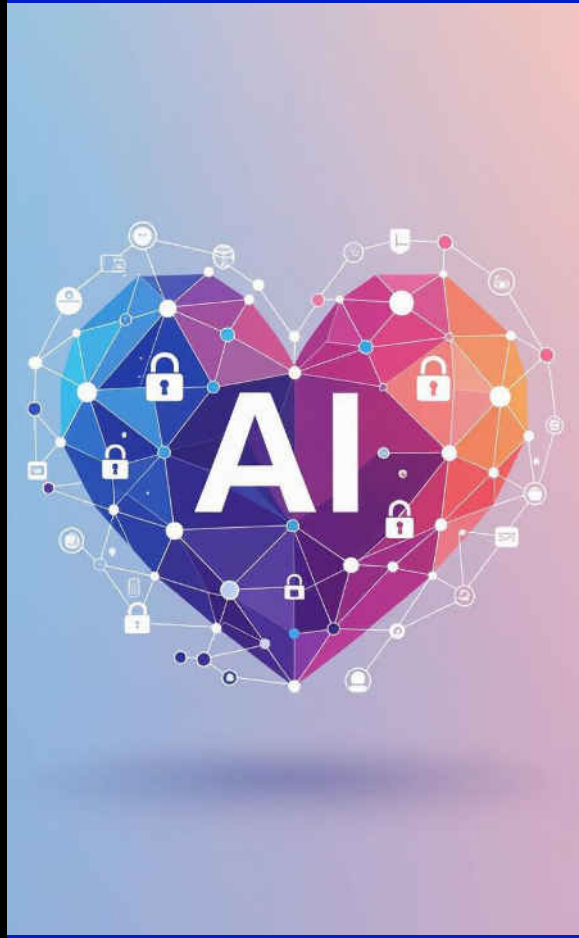
- Manual checks, cant keep pace with fast-moving risks.
- **AI** delivers **continuous monitoring, anomaly detection.**
- Modern data governance requires **automation & AI.**
- **The real-time** response is even more important.

AI at the Heart of Data Governance

- **Unified identity** management across silos
- **Consent** management
- **PII tokenization** & **lineage** tracking
- Automated **reporting** and **observability**

Compliance by design

Automate consent, identity, lineage.

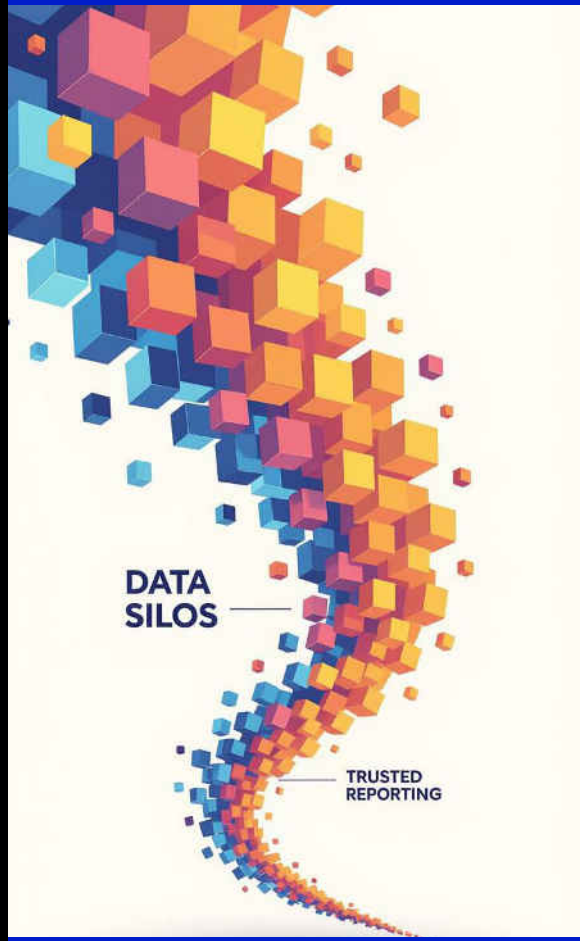


AI for Fraud & Risk Detection

- Detect **potential breaches** instantly.
- Realtime **Fraud detection** with AI.
- Automated flagging of **suspicious** transactions.
- Continuous assurance by automating data lineage and audit trails.
- **Zero trust**, all data challenged and verified.

From Data Silos to Unified Data

- **Identity unifies data**, AI fills gaps, exposes anomalies.
- Prepares data for **ESG, regulatory, and stakeholder reporting**
- Data Quality leads to **Trusted data**.
- Unified data drives **customer experiences.**



AI for Privacy & Compliance

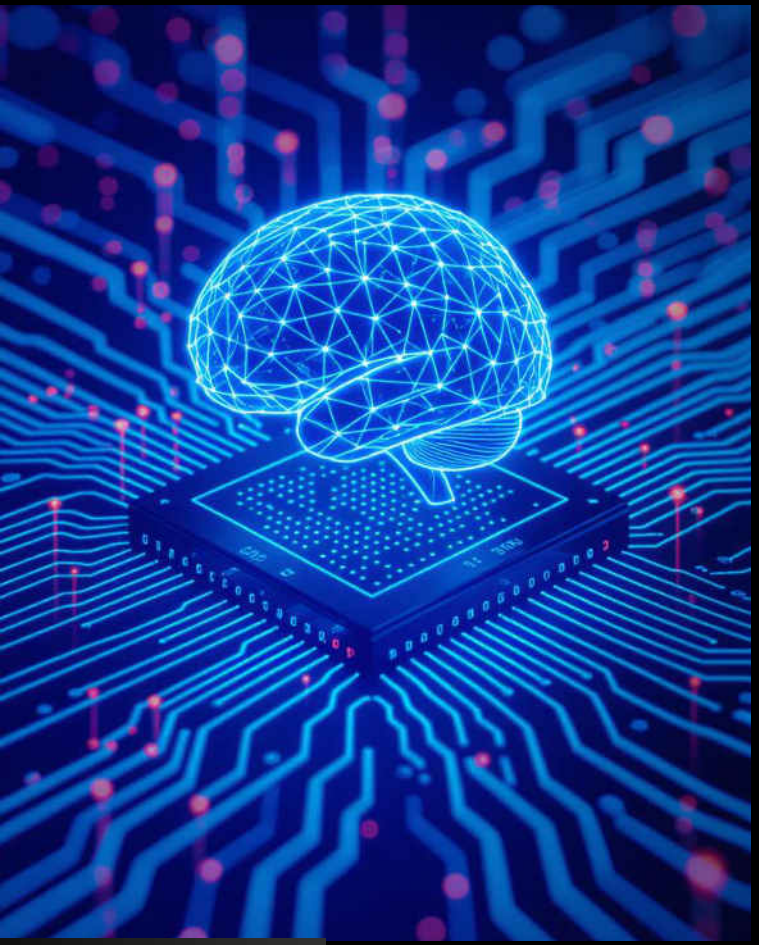
- **Tokenized PII** ensures Privacy, minimised risk.
- Automated **personal data classification and lineage management.**
- Ensure **consumer consents** are used for Marketing communications.

If Customer PII accessible in plain text, your Org is At High Risk.

Culture Eats Controls for Breakfast

Controls fail without a compliance-driven culture

- Leaders must role-model data ethics, risk awareness
- Compliance is everyone's **responsibility**.



Are We Bold Enough?

- Where is our true “**data risk**”: technology, process, or people?
- Could AI create new blind spots or vulnerabilities?
- Who really owns **AI and data governance** in your organization?

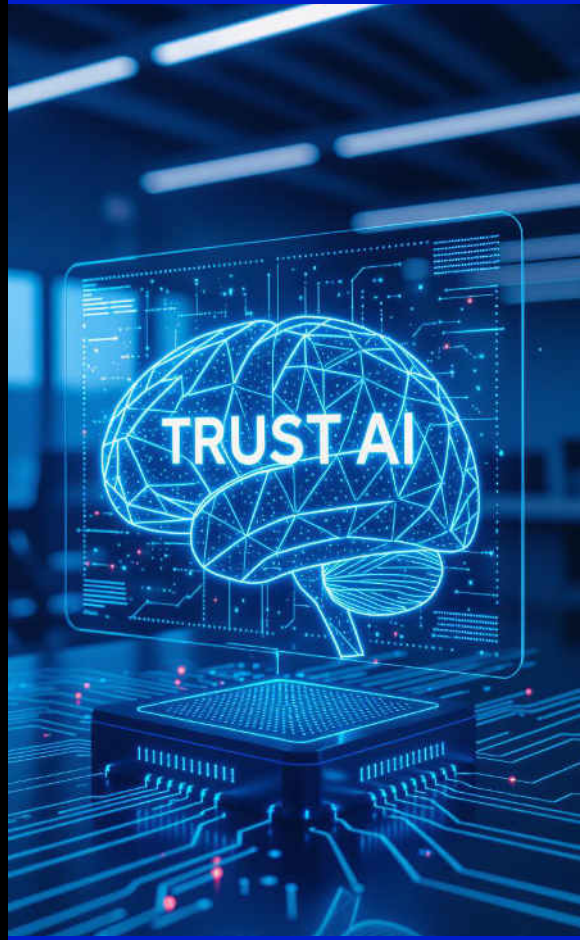
If a breach hits tonight, who leads response & ‘owns’ the outcome?

The Promise of AI

- AI should drive **real trust**, not just regulatory box-ticking.
- Shift the mindset:

  from compliance as a cost to **competitive advantage.**
- Automation frees your people to focus on ESG impact and proactive risk.

“Who in your org delivers trust? AI, or people empowered by it?”



Amit Kurhekar 🚀

I Help Financial Services & D2C Brands Drive Growth & Reduce CAC Using AI, Data Strategy &...

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THANK YOU

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