



# Data You Can Trust: Demystifying Data Quality and Privacy Law Compliance

Banner Witcoff's Mercedes Meyer will participate in a panel discussion at the Life Sciences AI Summit on February 24-25 in New York.

Mercedes and her co-panelists will present "Data You Can Trust: Demystifying Data Quality and Privacy Law Compliance," providing teams a foundational set of best practices and priorities when it comes to assessing data quality and complying with privacy regulations.

Topics of discussion include:

- Interrogating the "four V's" of Big Data (volume, variety, veracity, and velocity) to strengthen quality controls at scale
- Diagnosing data sources (open-source, proprietary, structured, and unstructured inputs) and determining their fitness for purpose
- Identifying and mitigating bias in both datasets and models, with an eye toward responsible and ethical use
- Harmonizing privacy obligations from federal and state laws (e.g., HIPAA, the California Consumer Privacy Act, the Oregon Consumer Privacy Act)
  - Clarifying lawful bases for processing including consent, waivers, de-identification requirements, and cross-border data-transfer rules

More information on the Life Sciences AI Summit is available [here](#).