Australian Government

acma Australian Communications and Media Authority

Data strategy
2026–29

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Chair's foreword

I am pleased to introduce the Australian Communications and Media Authority's *Data strategy 2026–29*. Building on established foundations, this strategy aims to further embed data capability throughout the agency. Our strategy sets the vision to leverage data as a strategic asset, making it easy to find, use and trust, to enable effective evidence-based regulation and stewardship of public resources, supporting a connected, informed and entertained Australia.

Data and analytics are essential for positioning ACMA for future challenges, enabling informed regulatory analysis and action while supporting more efficient and productive business operations. The ACMA has achieved substantial progress in developing digital, data and analytical capabilities across the agency, with an increasing number of activities enhanced through data and analytics.

This strategy targets key pain points for staff in the effective management and use of data. It strives to lift productivity by reducing manual effort and duplication, connecting fragmented data and systems and improving data quality and access. An increased focus on strengthening staff capability and enabling self-service analytics and automation aims to deliver faster insights and more efficient regulatory operations.

The adoption of a comprehensive approach under the strategy will ensure our data can be utilised for both operational and strategic advantage. It maintains a focus on key agency-wide enablers such as our people, data governance and management, architecture and technologies and data products and services. It supports our continued transition toward becoming a data-driven, digital-first regulator, including leveraging innovations like machine learning and generative AI.

I encourage you to review our 2026–29 plan to understand how ACMA will continue to use data and analytics to fulfil our purpose of contributing to maximising the economic and social benefits of communications infrastructure, services and content for all Australians.

Nerida O'Loughlin PSM
ACMA Chair

Chief Data Officer overview

The ACMA's data strategy has been developed thanks to the combined efforts of ACMA staff, data practitioners and senior leaders. It provides a collective view of our aspirations and ambitions for the next 3 years.

Informed by feedback provided through a comprehensive consultation process, the strategy provides a clear path to further embed and enable data to support regulatory and operational activities.

At the ACMA, we work with a range of data that we generate through our regulatory functions, collect via a range of methods, or source from external or secondary sources. Importantly, the strategy sets out how we will support the productivity and efficiency of ACMA staff by addressing pain points and enabling better ways of working with data.

We are committed to building our maturity over time and will use the government's Data Maturity Assessment Tool process to monitor our progress.

I'm confident that working together, the ACMA's data teams and line areas will achieve the vision set out in this strategy to the benefit of staff, our stakeholders and the broader Australian public.

I would like to thank the ACMA data team for developing this strategy and for their continued dedication to building data capability at the ACMA. I would also like to thank the ACMA staff for their engagement and input into the strategy.

Richard Bullock
Executive Manager
Research, Data and Governance Branch

Data are measurements and observations, including facts, figures, records, statistics, or opinions, whether true or not, that have been collected directly or obtained as a by-product of a compliance, regulatory or service-delivery process.

For example: field measurements, complaints and enquiries, survey responses.

Strategic context

The Data and Digital Government Strategy establishes the Australian Government's vision for the data and digital transformation of the Australian Public Service (APS). The Data and Digital Government Strategy is a call to action to the APS to use data and digital technologies to improve how we deliver services and make decisions.

The ACMA contributes to maximising the economic and social benefits of communications infrastructure, content and services for Australia. We do this by maintaining, enforcing, and improving regulation to drive industry performance and protect consumers and managing public resources to enable industry to deliver services to the community.

Since establishment in late-2019, the ACMA's data strategy has helped guide the development of a fit-for-purpose, tailored data capability that helps us to achieve our remit and to support whole-of-government expectations.

This data strategy outlines the ACMA's 3-year vision for leveraging data as a strategic asset to support key priorities, with annual action plans guiding implementation. We acknowledge that data, digital and AI are interdependent capabilities and alignment is key to uplifting our data capability at the ACMA. We will continue to evolve and harmonise the data strategy with digital and AI over time ensuring alignment as capabilities mature.

The data strategy operates in the context of other strategies, frameworks and guiding documents. This includes, for example, the *ACMA cybersecurity strategy 2025–27*, the *Information security manual* (ISM), the ACMA digital strategy (under development) and the AI strategic statement. The data strategy focuses on those activities needed to achieve the ACMA's purpose and vision for data.

The *ACMA corporate plan 2026–27* recognises research and data as a critical capability. The plan identifies that we will continue to grow our data capability and maturity in line with our data strategy and governance framework. We'll do this by making our data more discoverable, usable and secure, as well as prioritising efforts to improve our advanced analytics, including geospatial capabilities. We will also continue to embed appropriate data governance structures. We will continue to collaborate across the APS, including with the Data Professional Stream and the Data Champions Network, to align with APS data reforms and outcomes under the Australian Data Strategy.

Our purpose

Data and analytics will support the ACMA's corporate plan activities for 2026–27 and beyond.

Corporate plan 2026–27	Role of data and analytics
Purpose:	
The ACMA contributes to maximising the economic and social benefits of communications infrastructure, content and services for Australia	We use data and digital tools to support compliance, inform decisions and deliver efficient regulatory services.
Vision:	
A connected, informed, entertained Australia	Understanding Australian consumer expectations and preferences, and market and regulatory developments in the evolving communications and media environment.
Key activities:	
Support an efficient and reliable communications infrastructure Build consumer trust in the use of communications content and services	Supports delivery of effective compliance and adoption of a risk-based and evidence-led approach to enforcement. Provides insights into Australian consumers' access to and use of communication services. Monitor our performance to drive improvements in service delivery and regulatory practice.
In the context of:	
Environment – factors that shape our work	Actively monitor sectors to identify regulatory gaps and advise the government on emerging risks.
Capabilities:	
Activities that enable delivery of our purpose – Data capability	Make our data more discoverable, usable and secure, as well as prioritising efforts to improve our advanced analytics including geospatial capabilities.
Risk appetite:	
Data and information systems	We have a high appetite to use data and information systems for improved operational efficiency and decision making. We have a low appetite for compromises of the security of our data and information systems.

Our data journey

2019

The ACMA's first data strategy and governance framework was developed to build our data and analytics capability and improve the availability, usability, integrity and security of the ACMA's data.

Data action projects (DAPs) were identified and prioritised to incrementally improve the management and use of data across the organisation.

Agency enablers including people, data governance and technology were a key focus to efficiently and effectively manage and leverage data for strategic, regulatory and operational benefit.

2024/25

The ACMA has successfully delivered a number of DAPs and established patterns of delivery that can be scaled to projects of different sizes and complexity.

A cloud-based data platform provides supporting infrastructure to store, process, and analyse data. It is configured to support business intelligence requirements and can be extended to support advanced analytics.

A data literacy program has been tailored to meet agency requirements with high levels of demand and satisfaction.

Data governance program extended to enable an enterprise-wide approach to data governance and alignment to the WoAG.

Investment in establishing an enterprise geospatial capability to support ACMA requirements.

2025/26 and the future

Looking ahead, we will continue to build a trusted, well governed, and accessible data foundation and enable data as a core capability enterprise-wide.

Data governance and management provide the framework, guidelines and processes necessary to support end-to-end management and trustworthy use in practice.

We will further leverage our data platform and modern architecture and tooling to provide a unified data environment with trusted data sources and that integrates data to enhance access and use.

Build data proficiency and culture by upskilling staff in data fundamentals, embedding expertise and enabling self-service to support data-driven decision-making.

Continued focus on the delivery of practical analytics products and services that strengthen business intelligence and geospatial capability and leverage emerging and advanced techniques to optimise decision-making.

Our target state

	Current	Future
Better managed data To transform our data into secure, reliable and actionable strategic assets	We have moved to a federated model for data governance with foundations established, however, data is not managed consistently across the agency, limiting its use for operational and regulatory decisions, and adoption of innovation.	Data is managed as a strategic asset. High-quality, organised, trusted and secure data is leveraged to drive faster insights and enhance regulatory decision-making, optimise operations, and foster innovation.
Self-serve analytics To empower data users to independently access, analyse, and visualise data	Data is not easily discoverable or accessible, with a dependency on individuals and data specialists for preparation, analysis and to generate reports and insights to inform operational and regulatory decisions.	Data is democratised with reduced manual effort for staff in accessing usable data for business intelligence along with tools, training and support to maximise its value for operational and regulatory decision-making.
Data proficiency To develop and embed data skills, stewardship and expertise to effectively manage and use data	Data literacy and stewardship capabilities are developing, and specialist expertise is growing however, embedding of roles and accountabilities for data are a gap.	Data literacy and stewardship are embedded to improve data capability and to create a culture that values data as an asset; supported by a data-capable workforce.
Data innovation To use data in innovative ways to unlock and maximise its value and enhance productivity	Data innovation at ACMA is emerging and uneven, with strong foundational platforms, data action projects and growing analytics capability including geospatial, but limited consistency and scale beyond priority initiatives.	ACMA staff are equipped with contemporary tools to address a wide-range of data related business challenges. AI and data science workstreams support productivity, enabling staff to deliver enhanced regulatory and operational outcomes.

Data strategy at a glance

Vision

Leverage data as a strategic asset, making it easy to find, use and trust, to enable effective evidence-based regulation and stewardship of public resources, supporting a connected, informed and entertained Australia.

Enablers

To build our data governance and management, people and technology capabilities to efficiently and effectively manage and leverage data for strategic, regulatory and operational benefit.

Data governance	Data management	People and capability	Technology
Enable the safe, efficient and responsible use of the ACMA's data assets.	Enable consistent practices to effectively manage data across its lifecycle and environment.	Enable enterprise-wide data capability through people, leadership and culture.	Build a reliable and scalable data environment that enables secure data access and usage.

Analytics products and services

Deliver practical analytics products and services that strengthen business intelligence, geospatial capability and data science to support better decisions and provide measurable business value.

Strategic outcomes – enablers

The strategy aims to deliver a set of defined outcomes to realise our shared vision and objectives. The outcomes for our enabling functions represent how we will track change across data governance and management, people and capability and technology.

Data governance	Data management	People and capability	Technology
• Strong stewardship and accountability for data • Good data quality underpins confidence and reuse • Transparent and well-documented data assets • Secure, ethical and compliant use of data • Data governance embedded by design across systems, platforms and products	• Accessible, integrated and reusable data across the lifecycle • Adoption of shared and authoritative data assets • Consistent lifecycle and knowledge management practices • Secure and controlled data access and sharing • Data quality is managed across the lifecycle • Robust, scalable and secure data architecture	• Leaders actively champion data informed decision making • Staff confidently use data to inform decisions • Data stewards effectively manage data assets • Staff can independently access and use trusted data • Staff value and proactively use data as an asset	• Data analytics platform centralises data for access and use, with data governance, security and compliance embedded • Self service and advanced analytics is enabled • Improved data integration and connectivity between systems, platforms and tools

Strategic outcomes – analytics products and services

The outcomes for our analytics products and services represent how we will track change across business intelligence, geospatial and data science.

Business intelligence	Geospatial	Data science
• More timely, trusted and reusable insights to support regulatory and policy decisions • Scaled self-service BI that reduces reliance on specialists and lifts enterprise-wide capability • Central BI and data teams shift focus to higher value analysis and advanced analytics	• Defensible, place-based regulatory and policy decision-making enabled through authoritative and integrated geospatial data • A coordinated, enterprise-wide geospatial capability embedded in reporting, monitoring and decision-making across regulatory, policy and operational workflows • Timely, repeatable, and scalable geospatial insights delivered through modern platforms, standards and automated workflows	• Deliver high value data science use cases to support business decision-making and regulatory outcomes • A data science capability that enables experimentation, and supports scalable advanced analytics practices • Adoption of advanced techniques (including ML/AI) that are well governed and applied safely and responsibly

Enabler
Data governance

Objective: Enable the safe, efficient and responsible use of the ACMA's data assets	
Our priorities	**Our actions**
• Enhance enterprise-wide stewardship and accountability for data assets • Strengthen data quality, protection and compliance of data across its lifecycle • Build data governance into everyday operations and enable stronger oversight of data assets	• Embed appropriate governance structures, accountabilities and data stewardship • Embed policies, procedures, information and guides to ensure accurate, safe and ethical use of data • Uplift data asset management and embed data governance across systems, platforms and products
DMAT focus area – strategy and governance, data operations, risk, data quality, reference and metadata, data integration, data analytics	

Why is this important?

Data governance refers to the planning, oversight, and control over the management of data and the use of data and data-related sources. Data governance plays a key role in building confidence in data so it can be used for regulatory decisions, policy development and performance reporting. It strengthens compliance with privacy, security and legislative obligations, and creates the trusted foundations required for cross-agency data sharing, advanced analytics and responsible AI. In line with whole-of-government frameworks, we will continue to embed our data governance framework and supporting policies to promote the discoverability, usability, and safety of ACMA data.

We will continue to enable data governance practice at an enterprise level to support analytics and play a lead role in shaping strategy, setting standards, providing advice, developing and delivering training, and running assurance activities across the ACMA data estate (especially focussing on priority data assets).

Enabler
Data management

Objective: Enable consistent practices to effectively manage data across its lifecycle and environment	
Our priorities	**Our actions**
• A unified enterprise-wide approach to data lifecycle management • Build a more connected and reliable data foundation to better manage data as an asset • Embed proactive data management capabilities to improve operational efficiency and reduce risk	• Uplift data management for priority assets from collection to disposal • Leverage the data platform and modern architecture to integrate, centralise and curate data • Strengthen data lifecycle controls for data consistency, quality, secure access and sharing
DMAT focus area – strategy and governance, data operations, risk, data quality, reference and metadata, data integration, data analytics	

Why is this important?

Data management refers to the planning, execution and operationalisation of data governance policies and guidelines. Most ACMA staff are defining, producing and/or using data as part of their everyday work and governance and management of data is a shared responsibility. It is essential to develop and deploy the right processes so our data can be effectively managed across its lifecycle and end users are confident their data is reliable, accessible, and up to date. Establishing an integrated approach that spans the entire data lifecycle can enhance the efficiency of data handling from creation and collection through to use, sharing, retention, archiving and disposal.

Managing our data securely requires strict adherence to legislation, protective security policies, and privacy standards.

Our data will be managed in line with our obligations and internal policies related to information governance, privacy and security. This capability will be developed in close consultation with the Digital and Technology Services branch.

Enabler
People and capability

Objective: Enable enterprise-wide data capability through people, leadership and culture	
Our priorities	**Our actions**
• Empower staff with the know how to find, manage and use data effectively • Embed sustainable data and analytics capabilities enterprise wide • Foster cultural change and strengthen leadership to support data-driven decision making	• Build a confident, data proficient workforce through learning and development • Strengthen in-house expertise and enhance data capability planning • Embed data as a core enterprise-wide capability at all levels
DMAT focus area – strategy and governance, data architecture, data operations, data analytics	

Why is this important?

Data is fundamental to our work, with non-technical and technical specialists working with data across the ACMA day-to-day. Growing data capability is an important enabler for the ACMA to address current and future business challenges. Consistent with the APS Data Capability Framework, a skills-first approach will help identify data skills required including gaps, provide targeted training, resources and ensure the necessary support is available to work effectively with data. Building a data and digital-capable APS is a core data and digital foundation under the Data and Digital Government Strategy and associated Workforce plan, and the APSC Workforce Strategy.

Leadership is a foundational element in establishing data-driven decision making and is essential for driving cultural change, building capability, and ensuring data is treated as a strategic asset.

Enabler
Technology

Objective: Build a reliable and scalable data environment that enables secure data access and usage	
Our priorities	**Our actions**
• Enhance accessibility, functionality, governance and performance of our data platform • Leverage modern data and geospatial services and tooling to uplift analytics capability	• Optimise our data platform using a modern data architecture for enterprise-wide use • Enable self-service, geospatial and advanced analytics capabilities on our data platform • Adopt fit-for-purpose modern apps/tools
DMAT focus area – data architecture, data operations, data integration, data analytics	

Why is this important?

Technology capability is critical to delivering the ACMA's data and digital transformation and achieving the objectives of the data strategy. Strong, well-governed ICT foundations, architecture and infrastructure create a cohesive, scalable and analytics-ready environment that enables data to be collected, integrated, accessed and used effectively by the right people. The application of secure design and architecture is important to uplifting data capability including fit-for-purpose zero trust architecture, ISM controls and cloud security baseline. Fit-for-purpose technology reduces fragmentation, improves data quality and accelerates insight to support evidence-based regulatory decision-making.

Robust security, identity, access and audit controls ensure regulatory and personal information is managed in line with statutory obligations and whole-of-government security requirements.
The safe and responsible adoption of emerging technologies, combined with stronger integration, analytics and workforce capability, will improve operational efficiency and regulatory intelligence while reinforcing data as a strategic asset. This capability will be developed in close consultation with the Digital and Technology Services branch..

Three-year roadmap – enablers

	Year 1	Year 2	Year 3
Data governance	• Review core policies, standards and minimum controls for data quality, privacy, security and ethics • Enhance the ACDC and metadata management and assess business value of data assets • Establish system manager roles and SES accountabilities	• Embed data quality guidelines and standards • Expand metadata, lineage and master/reference data practices to support management and use • Integrate data governance requirements into design and delivery and data sharing practices	• Embed data asset management enterprise-wide • Optimise metadata, lineage and master/reference data practices to support management and use • Operationalise enterprise-wide data governance-by-design
Data management	• Assess current-state gaps and establish approach to uplift data management practices • Define minimum mandatory knowledge set including artefacts for priority data assets • Review baseline controls for master data, quality, secure access and sharing	• Commence uplift of data management practices for priority data assets across the lifecycle • Establish pilot for data quality and master data management to validate design, model and workflows • Operationalise secure access and sharing processes	• Expand uplift of data management practices across more priority data assets • Formalise data lifecycle management and embed artefacts • Operationalise master data and quality control processes
People and capability	• Establish capability framework and baseline skills assessment Socialise accountability framework with SES • Scope and plan data academy to uplift data capability • Explore opportunities to harmonise digital, data and AI literacy programs	• Embed data capability into workforce plans. Embed SES accountability framework • Establish data academy and scale stewardship and literacy programs • Progressively unify data, digital and AI literacy across the agency	• Formalise data and analytics roles and embed in-house expertise • Embed stewardship and data literacy as standard practice • Embedded and unified literacy programs
Technology	• Enhance data platform architecture and commence governance-by-design • Self-service analytics enabled for priority projects • Secure analytics environments enabled for data science pilot/s	• Enhance centralised data platform storage for analytics and embed data governance and management • Self-service analytics enabled across additional business domains • Integrated analytics and data science workbench operational	• Optimise data platform functionality and performance and standardise business operations • Self-service analytics embedded as standard business practice • Enable and scale advanced analytics for enterprise use

Analytics products and services

Business intelligence	Location intelligence (geospatial)	Data science
Objective: Deliver practical analytics solutions and reusable data products to maximise data value	**Objective: Build a trusted, enterprise geospatial capability that embeds spatial analysis**	**Objective: Enable advanced analytics to transform data into actionable insights**
Our priorities and actions • Establish approach for building and managing valuable data products to enable self-service • Produce curated, high-quality datasets for reuse across multiple use cases and domains • Support business intelligence reporting and insights through consistent analytics practices • Delivery of high-value use cases through data action projects	**Our priorities and actions** • Produce curated, analysis ready geospatial datasets for reuse • Deliver high-value geospatial use-cases that generate insight and support evidence-based decision making • Enable consistent geospatial workflows and analysis across systems and tools • Foster geospatial capability across business areas	**Our priorities and actions** • Enable delivery of an initial set of high-value use cases through pilot/s • Leverage structured, semi structured and unstructured data using advanced analytical tools and techniques • Establish operating model and approach for streamlined data science lifecycle management • Apply responsible AI, privacy, ethics, security, and transparency requirements
DMAT focus area – data analytics		

Why is this important?

Analytics products and services unlock the value of ACMA data by transforming it into trusted, reusable insights and digital solutions that improve outcomes for the community and strengthen evidence-based regulation. Business intelligence initiatives deliver timely, consistent reporting and performance measures that support transparent decision-making, improved service delivery and more efficient agency operations. Geospatial products and services are delivered through specialised platforms and standards-based processes to maximise the value of the agency's location-based holdings, enable interoperability, and support secure sharing and reuse where appropriate.

Advanced analytics, delivered through a data science program, will progressively build capability in areas such as automation and machine learning to provide new analytical tools and decision support, underpinned by strong governance, privacy, cyber security and ethical use of data.

Three-year roadmap – analytics products and services

	Year 1	Year 2	Year 3
Business intelligence	• Document end-to-end BI delivery and sustainment processes and uplift Power BI practices • Implement guided self-service BI pilot/s and identify priority products and data sets • Deliver high-value data action projects aligned to business priorities	• Expand supported self-service BI delivery to additional business domains • Operationalise and expand availability of reusable products and data sets in the data platform • Scale delivery of high-value data action projects aligned to business priorities	• Enable automated, governed reporting pipelines for self-service BI delivery enterprise wide • Uplift business-led BI development and sustainment • Managed self-service BI embedded as standard business practice
Location intelligence (geospatial)	• Deliver priority geospatial use cases to demonstrate value • Modernise geospatial platform and publication infrastructure • Establish and embed geospatial best practice guidance	• Integrate managed geospatial data sets in centralised repository • Embed geospatial workflows and strengthen literacy across business areas • Publish ACMA geospatial data as interactive, publicly accessible products to support reporting, analysis, and decision-making	• Embed geospatial data and workflows into compliance and regulatory BAU operations • Enable self-service geospatial analysis capability • Expand data publishing and cross-government engagement and integration
Data science	• Establish operating model and develop best practice design, delivery and governance approach for early-stage use cases • Leverage secure analytics environments enabled for data science pilot/s • Deliver pilot/s to demonstrate value, test controls and the operating model	• Standardise delivery, assurance, and reusable assets • Enable data scientists, analysts, and engineers to collaborate within a single secure and well governed analytics environment • Identify and prioritise use cases to uplift data science capability	• Scale advanced analytics, and selected AI-enabled use cases, into core regulatory workflows where appropriate • Maintain ongoing monitoring for value, fairness, explainability, privacy, and operational risk • Empower cross-functional teams to share code, data, and models in a unified environment

Action plans

Annual action plans will complement this strategy. The action plan will provide detailed information on the activities to be delivered under each enabler and analytics products and services. It will include:

- A description of each activity to be delivered, aligned with the strategic objectives, priorities and actions.
- The stakeholder group who will lead each activity, and any key delivery partners.
- High-level measures of success, to help understand how implementation is progressing and whether outcomes are being achieved.

Glossary

Term	Definition
ACDC	ACMA Complete Data Catalogue.
Advanced analytics	More sophisticated analysis that goes beyond standard reporting to find patterns, predict outcomes, or recommend actions.
Architecture pattern	A reusable design approach for building systems or data platforms.
Business intelligence (BI)	BI is the process of collecting, processing, and analysing data to gain actionable insights and inform strategic decisions.
Curated dataset	A dataset that has been cleaned, organised, documented, and made ready for trusted use.
Data	Data are measurements and observations, including facts, figures, records, statistics, or opinions, whether true or not, that have been collected directly or obtained as a by-product of a compliance, regulatory, operational or service-delivery processes.
Data analytics	Describes processes or activities designed to obtain and evaluate data to extract useful information.
Data asset	A cohesive set of data that is designed to address specific business needs. Features of a data asset includes a defined set of purposes, well-defined community of people who rely on the data, and have policies and procedures that define how the data is created, updated, retrieved, checked, used, and destroyed. A data asset may include master data, metadata, reference data, or transaction data. Common types of data assets include a collection, dataset, image, interactive resource, model, or service.
Data lifecycle	The stages data moves through from creation or collection to use, sharing, retention, archiving and disposal.
Data literacy	The ability to identify, locate, interpret, and evaluate information and then communicate key insights effectively.
Data platform	The shared technology environment used to store, process, manage and analyse data.
Data product	A reusable product built to deliver a trusted dataset, for a specific purpose. It collects data from relevant data sources, processes it, and makes it accessible and understandable to anyone who needs it to meet specific needs. This includes reports, Power BI dashboards, and shared data extracts.
Data quality	Is a measure to determine how fit-for-purpose data is for its intended use.

Term	Definition
Dataset	A structured collection of data generally associated with a unique body of work, a particular subject, or created for a specific purpose.
Data science	An interdisciplinary field that applies scientific principles, advanced analytics, and machine learning to extract valuable insights from large, complex data sets.
Data steward	Data stewards manage the content and quality of the data asset and make decisions on behalf of the ACMA on the access, use, and management of data assets.
DMAT	The Data Maturity Assessment Tool used to assess current data maturity and identify areas for improvement across the APS.
Generative AI	AI that can create new content, such as text, summaries, code, images, or analysis outputs.
Geospatial	Geospatial data refers to information that has a geographic component, often represented as coordinates, addresses, or regions.
Machine learning	Is a field within artificial intelligence (AI) and computer science dedicated to using data and algorithms to help AI mimic human learning, thereby enhancing its precision over time.
Master data	Master data (or reference data) refers to the consistent set of identifiers and attributes that an organisation relies on to provide context for business transactions (e.g., information on customers, employees, locations, products and services).
Metadata	Metadata is the information that defines and describes data. Metadata is the information you need to have in order to have an accurate understanding of the (associated) dataset.
Reference data	Standard lists or categories used across systems, such as codes, regions, statuses, or classifications.
Responsible AI	The practice of designing, deploying, and monitoring AI so it is safe, fair, explainable, lawful, and aligned with organisational values.
Self-service analytics	Is a business intelligence approach that empowers non-technical users to access, analyse, and visualise data independently.
Structured data	Data organised in a clear table-like format, such as rows and columns.
Unstructured data	Unstructured data is comprised of data that has no pre-defined format or organisation and is usually not as easily searchable. It is most often categorised as qualitative data and can include formats like audio, video and social media postings.