

AI marketing data hygiene is the foundation that determines whether your AI pilots deliver results or amplify chaos. Most teams skip data cleanup, chase new tools, and wonder why ROI never materializes.

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A framework for AI governance for privacy programs—turn principles into policies, apply data minimization, adopt privacy-preserving AI, and operationalize consent management—so teams innovate responsibly while protecting people and accelerating delivery.

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Dark patterns in data collection undermine compliance and trust. Learn how privacy compliance automation, GDPR consent compliance,