

# Governance, Privacy, and Ethics at the Forefront of Data in 2021

Dr. Jans Aasman was quoted in this Datanami Article:



There's another secret weapon at our disposal for governing and securing data, according to Jans Aasman, the CEO of Franz: the knowledge graph.

"It's now clear that U.S. companies who want to participate in the European market have to adhere to the GDPR as well as the CCPA in the U.S. or run the risk of hefty fines," Aasman says. "In 2021, we'll see the first companies create knowledge graphs that know for every individual customer where every data element is for that particular customer. These knowledge graphs will be used to automatically delete all that data (if allowed by other regulations) and keep the knowledge graph for deleted—or now better protected data—for compliance purposes."

Read the full article at [Datanami](#).