PURPOSE   The Using stage is when insights are translated into action, findings are framed and communicated to relevant stakeholders, and data is retained or destroyed.

Preparing Findings for Release

1. Confirming Purpose Alignment: Have you ensured that the ultimate use of the data is congruous with the original impetus for collection?

• Key Stakeholders: Partner

2. Engaging Experts Before Releasing Results: Have you engaged relevant personnel to ensure that the intended use is compliant with all privacy regulations, ethical guidelines, and protocols?

• Key Stakeholders: Data Science/Analytics

3. Comprehensively Reviewing Results: Have you initiated a final, comprehensive review of the data collaborative's findings to avoid reporting results based on incorrect data, biased algorithms, faulty reporting, faulty analysis, misinterpretation, re-identification of individuals, or decisional interference?

• Key Stakeholders: Partner, Data Subjects, Intended Beneficiaries

4. Preparing for Unintended Consequences: Have you conducted a final assessment of potential unintended consequences and developed strategies to minimize their likelihood of occurrence?

• Key Stakeholders: Partner, Data Subjects, Intended Beneficiaries

Release Findings

5. Deploying a Communication Strategy: Have you deployed a clear and consistent communication strategy and reporting plan to share findings, frame results, and provide actionable recommendations?

• Key Stakeholders: Partner, Marketing/Communications

6. Protecting Identifiable Data: Is there a strategy in place in the event that individuals or groups are exposed due to re-identification, the mosaic effect, or other means?

• <u>Key Stakeholders:</u> Partner, Data Science/Analytics

7. Acknowledging Unmet Goals: If all the data collaborative needs were not met, is there a plan to address them going forward and to effectively explain why they were not achievable in the current project?

• <u>Key Stakeholders:</u> Partner, Data Subject, Intended Beneficiaries

8. Anticipating Unexpected Developments: Is there a plan to adjust for unexpected developments, public sentiment, or backlash?

• <u>Key Stakeholders:</u> Marketing/Communications

Planning for Data Aftermath

9. Determining Data Retention or Destruction Strategy: Have you established a targeted plan long-term data retention or eventual destruction?

• <u>Key Stakeholders:</u> Data Engineering, Partner

10. Complying with Privacy Regulations: Have you ensured that data retention is compliant with relevant local, state, and international laws pertaining to the right to be forgotten and the right to privacy, as well as any relevant institutional policies?

• <u>Key Stakeholders:</u> Management, Legal

11. Retraining Models: Have you retrained any models that will remain in use over time with fresh data?

• <u>Key Stakeholders:</u> Data Science/Analytics

Reflecting on Implementation

12. Evaluating Implementation: Do you have a multi-step strategy for evaluating the collaborative's success in achieving its objectives?

• <u>Key Stakeholders:</u> Partner, Marketing/Communications, Operations/HR, Data Subjects, Intended Beneficiaries

13. Documenting Successes and Failures: Have you documented project successes and failures to inform iteration and future work?

• <u>Key Stakeholders:</u> Operations/HR, Data Subjects, Intended Beneficiaries

14. Considering Missed Use of Data: Have you assessed whether there was 'missed use' of data, e.g., data that was not used in a situation when it could have provided useful insights?

• <u>Key Stakeholders:</u> Partner, Data Subjects, Intended Beneficiaries