Deep Science Publishing, 2026
https://doi.org/10.70593/978-81-69589-32-1_8

DeepScience
Open Access Books

Chapter 8: Security, Privacy, and Compliance Across Data Ecosystems

8.1. Introduction

Data privacy, security, and compliance have become critical in a world where data is the new fuel for businesses and institutions. Several developments in these areas have affected the mode and computing resources available to organizations and their partners. Megatrends in society such as the democratization of technology, the dominance of collaboration, increased regulation, and environmental sustainability are forcing organizations from the technology and data processing sectors to redefine their security, privacy, and compliance strategies across data ecosystems.

A data ecosystem consists of the data producer, the data host, and the data user, along with other entities such as regulatory bodies. Data flow between entities through data pipelines and data access interfaces such as application programming interfaces and application user interfaces. Security and privacy risks lurk within any of these components and must be monitored continuously to prevent data breach incidents and data leak incidents. Social responsibility demands that data holders take appropriate measures to protect the information they hold, thus ensuring compliance with relevant regulations and avoiding financial penalties, brand damage, and loss of business.

8.1.1. Zero Trust and Beyond

Organizations have traditionally relied on perimeter defenses to safeguard sensitive information. Once inside the enterprise's perimeter, systems and users were generally trusted. Today, with escalating attack volumes, talented insiders, and sophisticated external adversaries, this assumption is being discarded. The extent to which technology can help organizations address known challenges and emerging threats is being evaluated. Security and compliance must extend along the entire lifecycle—across organizational boundaries, through third-party suppliers, to the cloud and the edge.

Controls must be continuously assessed, deterrents must be actualized, and incidents must be detected and mitigated as quickly as possible. From a security perspective, these challenges require a shift away from “perimeter-based security” toward a paradigm of “zero trust.” Zhou and others provide a detailed overview of zero trust:

“Zero trust assumes that every attempt to connect to the system from inside or outside is a potential threat. Users are given limited access to networks, applications, and data. Access to resources is provided only when verified and is based on the least-privilege principles. Only the required data is shared among users to complete their transactions. Zero trust provides several security-related benefits, including protecting against cyber-attacks, safeguarding critical data, reducing risks of data loss, minimizing identity theft, preventing malicious insider threats, simplifying compliance controls, and reducing security gaps. Operational and risk assessment benefits of zero trust include increasing resilience against attacks or natural disasters that cause system downtime, lowering operational costs for managing systems, providing better customer experience through self-service access and reduced downtime, and improving efficiency for both users and IT departments.”

Research Using AI to Enhance Data Analytics Privacy and Security. Organizations continue to accelerate the adoption of a wide array of data analytics technology. The collection and processing of vast amounts of informative data—often called "big data"—have greatly improved the ability to obtain timely insights and facilitate informed decision-making. However, these advantages come with challenges, including potential privacy violations and security issues—frequently with far-reaching consequences—such as data breaches and leaks. Failure to address these challenges can incur high financial costs or reputational losses and even lead to the closure of the organization. To address these concerns, there is a growing need for the development of innovative solutions and approaches that leverage existing technologies, such as AI, to improve privacy and security for data analytics.

8.1.2. AI-Driven Privacy and Security Analytics

AI- and ML-based Privacy and Security Analytics help support the planning, development, testing, and operational phases of the applications. These help organizations understand the current set of controls implemented for privacy and security concerns and also analyze their effectiveness based on the current application architecture. The analytics consider information from all the six types of threat models and also any existing controls from the architectural perspective. Based on these, applications are rated to allow decision-makers to identify the possible areas of security or privacy concern. In many cases, the specific set of considerations are organized into

a checklist with a standard rating system that can be used as a scoring tool as part of DevOps or SecDevOps.

These AI- and ML-driven privacy and security analytics complement other existing AI- and ML-based models, as they also enhance the knowledge share of privacy and security considerations of all the applications, especially when deploying enterprise systems of enterprise systems with integration for portals, business continuity, artificial intelligence, Internet of Things devices, DevOps, and others.

Fig 8.1: Security, Privacy, and Compliance Across Data Ecosystems

8.2. Foundations of Data Ecosystems: Architecture, Flows, and Interfaces

The foundational architecture of the data ecosystem comprises distributed applications that run on data platforms deployed across a network of edges, on-premise systems, and clouds. These distributed applications integrate data from multiple actors to offer services that span organizational boundaries and geolocations. Such applications may analyze data across operational data silos in order to facilitate real-time events or transactions, or enable it to be tracked for compliance. The distinct service offerings may have varied security requirements, need different compliance certifications, and even have contrasting trustworthiness levels among the actors. Data flows that traverse the ecosystem along with the data subject flow must be secured at rest, during processing, and in transit.

The security posture of networks and cloud platforms providing the foundation to the ecosystem must be appropriately configured to limit the risk of unauthorized access or exploitation. Data-in-use security that addresses the risks faced by distributed

applications for gaining access to data must be sufficiently hardened. Security must be embedded in the design and development phase of these distributed applications in order to minimize the threat of exploitable vulnerabilities. Security requirements should always address possible exploitation of component failures or supply chain threats. Secure-by-design and secure-by-default concepts built on defense-in-depth principles are especially critical for such applications. Security solutions that enable detection of new attack patterns within an ecosystem and that have zero-trust access control mechanisms for all primitives combine to provide an ideal end-to-end secure-by-design posture for data ecosystems.

8.2.1. Network and Cloud Security Postures

The security posture of a data ecosystem is critical for protecting data exchanged and shared among collaborating parties and third parties. Such protection entails continuous assessment of security controls and by implementing measured improvements in accordance with the risk appetite of each participating organization. Like any network or system connected to an external environment, the security posture of a data ecosystem must withstand evolving threats. Cloud service providers typically provide advisories as new threats emerge, and organizations can refer to these advisories when assessing the security posture of their cloud environments. The risk- and threat-based approach that underpins the CIS controls provides an industry vetted-proof baseline for organizations building a data ecosystem federated architecture in the cloud.

Security Testing and Reviews is a category of the security controls prioritized by the CIS that can be of particular relevance for organizations building a data ecosystem. When such controls are implemented, third parties can evaluate the security posture of the cloud-connected ecosystem components under their management. These reviews and tests can include penetration testing, which simulates attacks to identify vulnerabilities, and security assessments performed by independent third-party experts with the objective of analyzing the state of security controls implemented by the cloud service provider. Control testing and evaluations yield objective information on latent weaknesses that can be leveraged by malicious actors for orchestrating successful attacks.

8.2.2. Application Security and Secure by Design

Securing applications is critical, especially for code and components with a known security history.

Secure by Design aims to develop software in accordance with security best practices. Security flaws in software create considerable risk to organizations, yet applications within their networks and those they expose to customers are generally not deeply security-tested. Vulnerable code is often readily exploited and remotely executed.

Assurance requires that security testing may also take place after a trusted update. A well-funded independent analysis has a better chance of assuring security than testing by unenthused developers. Secure programming relies on many tools, processes, and environments, including the following:

1. Webster's definition of secure is "free from danger; protected; safe." The phrase should suggest the security of deployed software, correctly and consistently used.

2. Code developed using secure techniques is scrutinized. Known problems are checked.

3. The funding level is sufficient to attract skilled security specialists. An organization that built a widely used operating system kernel or network protocol suite should be able to hire a top-notch analysis team.

4. Preproduction beta releases are thoroughly beta-tested using multiple techniques.

5. Customers and research groups are given tools to convert programs into enemies and to dissect .exe files.

6. In-house staff has funding and camera-ready, defense-and-attack copies of their software files.

7. The number of common-interest groups is growing, and they have funding to look for holes in the software underlying the network.

Applications need not be at fault if security is poor; their defensive posture should require simple, undisruptive countermeasures. Software should also expose complexity and bugs, adding to required effort.

8.3. Security in Data Ecosystems: Threat Models and Protective Controls

Actors and entities in data ecosystems must develop threat models to identify risk scenarios targeting them as data subjects, consumers, or business partners. Potential risks that may lead to data breaches, loss of service availability, or data integrity issues must be considered. Security and privacy controls associated with these threats must ensure adequate protection. Controls must also address the possible failure of external entities or providers of interconnected systems and services. The interconnectedness of data ecosystems amplifies their vulnerability exposure.

Reduced recognition of the challenges of secure access for business partners, contractors, and suppliers has led some organizations to overlook these risks and reduce security controls for external service providers. A lack of robust assurance in the security posture of external service providers may lead to significant security incidents. Identity and access management thus remains a core building block of security architectures. Organizations must also ensure protection of data in use, at rest, and in transit.

Data ecosystems, composed of interconnected service providers and consumers of services, enable highly dynamic business models and thus also have the potential to quickly introduce security vulnerabilities. Complex and heterogeneous technical architectures, multiparty data flows, and the involvement of external service providers further increase exposure to security risks. Organizations must strengthen their security posture by reliably implementing measures for secure software development. Various methodologies and frameworks are available that support the implementation of secure-by-design requirements in application architectures. These cover all stages of the software development lifecycle, from initial analysis and design through coding, testing, and deployment.

Fig 8.2: Application Security and Secure by Design

8.3.1. Identity and Access Management

Mechanisms for controlling identity and access in data ecosystems have evolved significantly over time. In the past, prevention through perimeter defence formed the primary line of defence—a box-and-band-aid approach. This has been replaced by consideration of data at rest, transiting, and in use, yet this view does not always extend

naturally to other risk areas, particularly those that cannot be mitigated by preventive means alone.

One of the first points of a typical threat model for a data ecosystem relates to identity and access. Data is created, transferred, and stored by people, in machines that are not physical barriers to access; as people can be malicious and careless, it is of paramount importance that the controls in place to ensure that the right access is being granted to the right person at the right time, and for the right reason, are enforced in the strongest possible way. An identity and access management system that is capable of supporting the technical requirements of the architecture and supporting policy controls defined through the risk framework is a key component.

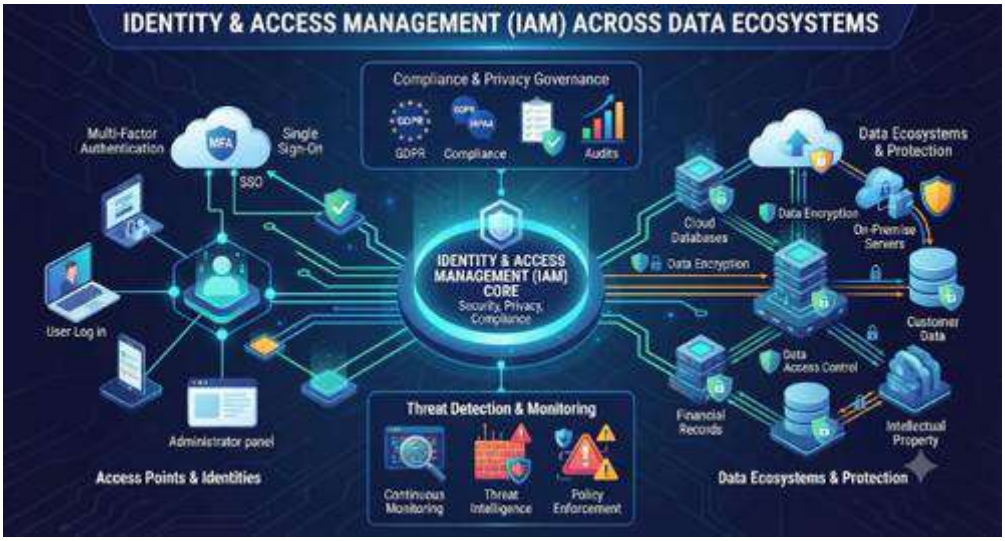

Fig 8.3: Identity and Access Management

8.3.2. Data Encryption and Key Management

Data encryption is a foundational control for protecting confidentiality, integrity, and availability of sensitive data and is mandated by many regulations. Encryption can help to mitigate data breaches, ransomware attacks, and insider threats. A common approach is to encrypt sensitive data at its point of creation, store it in an encrypted state, and use encryption/decryption at the network boundary. In transit and at rest, approval by authorized users with the correct key is required for decryption. Various encryption techniques can be considered based on the data type, trade-offs between anonymity and utility, encryption key management (local, managed, secure hardware), and performance and compliance requirements.

Data encryption only solves the confidentiality problem and must be combined with other mechanisms to secure sensitive information. Cryptographic key management is critical to maintaining the security of encrypted data.

8.4. Privacy by Design and Data Minimization

Existing technical solutions for online financial transactions and personal communications assume a secure connection and a trusted transaction partner, but an ecosystem-wide threat analysis (e.g. violation of privacy due to trusted users or malware) requires other levels/parts of the secure by design principle to be applied. The information security defined by the ISM standard is about data classification, the actual network and cloud security postures, the secure development of applications, and the logging and monitoring of events. The privacy by design principle seeks to avoid major privacy violations from the start of any project or product. The principle recommends collecting/displaying only as much private data as needed for the moment. This should be assisted by the other parts of data minimization: the data subject's rights (access, rectification, erasure, objection, portability) and their proper management; consent management (not required for public interest or legal obligations); and privacy impact assessments at important project phases and with significant risks. When applied, these controls could significantly reduce the number of privacy violations.

During the many years of applying data pseudonymisation, recent pseudonymisation concepts, e.g. for videos/photos, the development of anonymisation techniques and the rethinking of the definition of data anonymisation by recently proposed definition of differential privacy are reshaping the focus of this part of data minimisation. Pseudonymisation should still be considered the first line of defence for privacy; however, to ensure confidentiality, a solution such as the new EU regulation on privacy-preserving communication services should be used together with it.

8.4.1. Pseudonymization, Anonymization, and Differential Privacy

Certified compliance with overwhelming privacy laws may result in data minimization; yet, their attention on promoting honors of privacy, not scarcity. Pseudonymization, anonymization, and differential privacy are three broad categories of protective measures mitigating risks of de-anonymization and re-identification across main stages of data processing. Consequently, their respective applicability obliges not only careful determination of responsabilized entity to duly implement them in specific architecture but also operational and unsupervised decisional layers with proper risk controls in place provided via Agnostic AI and responsible AI strategy.

Pseudonymization tends to prevent linkability of a set of dataset records with its data subject without the use of additional information that is kept separately. Anonymization then should irreversibly remove the linkability without the need of information. Both conditions offer legal requalification along their appropriate application, being easier to accomplish in centralized circuits. Appropriate differential privacy mechanisms guarantee control over the quality and correlation of perturbated statistics models with the overall database information, even on model training and "on-the-fly" tailored differentially private models built as a service. Practical implementations of the general concept are already present in distributed federated learning settings starting from building guarantees on saved aggregates before sharing them. So the main points are opening to A-IA elements able to automatically orchestrate these minimization processes end-to-end.

Fig 8.4: Pseudonymization, Anonymization, and Differential Privacy

8.4.2. Data Subject Rights and Consent Management

Growing consumer awareness of data privacy along with the establishment of global data protection regulations has fueled interest in data subject rights and consent management. As leading global data protection regulations emphasize data subject rights as a fundamental aspect of privacy by design, organizations must establish mechanisms to address such rights, including the right to access, rectification, and erasure of data, as well as the right to withdraw consent. However, research indicates that many data ecosystems lack the necessary privacy protection capabilities and, consequently, the ability to manage privacy risks.

Organizations must monitor these rights and supporting mechanisms and address Serious Privacy Risks associated with lack of user-friendly options to access and manage personal data in a timely manner. Enabling effective mechanisms for user access, modification, and removal of personal data reduces the risk of non-compliance with privacy regulations such as the GDPR, which specifies these rights, and minimizes the associated financial penalties that violate them.

8.4.3. Privacy Impact Assessments and Risk Governance

Privacy Impact Assessments and Risk Governance. Data ecosystems expose the personal information of individuals who interact with services and products. Organizations and service providers are often reluctant to collect data from subjects due to the associated costs. However, countries have enacted global data protection regulations, such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA), that protect data subjects and allow them to complain against noncompliant organizations. Privacy Impact Assessments (PIAs) apply by chapter as a requirement for business and information systems development within an organization. Other legal requirements enhance or address specific privacy issues or demands on the information ecosystem.

Privacy impact assessments (PIAs) take account of applicable privacy regulations as part of the development of applications and supporting functional areas, such as Business Impact Assessments, Security Assessments, Change Requests, and Risk Assessments of business applications. PIAs aim to ensure that the regulatory and legal aspects are validated as a component of an overall risk assessment of the application. PIAs seek data protection and privacy controls, ensure compliance with the expected applicable set of requirements, communicate the risk of the application regarding personal data processing, and seek approvals from the necessary governance organization within the enterprise. Data subjects are also focusing on their concerns about data collection and use. Organizations face incidents for data breaches without sufficient controls like cryptocurrencies, data anonymization, privacy classification, and privacy risk assessment.

Regulation requirements, such as the GDPR, the CCPA, and the European Data Protection Board (EDPB), require the application of a PIA when risks to the data processing of personal data are high. The development of PIAs empowers privacy and security capabilities associated with data handling, personal data lifecycle, privacy requests, privacy risk management, and privacy controls. The capability to properly conduct a PIA is enhanced when the quality of applied data privacy and security controls is evaluated and categorized for each data subject data. Regulators may establish

different risk levels for privacy and generate consequent accelerated approval processes when tending to a lower set of risk levels.

8.5. Compliance Frameworks and Regulatory Landscape

Data protection regulations, which are primarily focused on one aspect of privacy, restrict the processing of personal data in identifiable form. Sector- and location-specific regulations impose additional constraints, sometimes limiting cross-border transfers of data. Regulatory authorities conduct oversight as part of preventing and remedies of violations, sometimes assessing technical implementations and operations via auditing and compliance programs.

The General Data Protection Regulation provides the most influential and comprehensive legal framework for data privacy. It governs the collection, use, storage, and destruction of personal data, giving EU residents new rights for managing data about them. Subject to careful structuring, compliance with the GDPR can help avoid penalties, form a baseline of expected security and privacy practices, support good risk management, and serve as evidence in civil litigation. Similar data protection regulations exist in regions such as California and are anticipated in many other jurisdictions. Some sector-specific regulations, such as the Health Insurance Portability and Accountability Act, provide even tighter management of identifying information while permitting some relaxed use of anonymized data.

Beyond pure data protection compliance, users in some sectors are also affected by regulations in finance, supply chain, and similar contexts. Organizations that show Compliance with Cybersecurity Frameworks—from the NIST Cybersecurity Framework to industry-specific structured guidance such as the Payment Card Industry Data Security Standard—tend to be viewed as lower-risk partners. In addition, organizations involved with data about EU residents face further organizing constraints because of the consideration of data residency and data sovereignty.

8.5.1. Global Data Protection Regulations

Data ecosystems creating business value from data often involve cross-border data flows between parties within and across international regions. Such transfers may expose personal data to jurisdictions outside those of the data subjects, which may not provide the same level of protection afforded by data minimization and privacy safeguards of the data subjects' home jurisdictions. The onus is on transacting parties importing personal data to ensure regulatory compliance, which is enforced through heavy penalties, that can reach billions. Data Protection Authorities (DPAs) within the European Union (EU)

provide the primary sources of guidance on data jurisdictions and cross-border data flow compliance. These are primarily driven by Article 44 to 50 of the General Data Protection Regulation (GDPR).

Personal data transferred from the EU to non-EEA nations or areas or international organizations under Article 44 GDPR is circumstantial. The level of protection for the subjects within those nations or areas or by those organizations must be, assessed, and ensured by the European Commission in light of international agreements, including mutual recognition of compliance. The designated third country must provide an adequate level of protection for the enacting party to exempt it from implementing standard data protection clauses or obtaining prior DPA authorization. The GDPR offers DPAs the flexibility to authorize cross-border data flows outside the EU area, even to nations not regarded as providing an adequate and relative level of protection for the subjects, provided that adequate safeguards are established.

8.5.2. Sector-Specific Compliance Requirements

Sector-Specific compliance requirements applicable to the financial sector include the Gramm-Leach-Bliley Act (GLBA) in the United States and the Payment Card Industry Data Security Standards (PCI DSS). The GLBA requires financial institutions to disclose whether or not they share nonpublic personal information with other financial institutions or nonaffiliated third parties, permitting customers to opt out of sharing "nonpublic" information with these institutions. PCI DSS is a framework designed to ensure that those who accept, process, store, or transmit credit card information maintain a secure environment. PCI DSS, established in 2004, is a set of security standards designed to ensure that companies that accept, process, store or transmit credit card information maintain a secure environment. The PCI Security Standards Council, consisting of representatives from Visa, MasterCard, American Express, Discover, and JCB, developed these standards to help facilitate the broad adoption of consistent data security measures on a global basis. PCI DSS applies to all entities that accept credit cards, including merchants, processors, acquirers, issuers and service providers. PCI DSS is intended to protect card information and also incorporates controls and processes to protect cardholder data through encryption, key management and network security controls.

Health Data-Related Regulations include The Health Insurance Portability and Accountability Act (HIPAA). HIPAA provides for a national standard for electronic health care transactions and national identifiers for providers, health insurance plans, and employers. It also addresses the security and privacy of health data. In its Security Rule, HIPAA established national standards to protect individuals' electronic protected health information that is created, received, used, or maintained by a covered entity. Covered

entities must ensure the confidentiality, integrity, and availability of the information they create, receive, maintain, or transmit; identify and protect against reasonably anticipated threats to the security or integrity of the information; and protect against reasonably anticipated, impermissible uses or disclosures.

8.5.3. Data Residency and Sovereignty Considerations

Data residency is the physical or geographical location where data is stored and maintained. Data sovereignty reinforces the concept of data residency, emphasizing that a nation's laws should govern data even if stored in a different country. Around the world, regulators demand that any data generated about their citizens should either remain within national borders or adhere to local regulations regardless of where that data is processed. For example, the European Union's General Data Protection Regulation (GDPR) stipulates that any organization creating or managing the personally identifiable information of EU citizens, regardless of location, must comply with its privacy mandates.

Many countries have adopted or are considering data-residency regulations. Argentina's 2003 Law on the Protection of Personal Data mandates that data transfers to countries not providing adequate levels of protection on an ongoing basis require agreement with the customer (or data subject) as one of the legal foundations for such transfers. Its 2018 law on payment systems creates a prohibition on the storage of sensitive payment data outside Argentina. In 2019, Brazil introduced the General Data Protection Law, allowing the authorities to impose restrictions on data transfers to countries lacking adequate levels of protection. India's Data Protection Bill recognizes the right to data protection and enjoins security safeguards with reference to universally accepted principles and standards. It establishes data protection authorities and prohibits transfers of sensitive personal data or critical personal data unless certain conditions are met.

8.6. Conclusion

Interdependencies among governance, technology, and policy determine stakeholder interests; a risk-based framing unites security, privacy, and compliance across data ecosystems. Underpinned by the alignment of interests throughout the data lifecycle, applied in the right context, a robust and focused application of Privacy by Design and Data Minimization can lessen privacy risks without encumbering potential benefits for individuals. The Security by Design principle and existing compliance frameworks can support the stakeholders' mutual objectives. Consequently, a threat model that accounts for ecosystem interdependencies and the application of key protective controls—Identity and Access Management, Data Encryption and Key Management, and supporting

security and privacy analytics—seek to protect stakeholder interest while enabling data-driven innovation.

The analysis shows how threat models and new security paradigms become more complex with the advent of data ecosystems. AI-Driven Privacy and Security Analytics represent radical and promising innovation in the quest for privacy. As traditional regulatory frameworks and guidelines increasingly accommodate ecosystem approaches, the element of compliance is becoming crucial within the business case. Nevertheless, requirements and responsibilities still remain heavily reliant on the design of the specific data ecosystem, conduct within the ecosystem, existing regulations, and standard regulatory considerations—global, sector-related, data residency, and sovereignty.

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