

Data is an asset and needs to be treated like one

July 10, 2025

This article is part of BLG's 12-part series: [12 Strategic Priorities for Privacy, Cybersecurity, and AI Risk Management](#). The series is designed to help Canadian boards and management teams strengthen their governance frameworks while unlocking business value.

Most companies understand the importance of protecting physical assets and intellectual property. Yet many overlook data as a critical asset class, one that requires the same rigour, strategy, and governance. As organizations generate and rely on increasing volumes of data, failure to treat it as a strategic asset can hinder performance, and increase risk exposure.

Why it matters

Without consistent governance, data remains fragmented, unprotected, or under-leveraged. Identifying which data sets are most valuable – or most sensitive – is key to building a defensible strategy. Crown jewel data may include customer information, proprietary algorithms, or pricing models. The challenge is that few organizations have mapped these assets clearly or applied tailored protections.

Boards that ask the right questions can help prioritize investment and shape a more resilient data strategy.

What management and boards must prioritize

1. Enterprise-wide data inventory

A current and comprehensive view of organizational data is the first step toward consistent governance.

2. Identification of crown jewel datasets

Boards should expect clarity around which datasets are most critical to enterprise value – and how they are protected.

3. Consistent governance across business units

Variability in how data is collected, shared, or secured across departments can create compliance gaps. A harmonized approach is essential.

Final thoughts

Treating data as a business asset, not just an IT issue, empowers organizations to unlock value, comply with regulatory expectations, and protect what matters most.

By

[Hélène Deschamps Marquis](#)

Expertise

[Cybersecurity, Privacy & Data Protection, Artificial Intelligence \(AI\)](#)

BLG | Canada's Law Firm

As the largest, truly full-service Canadian law firm, Borden Ladner Gervais LLP (BLG) delivers practical legal advice for domestic and international clients across more practices and industries than any Canadian firm. With over 800 lawyers, intellectual property agents and other professionals, BLG serves the legal needs of businesses and institutions across Canada and beyond – from M&A and capital markets, to disputes, financing, and trademark & patent registration.

blg.com

BLG Offices

Calgary

Centennial Place, East Tower
520 3rd Avenue S.W.
Calgary, AB, Canada
T2P 0R3

T 403.232.9500
F 403.266.1395

Ottawa

World Exchange Plaza
100 Queen Street
Ottawa, ON, Canada
K1P 1J9

T 613.237.5160
F 613.230.8842

Vancouver

1200 Waterfront Centre
200 Burrard Street
Vancouver, BC, Canada
V7X 1T2

T 604.687.5744
F 604.687.1415

Montréal

1000 De La Gauchetière Street West
Suite 900
Montréal, QC, Canada
H3B 5H4

T 514.954.2555
F 514.879.9015

Toronto

Bay Adelaide Centre, East Tower
22 Adelaide Street West
Toronto, ON, Canada
M5H 4E3

T 416.367.6000
F 416.367.6749

The information contained herein is of a general nature and is not intended to constitute legal advice, a complete statement of the law, or an opinion on any subject. No one should act upon it or refrain from acting without a thorough examination of the law after the facts of a specific situation are considered. You are urged to consult your legal adviser in cases of specific questions or concerns. BLG does not warrant or

guarantee the accuracy, currency or completeness of this publication. No part of this publication may be reproduced without prior written permission of Borden Ladner Gervais LLP. If this publication was sent to you by BLG and you do not wish to receive further publications from BLG, you may ask to remove your contact information from our mailing lists by emailing unsubscribe@blg.com or manage your subscription preferences at blg.com/MyPreferences. If you feel you have received this message in error please contact communications@blg.com. BLG's privacy policy for publications may be found at blg.com/en/privacy.

© 2026 Borden Ladner Gervais LLP. Borden Ladner Gervais LLP is an Ontario Limited Liability Partnership.