

# Your data strategy could be a goldmine — or a liability

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 offers Canadian organizations a practical roadmap to strengthen oversight, unlock value and mitigate risk across key areas of governance.

Data is often referred to as the “new oil” – but without proper governance, it can just as easily become a liability. From privacy breaches to regulatory enforcement and reputational damage, poorly managed data presents serious risk. Conversely, strong data governance creates strategic value, unlocking insights, revenue, and innovation.

## Why it matters

Canada’s legal landscape is evolving rapidly. While Québec’s more stringent Law 25 is now fully in force, the federal landscape remains uncertain as a result of Bill C-27’s demise in early 2025. Together, these frameworks would have imposed stricter rules around data collection, retention, sharing, and monetization across the country. Yet, almost six months later, a legislative void persists at the federal level. Canada’s newly appointed minister for AI has since stated that Bill C-27 is “not gone” and will be re-examined, but no concrete proposal has been tabled to date.

Nonetheless, regulators still expect clear documentation of what data is being collected, how it is being used, and whether that use aligns with stated purposes. Yet, meeting these expectations is increasingly challenging, as many organizations struggle with data sprawl – unstructured, siloed, and inconsistently governed. This creates risk exposure and impedes business agility.

## What management and boards must prioritize

### 1. Clear data inventory

Boards should ensure the organization has a current inventory of the data it collects, processes, and stores – as well as a documented rationale for each category.

## 2. Aligned monetization strategies

If the organization is monetizing data (for analytics, partnerships, or AI, for example), this strategy must be fully aligned with applicable privacy regulations and ethical standards.

## 3. Defined oversight

Data management roles and responsibilities must be clearly assigned across business units, and reviewed by both executive leadership and the board.

# Final thoughts

Data governance is not just about compliance, it is about creating clarity, accountability, and the opportunity to innovate responsibly.

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](mailto:unsubscribe@blg.com) or manage your subscription preferences at [blg.com/MyPreferences](http://blg.com/MyPreferences). If you feel you have received this message in error please contact [communications@blg.com](mailto:communications@blg.com). BLG's privacy policy for publications may be found at [blg.com/en/privacy](http://blg.com/en/privacy).

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