## Is the data complete and up to date? Has the data been altered or corrupted 1) Data Source in transit? Integrity Ensure trusted, complete, and consistent input data. How are lessons from past data issues or failures captured and applied? Is there a feedback loop from data 8) Continuous 2) Quality consumers to improve data quality or **Improvement Assurance** processes? Are validation rules, monitoring tools, Refine and evolve Ensure data meets Is all required data present and and error handling mechanisms standards before complete? regularly reviewed and updated? Do the values conform to expected formats and business rules? Are there any duplicates or inconsistencies in the data? Is sensitive data (e.g., PII, financial info) Data properly protected and 7) Security 3) Business Rule masked where **Enforcement** Governance necessary? Protect sensitive Are data access controls Ensure rules are data and ensure and permissions legal compliance. consistently applied. enforced throughout the pipeline? Does the data flow comply with relevant regulations (e.g., GDPR, CCPA)? Is all required data present and complete? Do the values conform to expected Perform Root Cause formats and business rules? Analysis if metrics are Are there any duplicates or not met. inconsistencies in the data? Follow security step if issue arise. 4) Structure 6) Monitoring Ensure data Track data flow Is all required data present and matches expected complete? health and detect format and Do the values conform to expected What metrics are tracked to issues early. structure. ensure data flow health and formats and business rules? Are there any duplicates or performance? Are there alerts or inconsistencies in the data? 5) Error Handling dashboards in place to detect anomalies or failures? Handle, log, and How frequently is recover from data What happens when data fails validation or monitoring reviewed, and processing rules? by whom? Are errors logged, categorized, and monitored in real time? Is there a defined process for resolving

Is the data source authoritative and

errors and reprocessing data?