



**DATA  
GOVERNANCE  
SUMMIT**

# SUMMIT SPONSORS



# Marriage licensing as a *shared-service* governance model.

One state model, 29 counties, maintaining local control.  
Embed verifiable digital credentials into seamless, AI-  
enabled workflows



01 — PROBLEM

# The challenge: data governance gets complicated fast

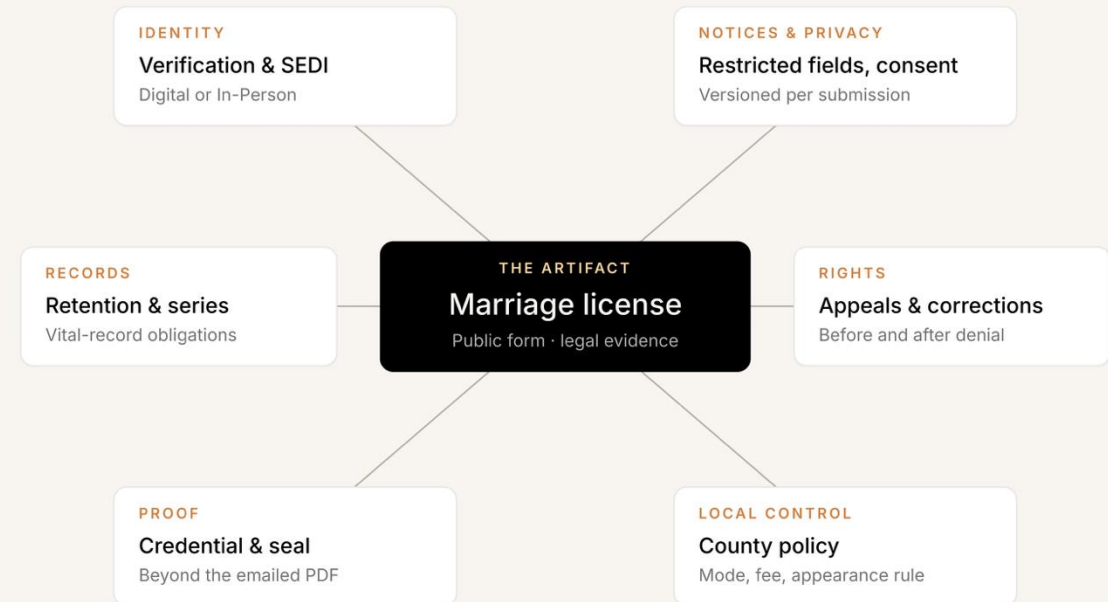
A marriage license touches identity, privacy, vital records, and legal rights. Counties differ on how they verify, store, and certify any of it.

**A Two people, one official application.**  
Both applicants attest and sign to the same record.

**B Counties differ on appearance and ID method.**  
In-person, hybrid, remote, kiosk — all valid.

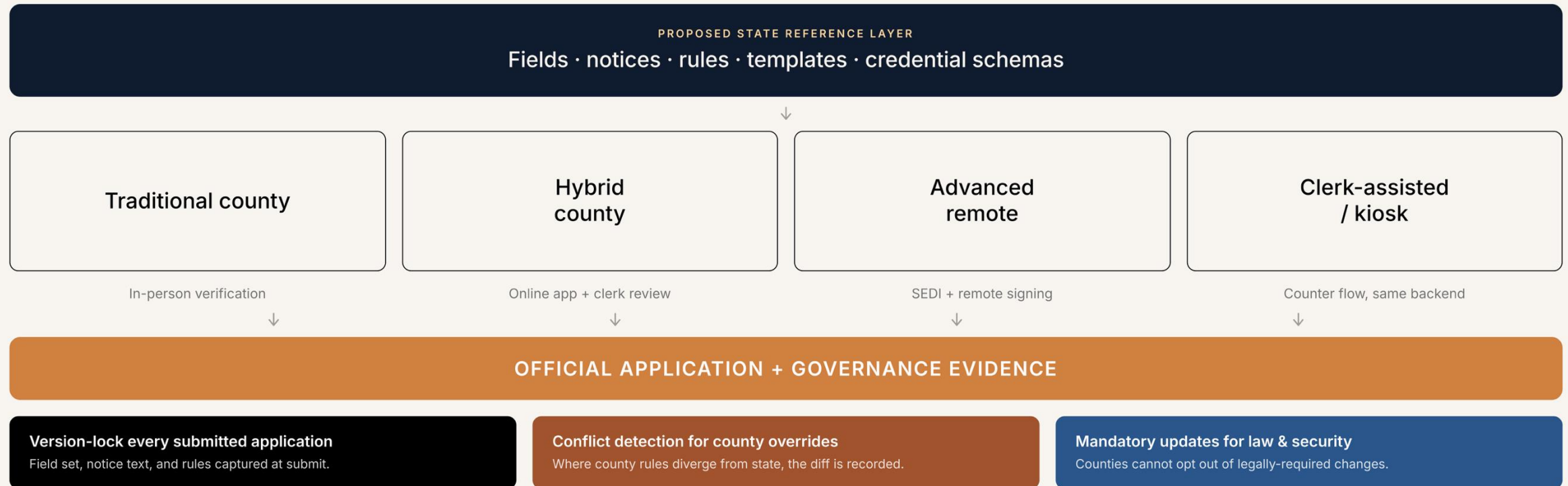
**C Officiants must satisfy Utah ceremony rules.**  
Solemnization, witness, and return have to map cleanly.

**D Printed PDFs need to be verifiable, not just emailed.**  
Tamper-evidence, seals, and credentials are the bar.



# The solution: statewide guidance with local flexibility

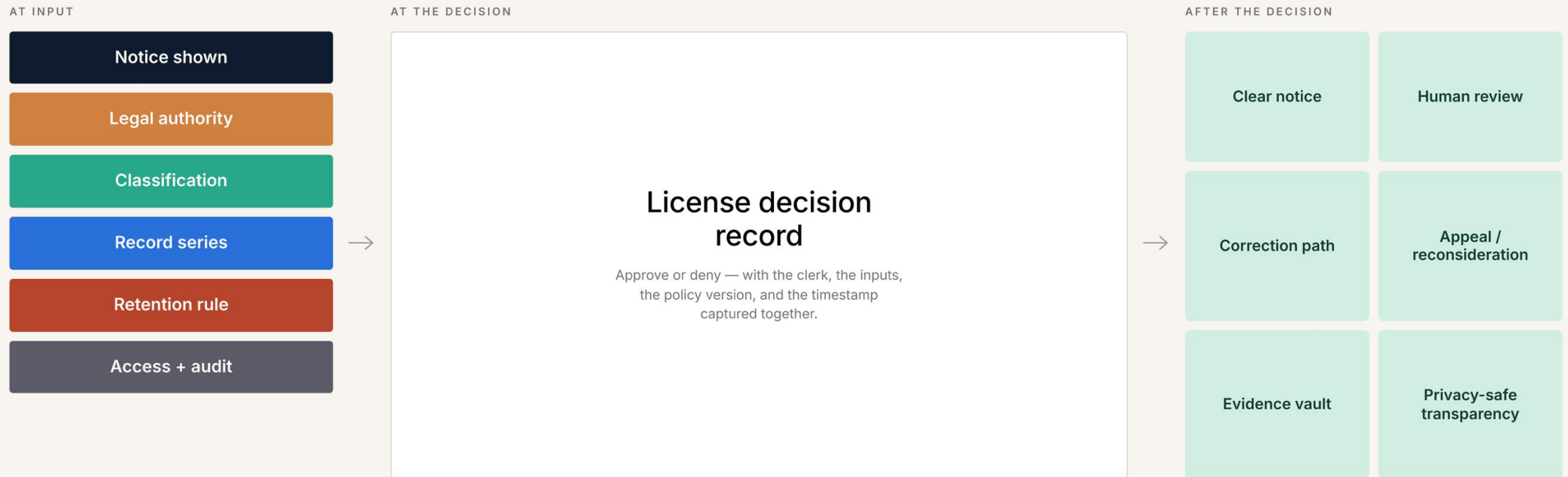
A versioned reference layer lets the state update standards once. Counties adopt, extend, or override where permitted.



03 — TRUST MODEL

# Governance + rights are built into every transaction

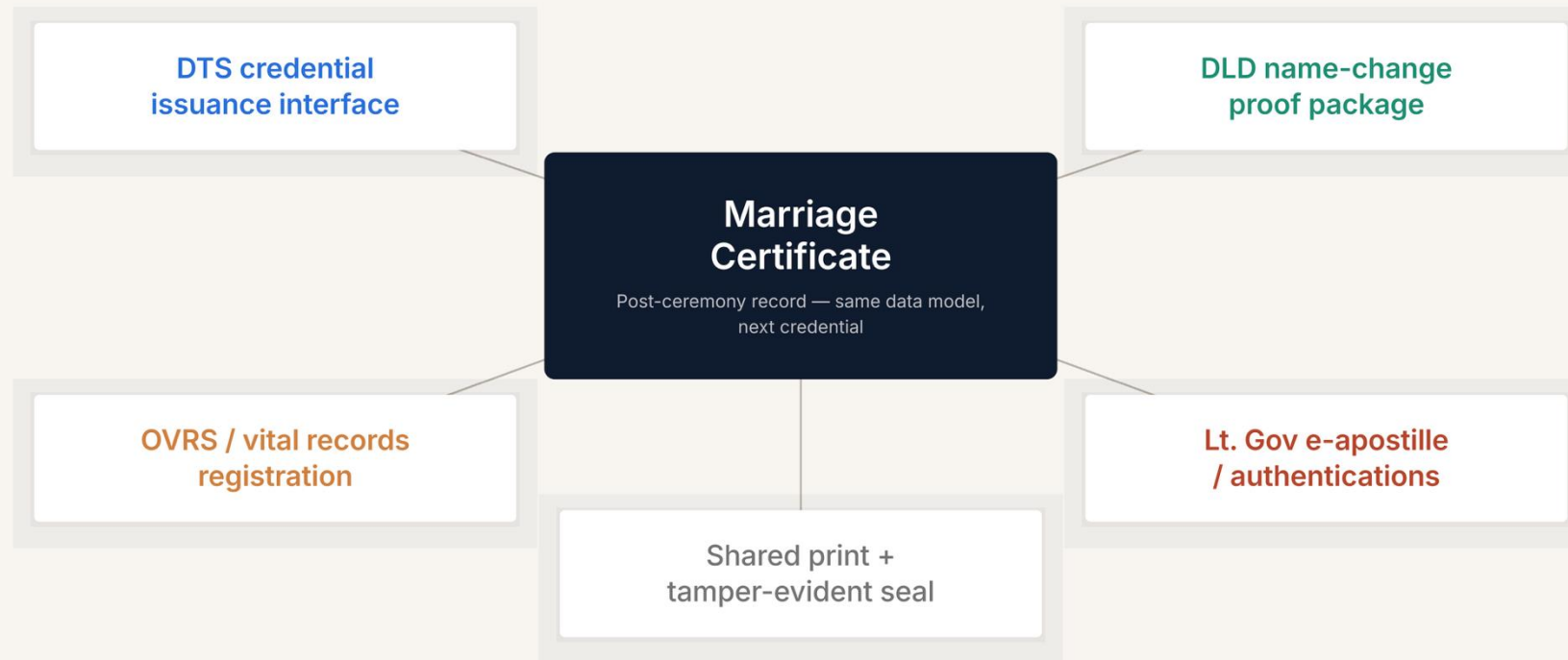
Every field, notice, signature, decision, credential, and print job should be traceable to the same governance model.



**AI posture** AI is treated as an enabler, accelerating clerk review, surfacing inconsistencies, and bounded by guardrails that keep humans accountable for decisions

# Trusted proof: beyond the emailed PDF

Today's scope is the *marriage license*. The downstream proof problem belongs to a different credential — the *marriage certificate*, issued *after* the ceremony — which a citizen then has to present to dozens of unrelated systems. The same shared-service data model extends naturally to it.



AFTER A NAME CHANGE, THE MARRIAGE CERTIFICATE GETS PRESENTED TO

- Healthcare records  
MyChart, insurance, dental, vision
- Life insurance
- Property insurance
- Will & trust documents
- Passport
- Social security card
- DMV  
license + registration
- Bank, investment, credit accounts
- Employment & tax records
- Global Entry / TSA PreCheck
- Car insurance

05 — CITIZEN EXPERIENCE

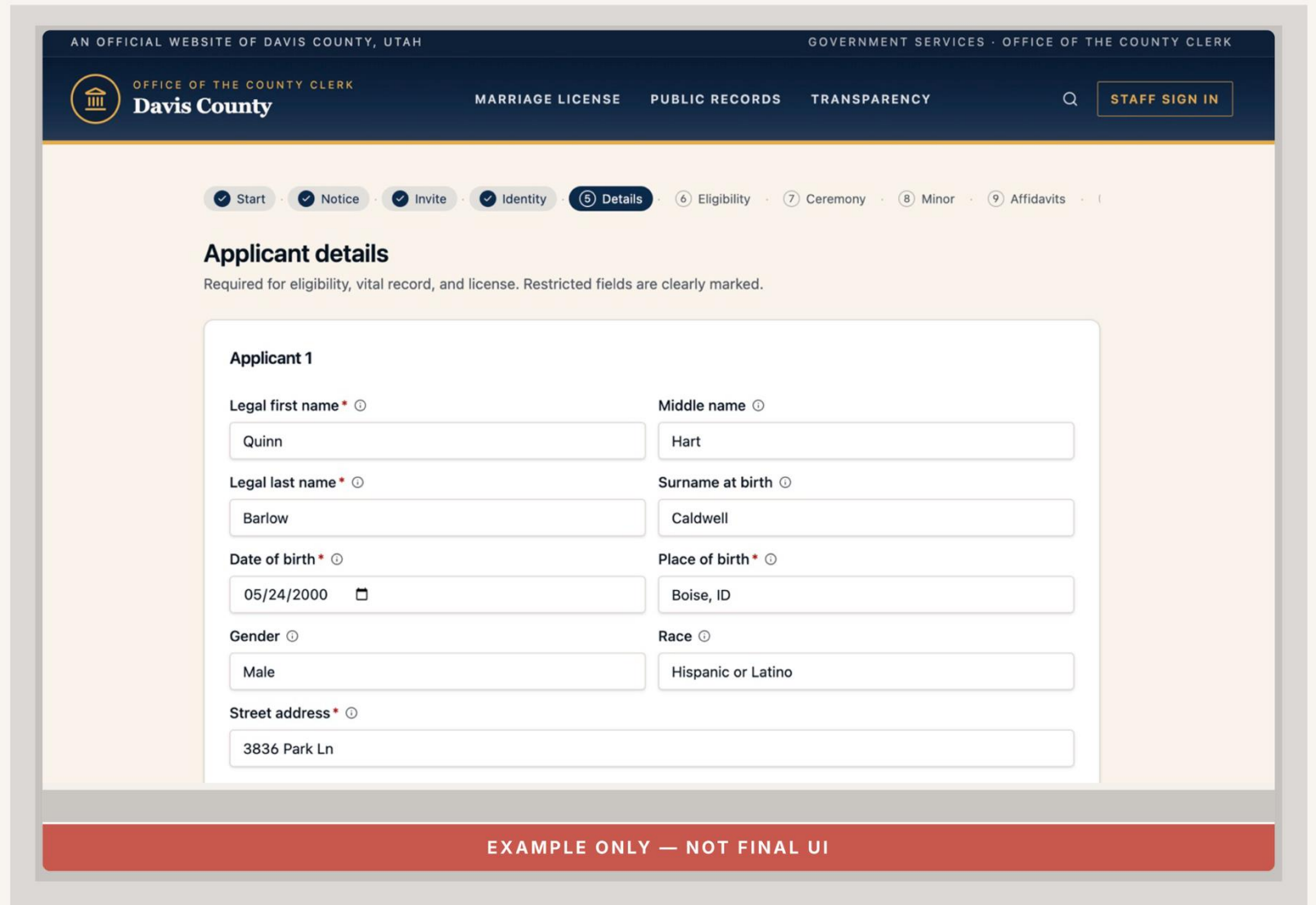
# Example: A complete official application, adapted to county policy.

The same public flow supports SEDI credentials, manual entry, in-person verification, and county-specific notices.

WHAT THIS PROVES

- County selection drives available modes: remote, hybrid, kiosk, or in-person verification.
- Each applicant completes their own section of one shared official application.
- Notices, restricted fields, affidavits, and signatures are versioned and stored as evidence.

CONCEPT UI · PUBLIC APPLICANT EXPERIENCE FOR DAVIS-COUNTY-STYLE CLERK WORKFLOW

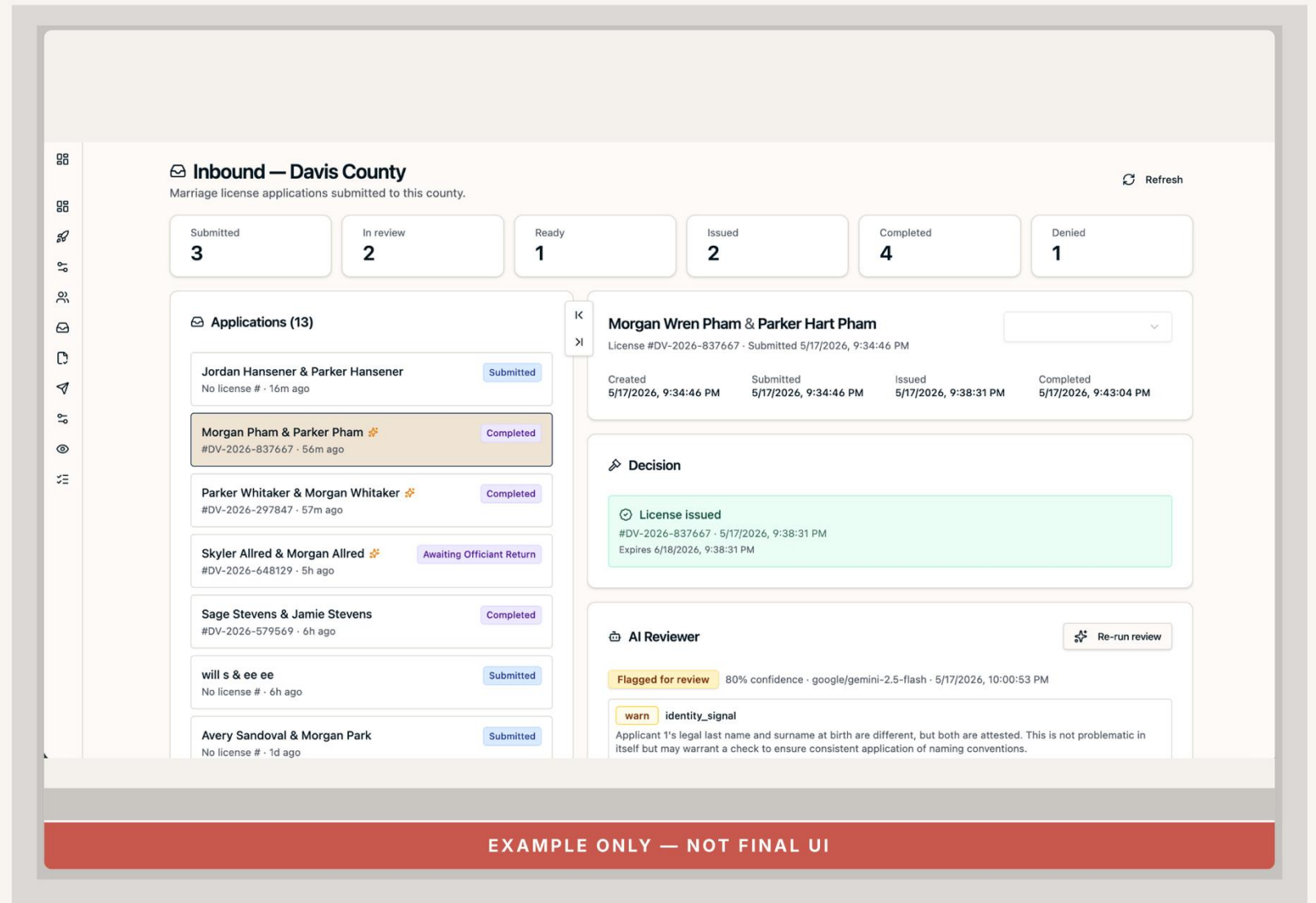


# A one-stop-shop for review, issuance, and completion

Applications become managed queue items instead of one-way submissions. Every decision links to the policy, version, and audit trail that produced it.

### THREE THINGS TO NOTICE

- Queue-based processing. Submitted → review → ready → issued → completed → denied.
- **AI as decision support.** Flags identity, eligibility, and consistency issues for review. The clerk remains the decision-maker.
- Evidence by default. Every action links to notice, policy, version, and audit trail.





END OF PRESENTATION

# Thank you.

Questions, deeper dives on any slide, or a pilot conversation.

GET IN TOUCH

[hello@spruceid.com](mailto:hello@spruceid.com)  
[spruceid.com](https://spruceid.com)



# *Observe Point*



**Utah Office of  
Data Privacy**

# The Automated Website Scanner

## for Privacy, Accessibility, Tag Accuracy, and More

Simply enter your domain to scan for unapproved cookies, broken tags, privacy risks, and accessibility issues—instantly!

Privacy Scan

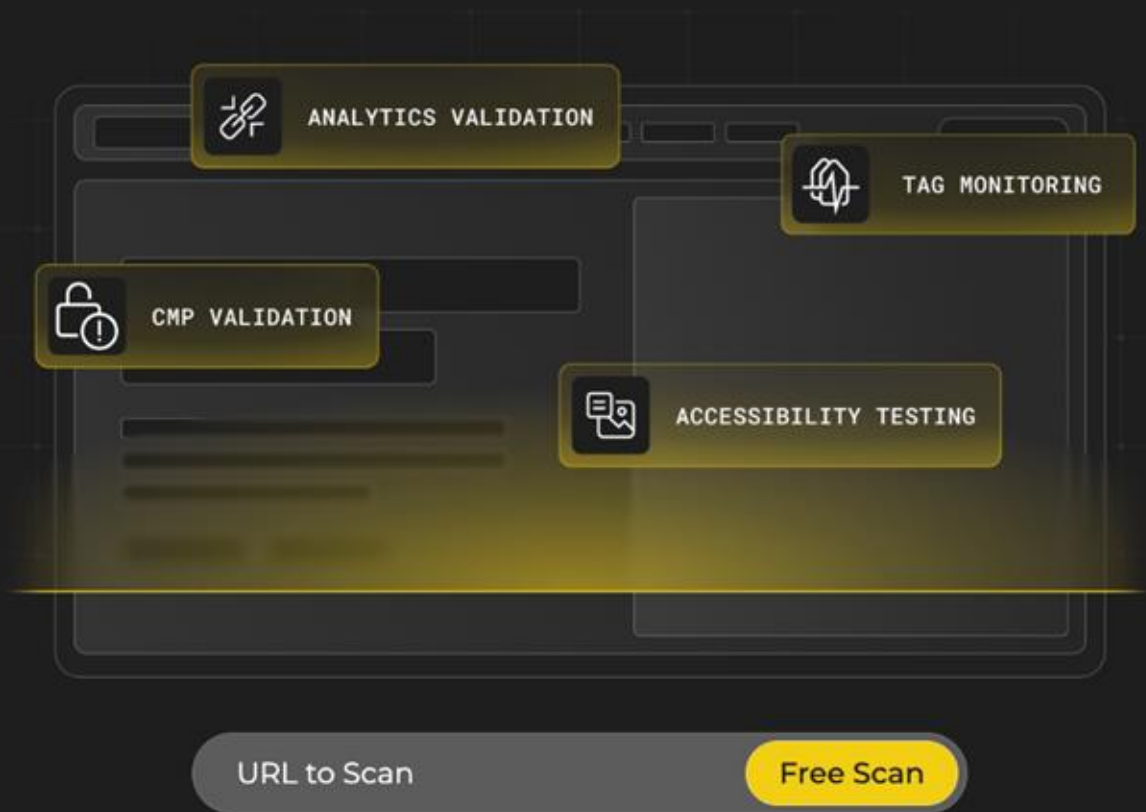
Marketing Scan

Full Web Scan

Accessibility Scan

CMP Scan

Analytics Validation



ObservePoint

# Government Data Privacy Act

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**402.1** Requires government entities to provide a privacy notice.

**402.5.2a** Requires the website privacy notice disclose any website tracking technology that is used to collect user data

A report demonstrating tag data collected from Audits

Filters ALL Is Most Recent Audit Run = Yes Tag Category = any of 10 item(s) Final Page URL Base Domain contains 'utah.gov' More (3)

NEW Add chart 1 8

Page Visit Start Time	Final Page URL Base Domain	Final Page URL	Tag	Tag Vendor	Tag Category	Tag Cookies Set	Initiator Chain by Base Domain
Mar 30, 2026   10:00 AM	1	311	17	7	4	14	52
Mar 2, 2026   11:39 AM	utah.gov	https://publiclands.utah.gov/uncatego...	TradeDesk	The Trade Desk Inc	Advertising & Paid Media	name: TDCPM   domain: utah.gov	utah.gov > utah.gov > Trade Desk Universal
Mar 2, 2026   11:18 AM	utah.gov	https://publiclands.utah.gov/category/...	TradeDesk	The Trade Desk Inc	Advertising & Paid Media	name: TDID   domain: utah.gov	utah.gov > Trade Desk Universal (None)
Mar 2, 2026   11:05 AM	utah.gov	https://publiclands.utah.gov/uncatego...	Google Ads Remarketing	Google	Advertising & Paid Media	---	utah.gov > utah.gov > Trade Desk Universal
Mar 2, 2026   11:05 AM	utah.gov	https://publiclands.utah.gov/uncatego...	Trade Desk Universal	The Trade Desk Inc	Advertising & Paid Media	---	utah.gov > utah.gov > Trade Desk Universal
Mar 2, 2026   12:09 PM	utah.gov	https://publiclands.utah.gov/category/...	Trade Desk Universal	The Trade Desk Inc	Advertising & Paid Media	---	utah.gov > Trade Desk Universal (None)
Mar 2, 2026   11:10 AM	utah.gov	https://publiclands.utah.gov/uncatego...	Google Ads Remarketing	Google	Advertising & Paid Media	---	utah.gov > utah.gov > Trade Desk Universal
Mar 2, 2026   10:59 AM	utah.gov	https://publiclands.utah.gov/communi...	TradeDesk	The Trade Desk Inc	Advertising & Paid Media	---	utah.gov > Trade Desk Universal (None)
Mar 2, 2026   11:39 AM	utah.gov	https://publiclands.utah.gov/uncatego...	Google Ads Remarketing	Google	Advertising & Paid Media	name: IDE   domain: utah.gov	utah.gov > utah.gov > Trade Desk Universal
Jan 5, 2026   8:33 AM	utah.gov	https://www.toquerville.utah.gov/deve...	Google Ads Remarketing	Google	Advertising & Paid Media	---	utah.gov > Google Ads Remarketing (None)
Mar 2, 2026   11:12 AM	utah.gov	https://publiclands.utah.gov/uncatego...	TradeDesk	The Trade Desk Inc	Advertising & Paid Media	name: TDID   domain: utah.gov	utah.gov > utah.gov > Trade Desk Universal
Jan 5, 2026   8:34 AM	utah.gov	https://www.toquerville.utah.gov/deve...	Google Ads Remarketing	Google	Advertising & Paid Media	---	utah.gov
Jan 5, 2026   8:34 AM	utah.gov	https://www.toquerville.utah.gov/deve...	Google Ads Remarketing	Google	Advertising & Paid Media	---	utah.gov

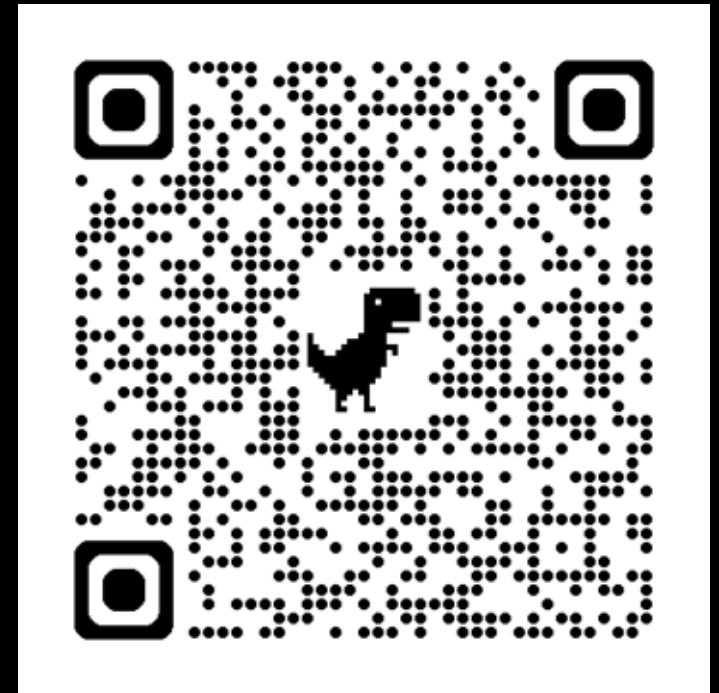
# Call to Action

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Utah Office of  
Data Privacy

- Request a website scan
- Include results in privacy notice
- Consider removal of unnecessary technologies
- Scan to confirm remediation



Thank you





# Automated Data Security Platform

Continuously discover critical data, eliminate exposure, and stop threats without manual effort.

Utah Data Governance Summit | May 21, 2026

FORRESTER®

**WAVE LEADER 2025**

Data Security Platforms

**GIGAOM Leader**

2025 ITDR Radar

Gartner Peer Insights Customers' Choice 2024

#1 DSPM vendor

# How we start: Free trial



- ✓ Quick setup
- ✓ Full access
- ✓ Custom to your AI stack

## Find

- + AI cloud resources and code repositories
- + Critical vulnerabilities and misconfigurations
- + Shadow AI lingering in sprawling AI ecosystems

## Fix

- + Model scans for poisoning and other risks
- + Pen-test findings across LLM endpoints
- + Misconfigurations and compliance gaps

## Alert


- + Real-time alerts on guardrail violations
- + Unified and searchable forensics audit trail
- + Executive level reports on compliance progress

# The Optiv Platform

Services to nearly  
**6,000** clients

 Managed Security, Threat Monitoring, Architecture and Engineering

 Risk Management, Data protection, Identity and Access Management Services

 Consulting Services on Cybersecurity Strategies at the Enterprise Level

Advisory and consultative services that help clients design, deploy and operate their cybersecurity posture across the lifecycle



Technology from  
**450+** vendors

 Perimeter Defense

 Vulnerability Assessment

 Identity and Access Management

 Email Security

 Security Information and Event Management

 Data Security

Combining best-in-class expertise with an expansive partnership network to provide tailored security solutions to clients

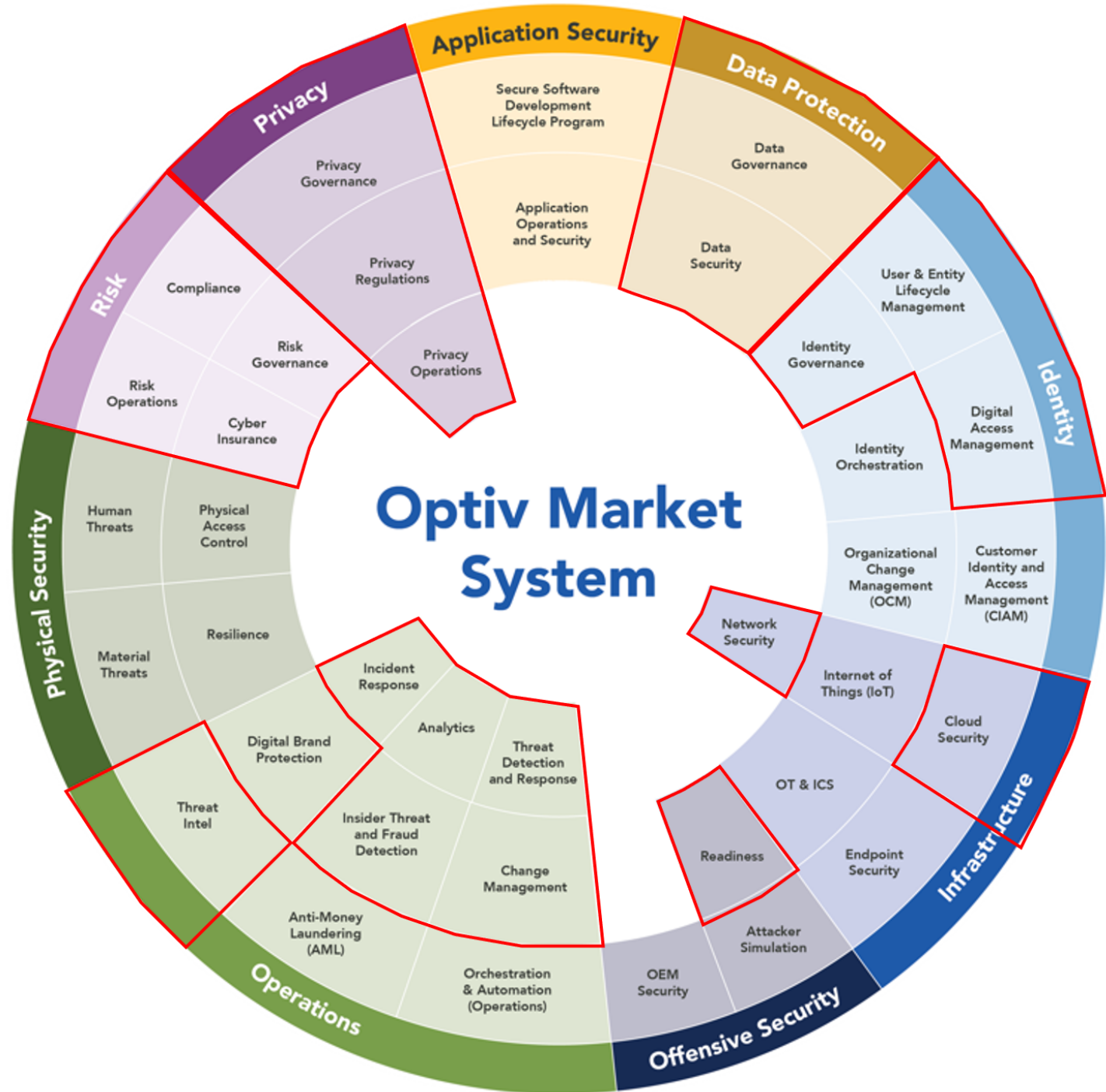
## Thought Leadership



Close relationships with founders, venture capital, private equity and equity analysts



Independently developed research reports based on outcomes achieved in Optiv's cLAB



# The Varonis OCM Value Proposition

OCM Can Be a Scalable Market Differentiator for Optiv Varonis Clients



## **Varonis Change and Adoption Readiness**

- Varonis-enabled data governance rollout with significant people/process change
- Data decision rights and responsibilities will shift to Data Owners and Data Stewards
- Access, sharing, and classification behaviors will move toward Least Privilege
- Users will need clear guidance at key “moments that matter” to prevent confusion, workarounds, and ticket spikes resulting in change sustainment (and greater value) for the organization

## **OCM Strategy:**

- Create awareness and sponsor alignment around the “why,” and the benefits, and expected outcomes
- Provide approved, plain-language messaging for Varonis in-product notifications and prompts
- Deliver simple, role-based enablement timed to rollout waves
- Clarify new ways of working with playbooks for access requests, approvals, and exceptions (for DAG)
- Coordinate with HR and parallel initiatives to reinforce behaviors and sustain adoption

## **Target Audience:**

- Data Owners / Stewards (approvals, decision rights, classification standards, policy execution, etc.)
- HR (communications, reinforcement channels)
- Executive leadership (sponsorship, governance oversight)
- People managers (local reinforcement, escalations)
- End users (day-to-day sharing and access changes)
- IT / Helpdesk (triage, consistent resolution paths)



# PRIVACY IN MOTION

EMPOWER UTAH'S PRIVACY  
COMMUNITY WITH YOUR STORY.

[officeofdataprivacy@utah.gov](mailto:officeofdataprivacy@utah.gov)

# HITLAB WORLD CUP INNOVATION

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AI INSTITUTE

# Discussion with the Utah Privacy Commission



**David Sonnenreich**  
Chair, *Utah Privacy Commission*



**Micah Vorwaller**  
Deputy Chief Privacy Officer  
*Utah Office of Data Privacy*



**Don J. Wood**  
Commissioner, *Utah Privacy Commission*



# Safeguarding the Public's Trust



**Governor Gary Herbert**

17th Governor of Utah, 2009–2021







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