WSJ Pro Venture Capital Interviews Gunderson Dettmer Partner Aaron Rubin for “VCs, Acquirers Scrutinize Data Provenance”

Insights
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Following his main-stage session at Primary Venture Partners’ 2026 NYC Tech Summit, Gunderson Dettmer strategic transactions and licensing partner Aaron Rubin spoke with WSJ Pro Venture Capital about the growing focus among venture capital investors and acquirers on ensuring that data used to fine-tune artificial intelligence models has been properly licensed and obtained with appropriate user consent.

Rubin explained that he advises founders to pay attention to data provenance from the get-go. “If a court orders a model trained on tainted data to be deleted or retrained, the acquirer is left holding an asset it can’t use,” he said.

Read the full article here. (subscription required)

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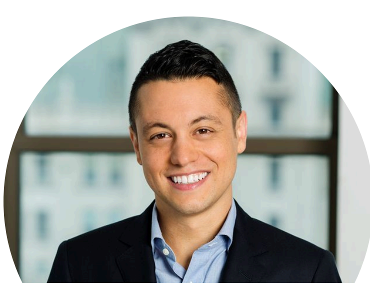

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