

Information Protection

Protect and manage your sensitive data throughout its lifecycle

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NEW WORLD OF WORK IS **DRIVING CHANGE**

41 % of employees say mobile business apps change how they work

85 % of enterprise organizations keep sensitive information in the cloud

88 % of organizations no longer have confidence to detect and prevent loss of sensitive data

58 % Have accidentally sent sensitive information to the wrong person



COMPLIANCE IS TOP-OF-MIND

50 % year over year growth rate in electronic data

41 % of organizations state enforcing of governance is their biggest issue

45 % of organizations state lack of governance opens them to security and compliance risks

"My data is **scattered across sources** and the data continues to grow"

"I can't apply **unified policies across various data sources** or to a specific repository"

"When enforcing compliance our **business users' productivity is disrupted**"

"I want **data governance to be automatic** - not something I have to think about"

"How do I **protect sensitive information** such as sensitive PII data across my enterprise?"

"How do I **find only relevant data** when I need it?"

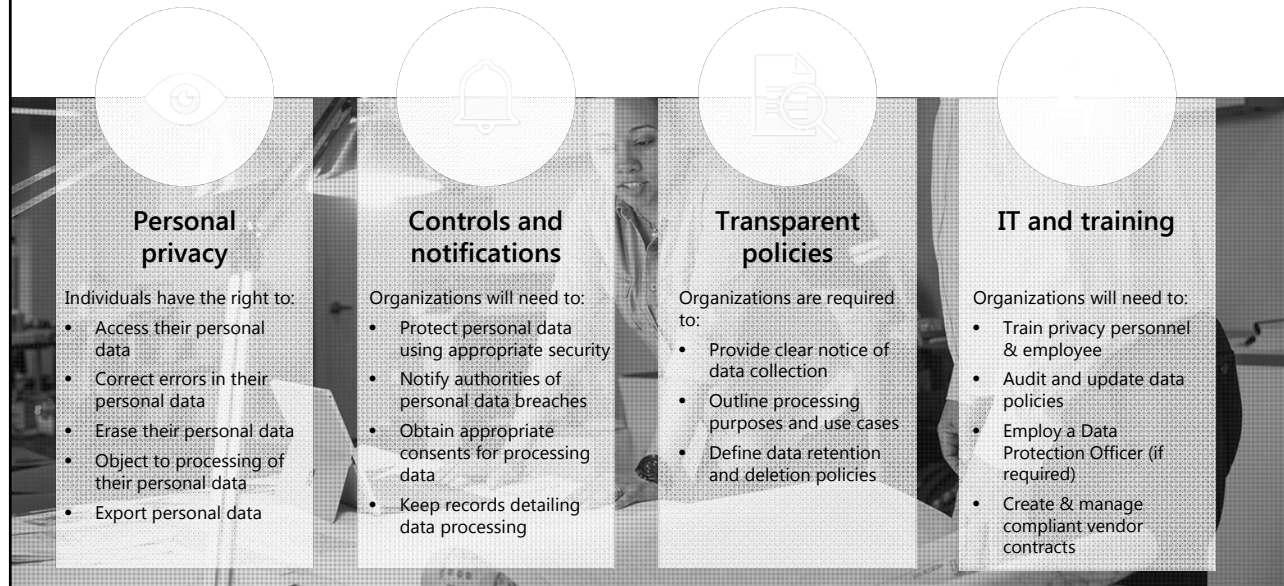
Providing clarity and consistency for the protection of personal data

The **General Data Protection Regulation (GDPR)** imposes new rules on organizations in the European Union (EU) and those that offer goods and services to people in the EU, or that collect and analyze data tied to EU residents, no matter where they are located.

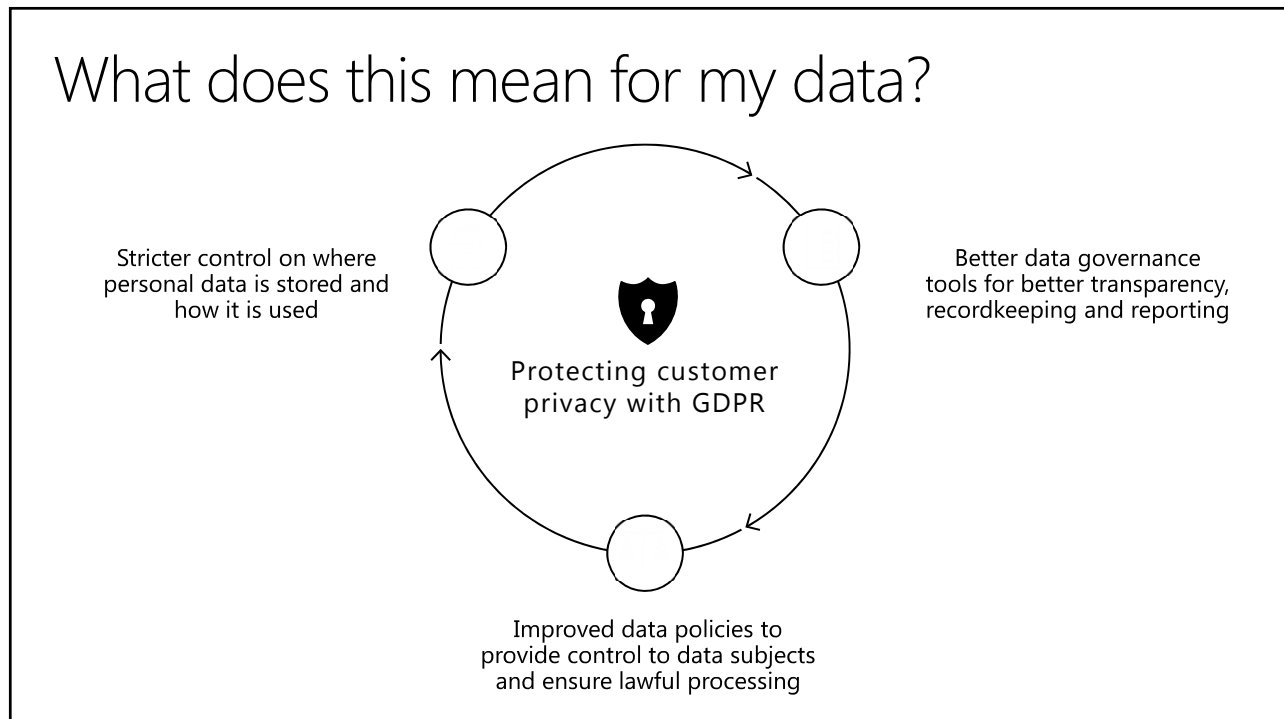
- **Enhanced** personal privacy rights
- **Increased** duty for protecting data
- **Mandatory** breach reporting
- **Significant** penalties for non-compliance

Microsoft believes the GDPR is an important step forward for clarifying and enabling individual privacy rights

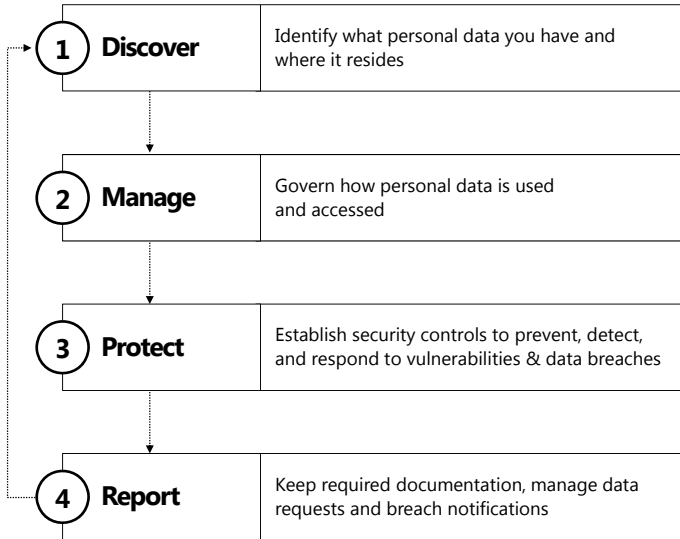
What are the key changes to address the GDPR?



What does this mean for my data?



How do I get started?



GENERAL DATA PROTECTION REGULATION (GDPR)

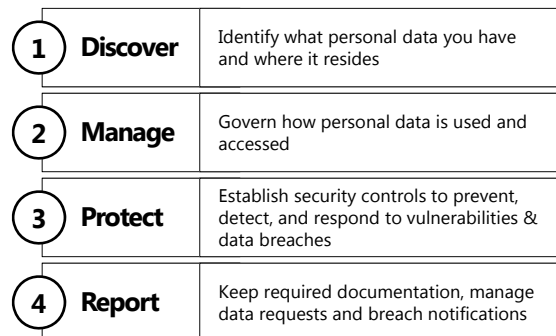
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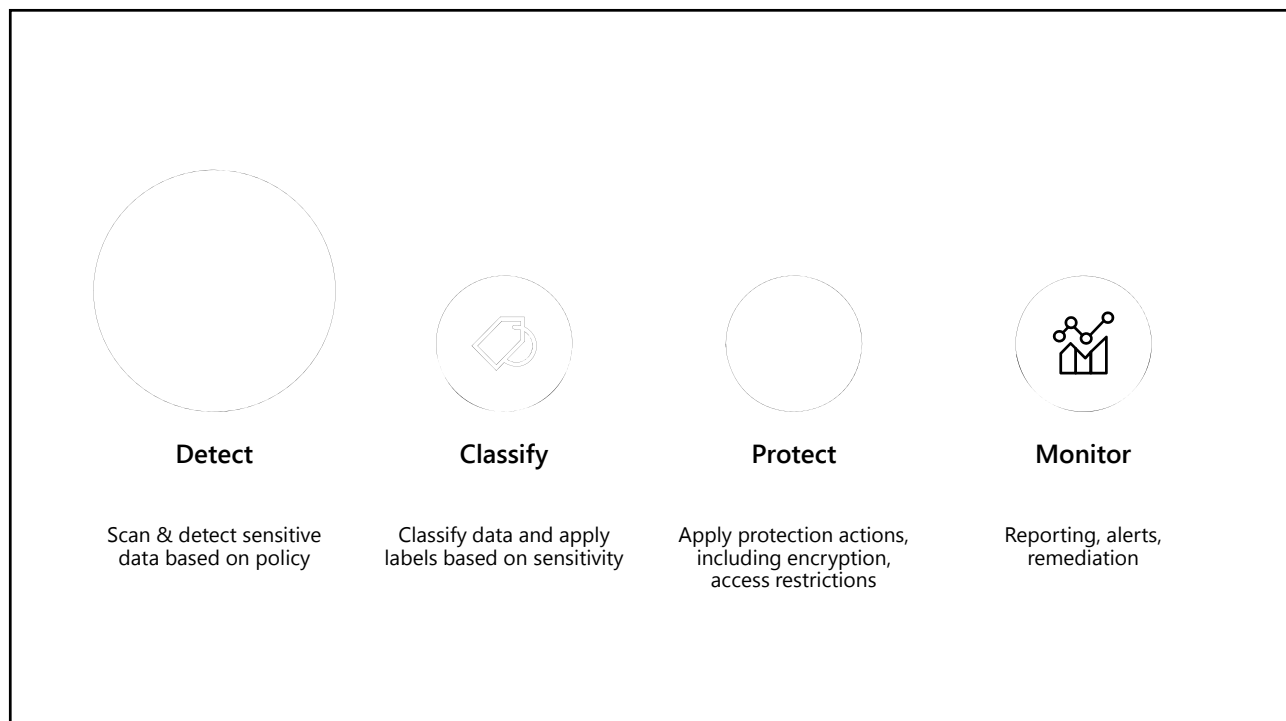
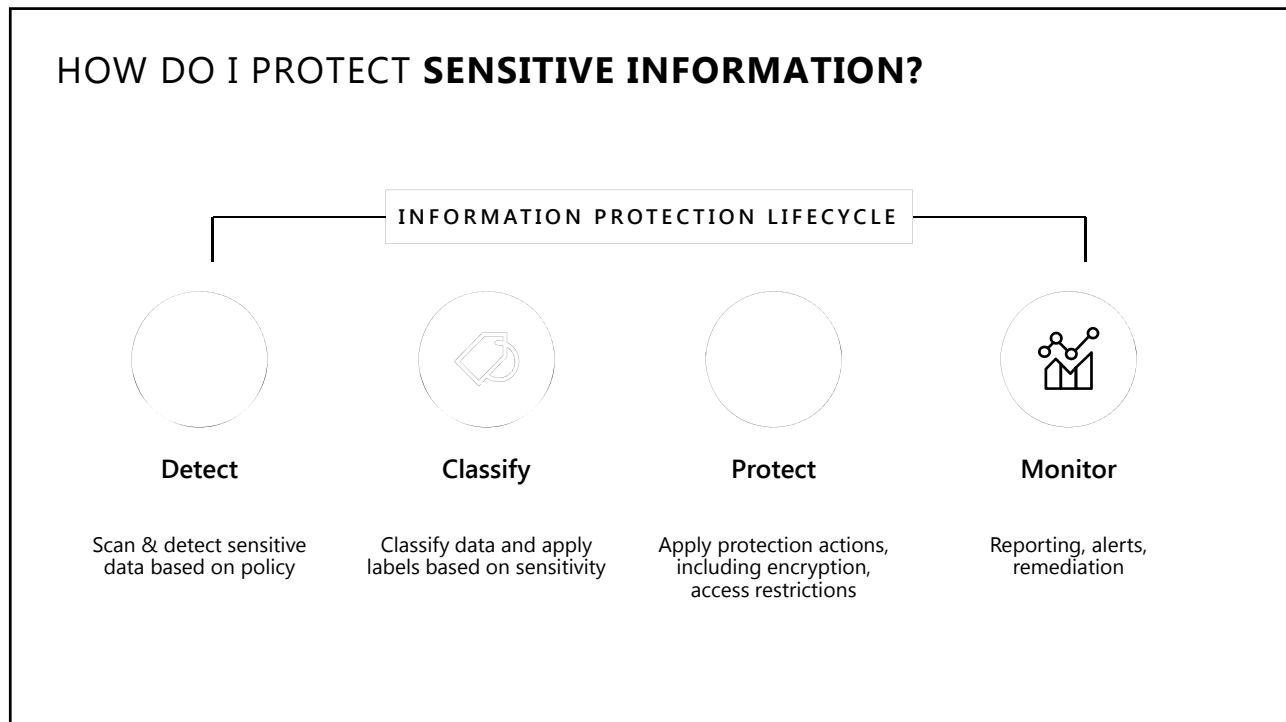
- **Mandatory** breach reporting

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HOW YOU GET STARTED:

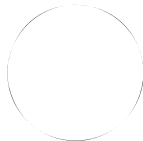
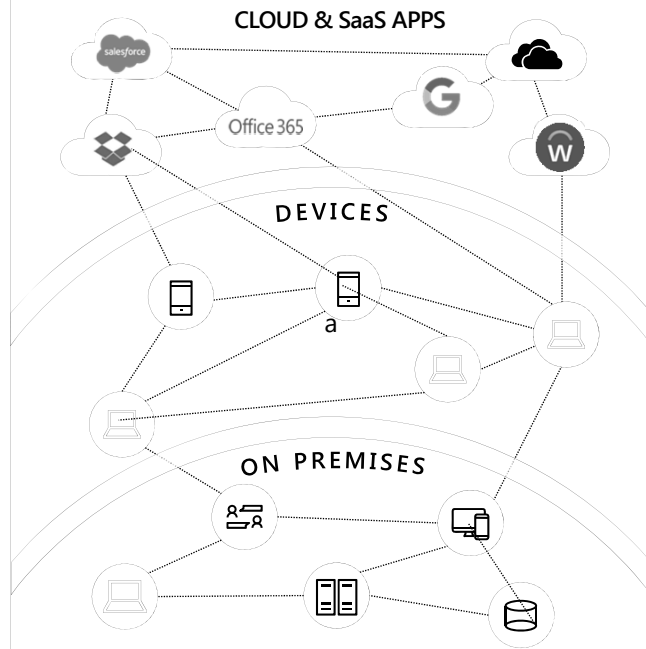


HOW DO I PROTECT **SENSITIVE INFORMATION**?



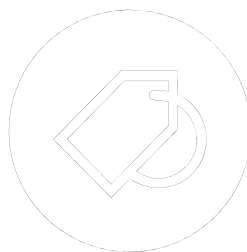
DETECT SENSITIVE INFORMATION

No matter where it's created, modified or shared



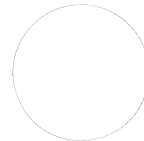
Detect

Scan & detect sensitive data based on policy



Classify

Classify data and apply labels based on sensitivity



Protect

Apply protection actions, including encryption, access restrictions



Monitor

Reporting, alerts, remediation



CLASSIFY INFORMATION BASED ON **SENSITIVITY**

Automatic classification

Policies can be set by IT Admins for automatically applying classification and protection to data

Recommended classification

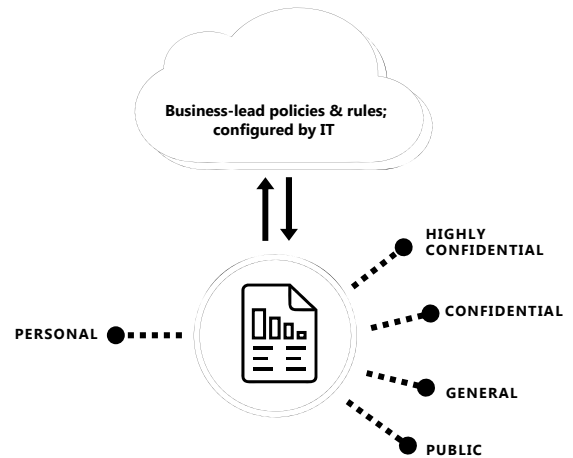
Based on the content you're working on, you can be prompted with suggested classification

Manual reclassification

You can override a classification and optionally be required to provide a justification

User-specified classification

Users can choose to apply a sensitivity label to the email or file they are working on with a single click



SENSITIVITY LABELS **PERSIST WITH THE DOCUMENT**

Document labeling – what is it?

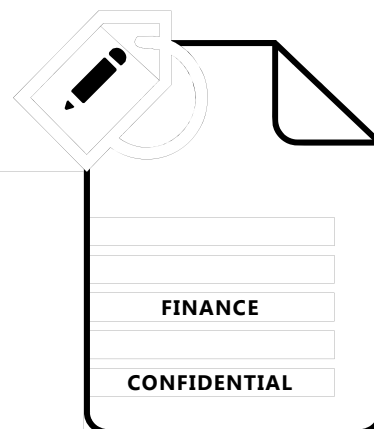
Metadata written into document files

Travels with the document as it moves

In clear text so that other systems such as a DLP engine can read it

Used for the purpose of apply a protection action or data governance action – determined by policy

Can be customized per the organization's needs





CLASSIFICATION & LABELING EXAMPLE – SENSITIVE DATA

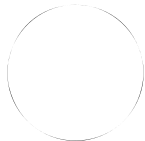
Discover personal data and apply persistent labels

Labels are persistent and readable by other systems e.g. DLP engine

Label is metadata written to data

Sensitive data is automatically detected

Date	Description	Amount	Merchant name	Card	Expiration date	Transaction fees	Balance
7/1/2016	Existing balance	\$2,450.00	Woodgrove Bank	AmEx	03/13-03/16		\$2,450.00
7/2/2016	Payment for June	-\$34.00	Woodgrove Bank	AmEx		\$2.00	\$2,418.00
7/3/2016	Picture frame	\$45.00	Northwind Traders	4111-1111-1111-1111			\$2,463.00
7/3/2016	Wine	\$600.00	Coho Winery	4012-8888-8888-1881		\$20.00	\$3,083.00
7/8/2016	Ticket to Maui	\$469.00	Blue Yonder Airlines	MasterCard	08/13-08/16		\$3,552.00
7/12/2016	Cash withdrawal	\$654.00	Woodgrove Bank	Discover	08/13-08/16	\$20.00	\$4,206.00
7/3/2016	Wine	\$600.00	Coho Winery	Discover			\$4,826.00



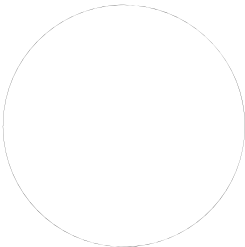
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Classify

Classify data and apply labels based on sensitivity



Protect

Apply protection actions, including encryption, access restrictions

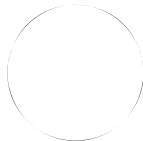
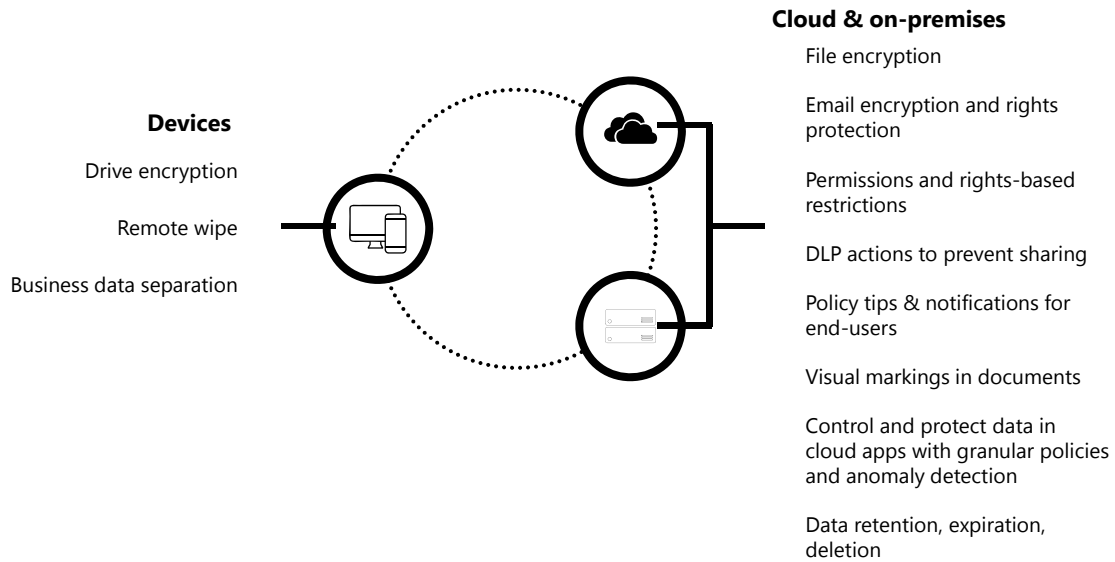


Monitor

Reporting, alerts, remediation



PROTECT SENSITIVE DATA ACROSS YOUR ENVIRONMENT



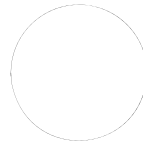
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MONITOR INFORMATION PROTECTION EVENTS FOR GREATER CONTROL

Visibility

Policy violations
Document access &
sharing
App usage

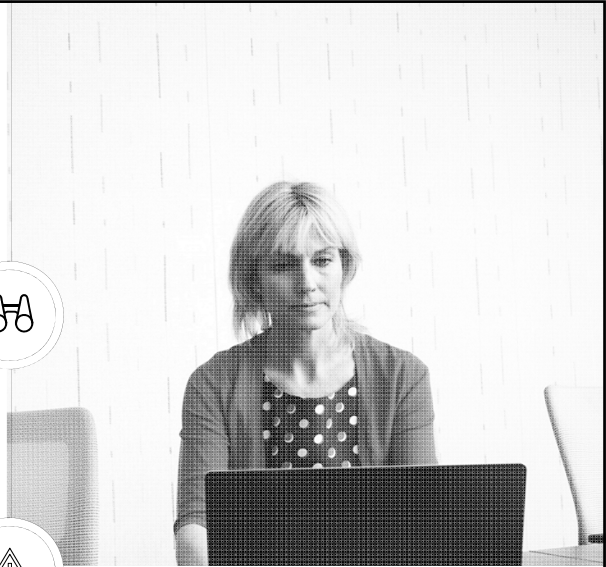
Anomalous activity
End-user overrides
False positives



Take Action

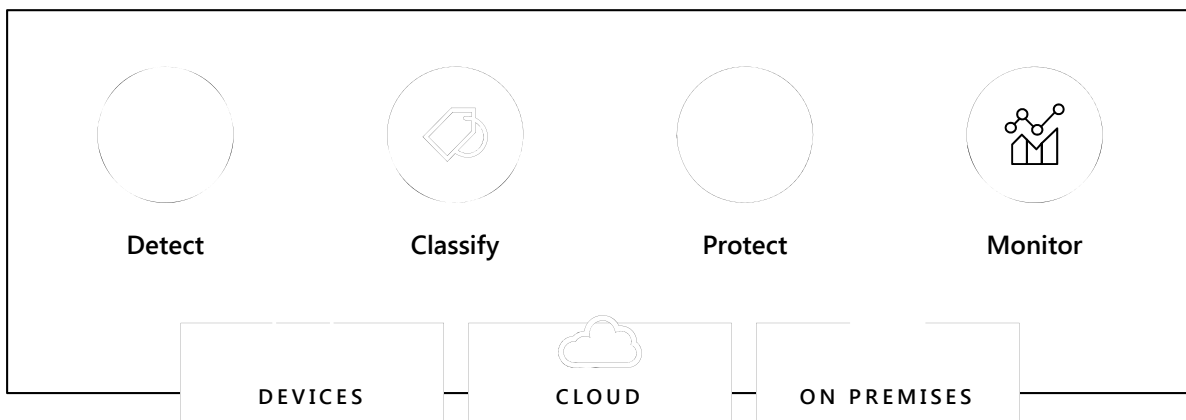
Tune & revise
policies
Revoke access
Quarantine file

Quarantine user
Integrate into
workflows & SIEM



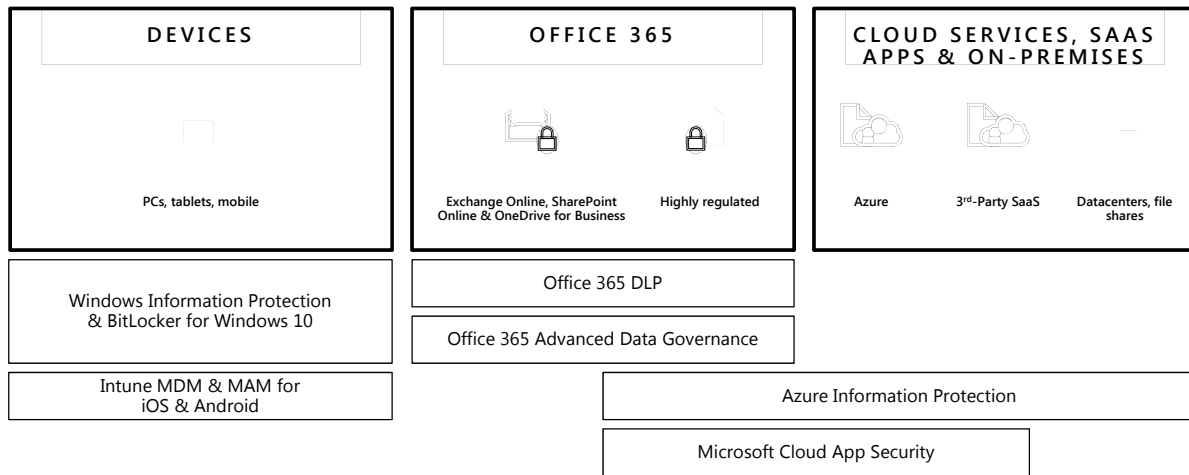
MICROSOFT'S INFORMATION **PROTECTION SOLUTIONS**

Comprehensive protection of sensitive data throughout the lifecycle – inside and outside the organization



MICROSOFT'S INFORMATION PROTECTION SOLUTIONS

Comprehensive protection of sensitive data across devices, cloud services and on-premises environments



5 Steps Program

Best Practice - Start small, do it now, and move quickly

- | | |
|-------------|--|
| 1. Classify | Take simple steps, it generates high-impact quickly (i.e. 'Do Not Forward' for HR and Legal) |
| 2. Label | Test, phase the roll out, and learn – IT can't know it all |
| 3. Protect | Control sensitive internal email flow across all PCs/Devices |
| 4. Monitor | 'Share Protected' files with business partners (B2B) |
| 5. Respond | Teach and enable users to revoke access |

Thank you!