Microsoft

Review of Microsoft MyAnalytics privacy, security, and compliance

Technical white paper

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Legal notice

This document is not intended to provide legal advice. Please consult your organization's legal team to investigate in further depth any concerns you may have around compliance with your organization's data privacy agreements, as well as regulations such as GDPR.

Executive summary

As companies around the world undergo digital transformation, Microsoft has identified four key areas of opportunity: engaging customers, empowering employees, optimizing operations, and transforming products.

Microsoft MyAnalytics is a core component of the company's strategy to help customers achieve this vision, with a focus on the second pillar: **empowering employees.**

MyAnalytics is best thought of as a "fitness tracker for the workplace." It helps knowledge workers better understand how they use their most important and limited resource: time. Using data that knowledge workers generate as the by-product of working in Office 365 applications, MyAnalytics helps users understand how they spend their time and who they spend it with, then surfaces intelligent tips on how to work smarter.

Nonetheless, it can be challenging to explain these benefits to employees and gain their buy-in on an application that appears to store and process personal information. This white paper explains how Microsoft built MyAnalytics with this concern in mind. The document is intended for business leaders and Office 365 administrators who are considering purchasing, trialing, or deploying MyAnalytics for their employees.
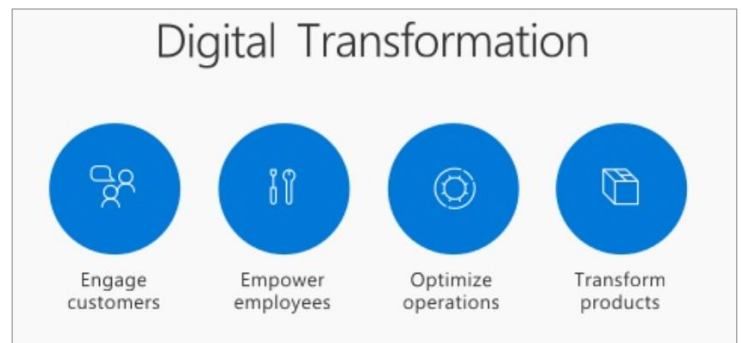
Summary of key points

- **MyAnalytics is not designed to enable employee evaluation, tracking, or monitoring.** MyAnalytics provides insights to individual users through a personalized dashboard, Outlook add-in, and weekly email digest (learn more in the next section). MyAnalytics has no mechanism or option that allows anyone but the end user to access the personalized information displayed in these surfaces, unless that user purposefully and independently shares the information.

- **MyAnalytics does not give end users access to new personally identifiable information on other coworkers.** MyAnalytics performs relatively basic calculations on information that end users generate by virtue of going about their work day. The vast majority of the data that users see in MyAnalytics is simply an aggregation of information to which they already have access, but that they wouldn't be able to quickly calculate without some support. In two cases, MyAnalytics provides users with *deidentified* information on coworkers that they would not have otherwise been able to access; the information is presented in a manner that masks coworkers' identities. These two cases are detailed on page 10.

- **Nearly all MyAnalytics data is stored and processed in the end user's Exchange Online mailbox.** MyAnalytics does not export or store end-user information in a separate location; nearly all of the information that the tool surfaces for a given end user is stored and processed completely inside their Exchange Online mailbox. Two exceptions are explained on page 10.

- **MyAnalytics supports General Data Protection Regulation (GDPR) compliance.** Microsoft has designed MyAnalytics to help customers comply with GDPR requirements.

- **MyAnalytics can be configured such that users must purposefully opt in** . By default, any time a MyAnalytics license is assigned to a user, that user will be automatically opted in. However, administrators can configure MyAnalytics to be default-off, such that users can choose for themselves whether or not to opt in after the license has been assigned to them. More details are on page 11.

- **MyAnalytics does not need to be turned on or off globally, and you can pick and choose specific employees to license.** Administrators can turn MyAnalytics on and off for specific employees, company divisions, or other employee subsegments rather than enabling or disabling it globally.

- **MyAnalytics and Delve are separate applications with no interdependencies.** MyAnalytics and Delve are both first-party Microsoft Graph applications, but otherwise they have no overlap. The applications can be managed and licensed separately, without settings from one impacting settings from the other.

- **MyAnalytics reminds users that their data is private and secure.** One or two days after MyAnalytics licenses are assigned to end users, they will receive a welcome email that clearly lays out how MyAnalytics works and reminds users that all of their data is private and secure. The other MyAnalytics user interfaces, such as the weekly email digest and personal dashboard, reinforce this message.

- **MyAnalytics administration is minimal, and little to no training is needed to help users understand how to leverage the tool.** MyAnalytics was built to make it as easy as possible for users to take action using the data the tool surfaces. The tool converts data into insights and automatically provides tips on how to make decisions using these insights. Common questions are answered on the MyAnalytics support site. If employees express interest in training or additional support, the MyAnalytics adoption site provides supplemental guidance.
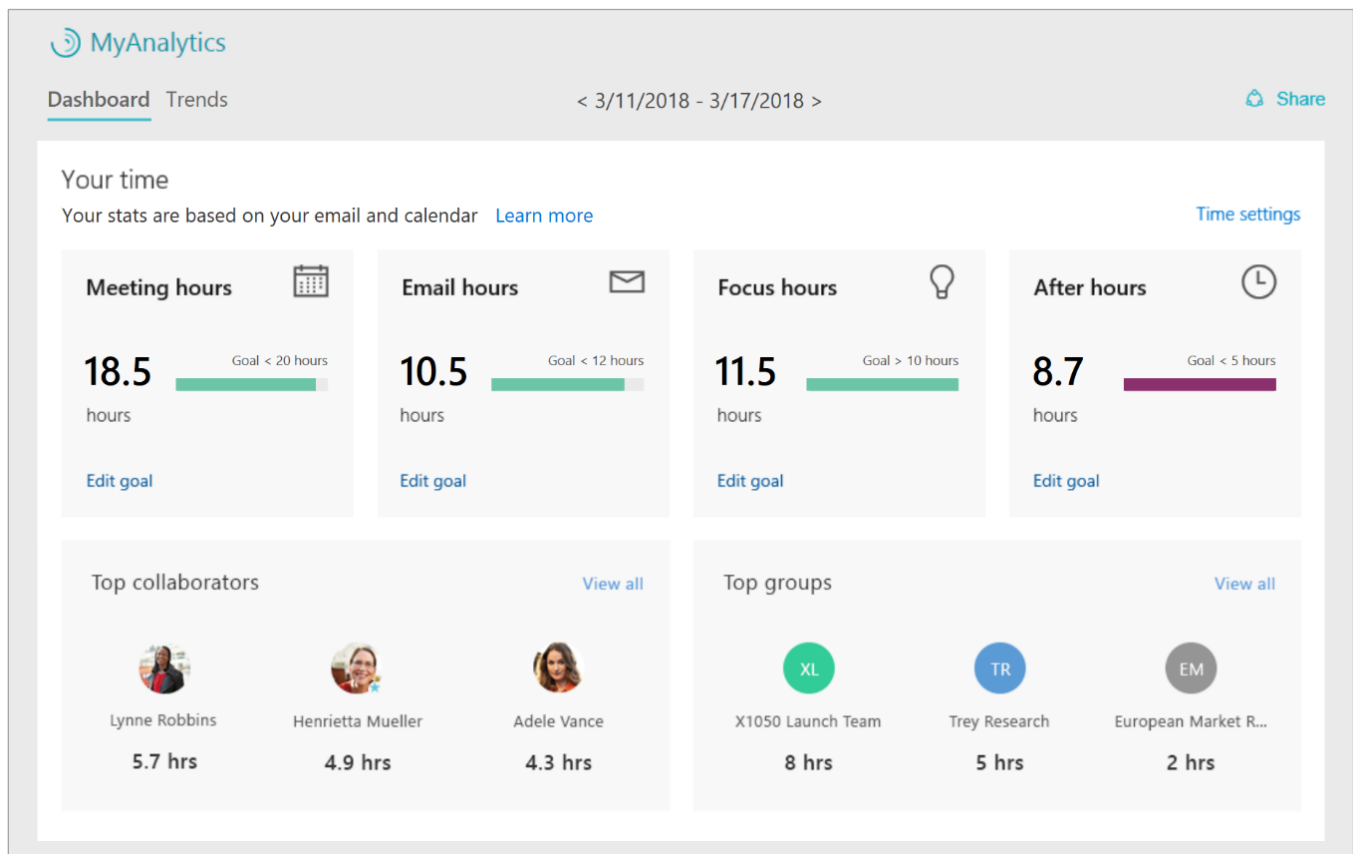
How MyAnalytics works

The three surfaces of MyAnalytics

End users can interact with MyAnalytics surfaces in three different formats, as shown below.

Surface 1: Personal dashboard

The personal dashboard allows users to dive deep into how they spend their time at work. Access it from the Office 365 app launcher.

Surface 2: Outlook add-in

The Outlook add-in gives users tips and tricks on how to work smarter, including reminders about to-do's they may have promised to complete for coworkers over email but forgotten to follow up with.
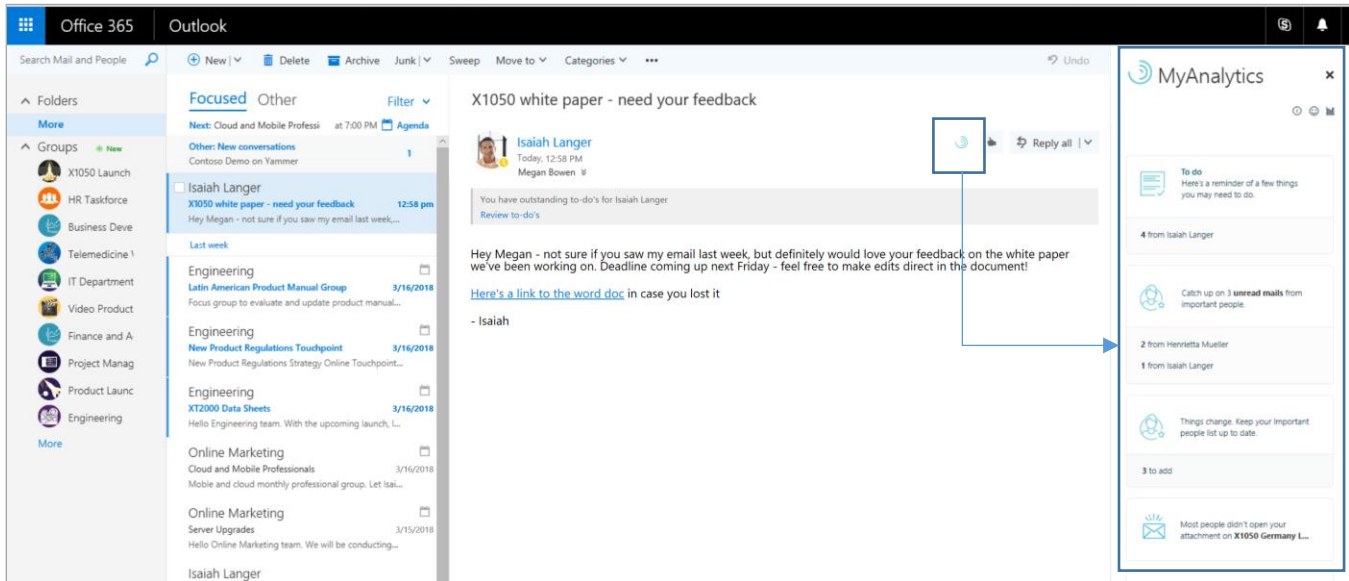
The Outlook add-in can be accessed from the Outlook web application by clicking on the MyAnalytics logo after opening an email, or from the desktop client by clicking on the MyAnalytics logo in the menu bar.

Surface 3: Weekly digest email

Each Monday, MyAnalytics delivers users a weekly digest email that summarizes how they spent their time the previous week. Users can opt out of this email at any time if they prefer not to receive it.
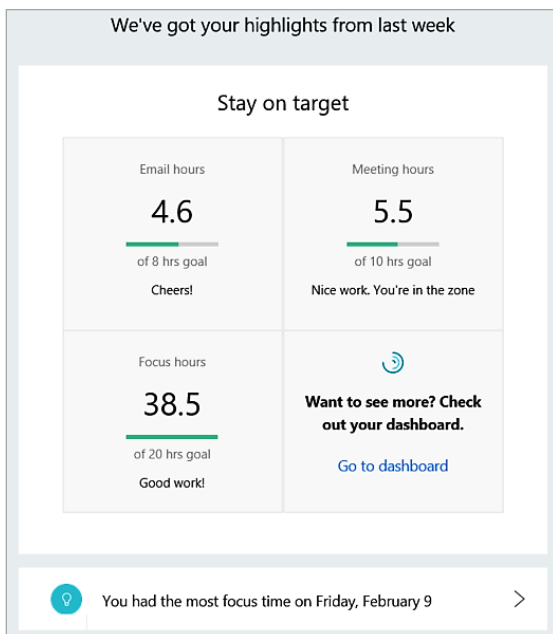
Where MyAnalytics data comes from

MyAnalytics provides insights using two types of data, including:

1. **Mailbox data:** Email and calendar activity that is available in the user's Office 365 mailbox, such as time spent in meetings, emails sent to a specific person, or statements that a user makes in emails

2. **Incremental data:** Data that is unavailable in the user's Office 365 mailbox, but is presented in an aggregated form designed to protect individual privacy
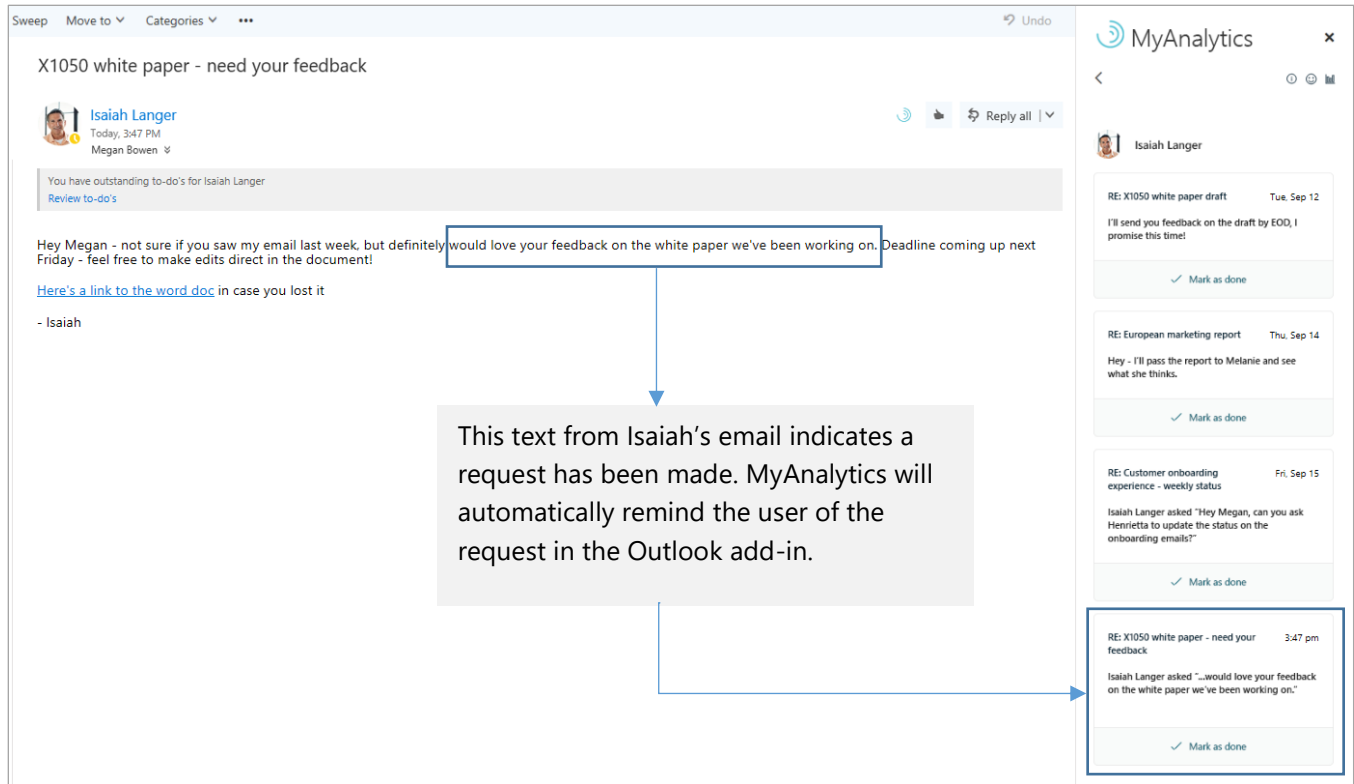
Mailbox data

Mailbox data represents information that end users already have access to simply by going about their job—sending emails, arranging meetings, or chatting with coworkers. MyAnalytics processes and displays this information in new ways that make it *actionable*.

For example, MyAnalytics provides views that allow users to quickly understand how much time they spend in meetings, how much time they spend in email every day, who they collaborate with the most, who they are losing touch with, and to whom they have made commitments and requests. Users can take action on this information—they might decide that they spend too much time in meetings, for example, and adopt a personal goal of running more efficient and effective meetings.

These insights are derived from data that is *already available* to the user in their mailbox. MyAnalytics simply applies some basic calculations and rules to make that data more actionable. Mailbox data is processed and stored directly in each end user's Exchange Online mailbox, rather than extracted to an external location.

For example, if users want to determine which colleagues sent them the most email over the past week, they could technically do so without MyAnalytics by manually counting emails from coworkers in their inbox. Similarly, users could determine their coworkers' average response time to the emails they send using timestamp information readily available in their mailbox. MyAnalytics saves users the trouble of having to perform these tedious calculations.
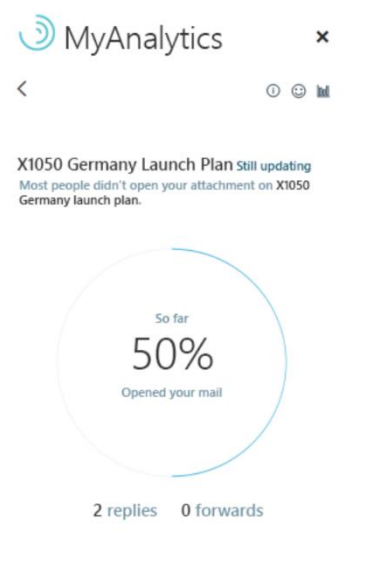
In some cases, MyAnalytics may execute more advanced calculations using machine learning. For example, the MyAnalytics Outlook add-in surfaces "commitments" that remind users of tasks they promised to complete for a coworker and tasks that coworkers requested of them. MyAnalytics identifies commitments by processing email text with the goal of finding keywords and phrases that indicate a promise or request has been made. This information is readily available to users in their Exchange inbox; MyAnalytics simply makes it easier to track and act on it so that important to-do's are not left undone. Content from emails searched is not extracted in any way from the end user's Exchange Online mailbox as part of this process.

This text from Isaiah's email indicates a request has been made. MyAnalytics will automatically remind the user of the request in the Outlook add-in.

Incremental data

In two cases, MyAnalytics provides users with *deidentified* information on other users that would not have otherwise been available to them. Both are described below.

Feature	Details	Screenshot
Company averages (displayed in the personal dashboard)	For the Meeting hours, Email hours, Focus hours, and After hours metrics, MyAnalytics shows users how they compare with the company average. To protect other users' privacy, this metric will not show if the user's organization has fewer than 5 people. It is available only in aggregated form—there is no "drill-down" to see other individuals' data. To calculate these averages, metadata from individual user profiles is extracted to a transient store within the Exchange compliance boundary, where it is then processed to produce an average calculation before being distributed to each user's mailbox. All data in the transient store is deleted after 14 days.	Meeting hours ⓘ 📅 **12.5** -9.5▼ hours **10 hours** company average **4.5 hours** you scheduled **8 hours** others scheduled (chart: actual / goal over Weeks, Hours 0–25)
Email read rates (displayed in the Outlook add-in)	For emails that a user sends to 5 or more people, MyAnalytics will track the percentage of recipients who opened the message. If the message is sent to fewer than 5 people, MyAnalytics will not track read rates in order to preserve end-user privacy. In addition, MyAnalytics will not show read rates of 0% or 100%, as that would allow users to make definitive conclusions about individual coworker actions. Instead, the read rate will render as "Low" or "High." This metric is calculated based on the "read" flag in Exchange Online. For some users, messages may be flagged as "read" when they open a message in the preview pane of Outlook; for others, they may need to double-click to open the message in order to mark it as read. Users can control this setting in the Outlook settings panel. To surface these signals in the sender's mailbox, they are copied to a transient store within the Exchange compliance boundary, and then delivered to the sender's mailbox. All data in the transient store is deleted after 14 days.	🔵 MyAnalytics ✕ ‹ ⓘ ☺ 📊 **X1050 Germany Launch Plan** Still updating Most people didn't open your attachment on X1050 Germany launch plan. So far **50%** Opened your mail 2 replies 0 forwards

Note that users with sensitive profiles can be excluded from incremental data by a system admin (see next section for more details).

Also note that these data points cannot currently be removed; MyAnalytics surfaces cannot be customized for specific tenants.

Administration, licensing, and privacy settings

Assigning licenses to users

E5 licenses

MyAnalytics licenses are available with Office 365 Enterprise E5. Once an E5 license has been assigned, the user will automatically become eligible for MyAnalytics.

E1/E3 licenses

MyAnalytics licenses can also be purchased as an add-on to E1 and E3 seats. To assign MyAnalytics licenses to these users, open their profile and turn on the MyAnalytics license, or use Bulk actions to assign to multiple users simultaneously. Learn more about Office 365 license assignment.

Bulk licensing by country

It is possible to assign MyAnalytics licenses in bulk to users in specific countries, as opposed to assigning them to all users globally.

Privacy settings

MyAnalytics provides flexible and configurable controls, which are designed to enable organizations and their users to address varying legal and policy needs regarding privacy and use of employee data.

When enabling MyAnalytics for the organization, admins can make the following choices:

- **Determine which users have access to MyAnalytics.** Admins can determine which users will access and use MyAnalytics by issuing licenses to only those individual users who should have access ("licensed users").

- **Determine default opt-in settings.** Admins can configure MyAnalytics to be default off, meaning that licensed users must individually opt in to MyAnalytics in order to contribute to incremental data and have access to their dashboard and Outlook add-in. Alternatively, MyAnalytics can be configured to be default on, meaning that licensed users will automatically contribute to incremental data and have access to their dashboard and Outlook add-in, but can subsequently opt out through the Settings menu.

- **Determine which users in sensitive roles should be excluded from incremental data.** Some organizations may have users in sensitive roles who should never contribute to incremental data. To support this, MyAnalytics provides admins with the ability to mark such users as "excluded." Excluded users will not be able to opt in to contribute to incremental data. However, the MyAnalytics experience will still be available to such users provided they are licensed.

Summary of privacy settings

Use the following options to configure MyAnalytics for each user in your organization. You can change these default behaviors for any user by setting the *PrivacyMode* parameter:

PrivacyMode	Licensed user	Unlicensed user
Opt in (default setting)	• Office 365 data is used for aggregated information shown to licensed users • Personal dashboard is available • User cannot opt out (only admin performs that task for user)	• Office 365 data is used for aggregated information shown to licensed users • User can opt out through the Feature settings menu
Opt out	• Office 365 data is not used for aggregated information shown to licensed users • Personal dashboard is not available • User can opt in through the Feature settings menu	• Office 365 data is not used for aggregated information shown to licensed users
Excluded	• Office 365 data is not used for aggregated information shown to licensed users • Dashboard is available • User cannot opt in through the Feature settings menu	• Office 365 data is not used for aggregated information shown to licensed users

Individual opt-out

Individual end users can opt out of MyAnalytics via the Feature Settings menu in the MyAnalytics personal dashboard, as shown here:
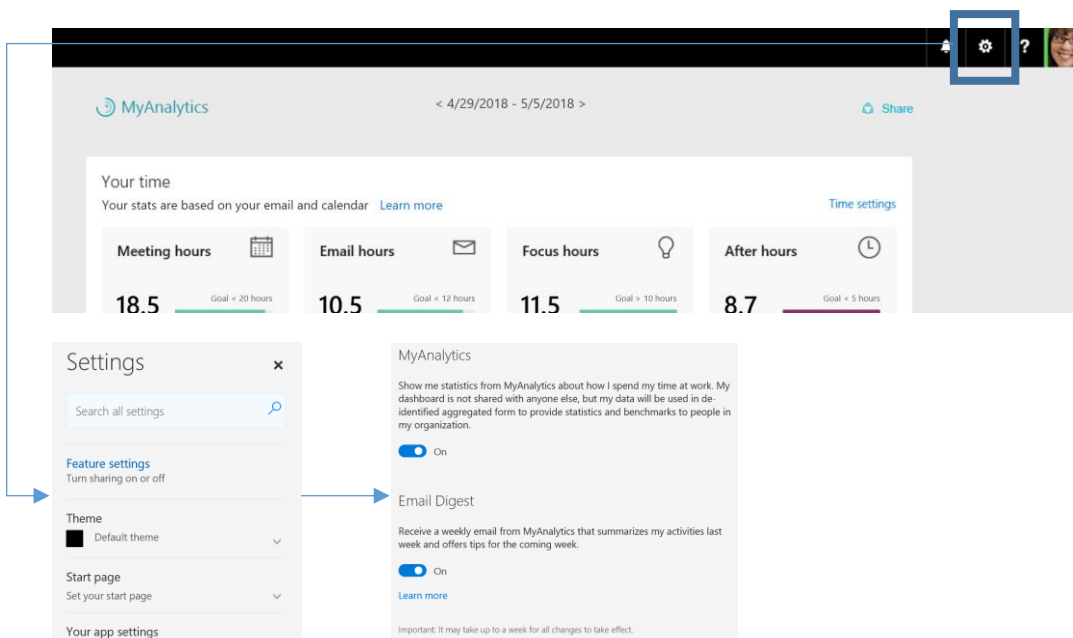
MyAnalytics vs. Workplace Analytics, Delve, and the Microsoft Graph

Microsoft Graph

MyAnalytics, Workplace Analytics, and Delve are first-party applications built on the Microsoft Graph. The Microsoft Graph consists of a set of REST-based API calls that allow developers to interact with the Microsoft technologies that a given organization uses. In order to use these API calls, developers must have specific permissions to access any data they request. Administrators control both the deployment of any Microsoft Graph application, and permissions to access these applications.

The Microsoft Graph cannot be turned on or off globally through an Office 365 Admin Center toggle, but administrators can achieve this in effect by blocking users' ability to install third-party apps or restricting developer access permissions. Learn more about Microsoft Graph.

MyAnalytics vs. Delve

MyAnalytics and Delve are both first-party applications based on the Microsoft Graph, but otherwise they are **separate applications with different use cases.** Delve uses intelligence to help users discover relevant content and people from across their organization. Licensing for both applications is separate, and settings from one will not impact settings for the other.

There may be some confusion around this because, as of summer 2018, the MyAnalytics dashboard still appears in the Delve user interface in Office 365. MyAnalytics will eventually be decoupled from Delve and have its own unique URL. **Note:** Administrators and individual users can disable Delve content discovery functionality without impacting access to MyAnalytics, and vice versa. The personal dashboard and all other MyAnalytics surfaces will remain functional. Learn more about Delve administration.

Also note that MyAnalytics was formerly called "Delve Analytics" but was rebranded in fall 2016.

MyAnalytics vs. Workplace Analytics

While MyAnalytics is an individual productivity tool, Workplace Analytics allows organizations to view aggregated, de-identified collaboration data across employees. The applications are purchased and licensed separately. If a user opts out of MyAnalytics, this will not impact the opt-in status for Workplace Analytics. Learn more about Workplace Analytics.

Employee experience of MyAnalytics – onboarding and beyond

Dashboard + Outlook add-in availability

Within one to three days of a MyAnalytics license being assigned to a user (either as part of an overall E5 license or as an E1/E3 add-on license), the user's MyAnalytics dashboard and Outlook add-in will become available. You can validate that the add-in is installed for your users.

Welcome email

To notify users that their dashboard and Outlook add-in have been enabled, MyAnalytics delivers a welcome email within three days of license assignment (example on the right). The email introduces users to the application and contains messaging around privacy.
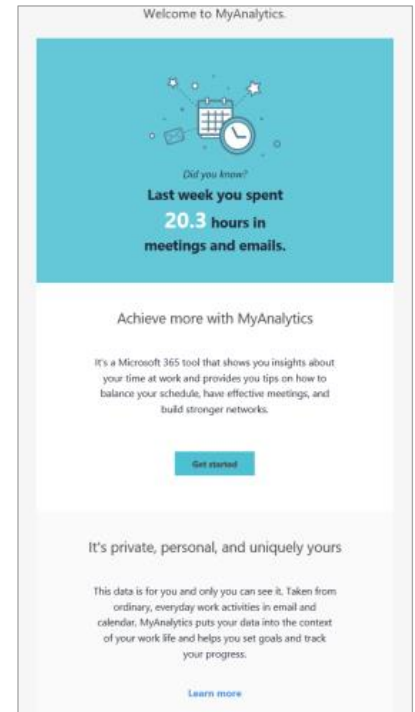
Weekly digest email

The first Monday after the welcome email has been delivered, users will begin to receive the weekly digest email. See the "How MyAnalytics works" section for an example of this email.

Trials, training, and employee communication

Trials

Customers can trial MyAnalytics using an E5 trial, or by adding a MyAnalytics trial to an existing E1/E3 account. To enable your trial, sign in to Office 365 as a global administrator or billing administrator, navigate to Admin Center → Billing → Purchase Services, and then hover over the Office 365 Enterprise E5 or Microsoft MyAnalytics card. Click **Start free trial**. Your trial will default to a maximum of 25 users for 30 days, which can be extended by contacting your Microsoft account representative.

Training

The average MyAnalytics user typically requires little to no additional training to experience the benefits of MyAnalytics. The onboarding process was designed to ensure that users have a clear understanding of how to leverage the information MyAnalytics provides.

That being said, customers may consider reviewing four resources to get the most out of their MyAnalytics deployment:

- **Insights.office.com.** Discover articles and research on how productivity analytics help people and organizations work smarter.

- **Microsoft Tech Community – Office 365 Analytics blog.** Follow this blog to get regular updates on new MyAnalytics features.

- **MyAnalytics adoption materials + habit resources.** Once the MyAnalytics personal dashboard has become available, use this site to run through MyAnalytics and set norms/goals in an individual or team setting.

- **MyAnalytics support for admins.** This site provides answers to common questions around privacy, metric calculation, and administration.

- **MyAnalytics Sway**. Use this presentation to explain MyAnalytics value to co-workers.

Employee communication

For customers interested in introducing MyAnalytics to employees prior to their licenses being activated, use this page to build your communication plan.

How MyAnalytics abides by four foundational principles of the Microsoft Trusted Cloud

Microsoft built its Trusted Cloud with four foundational principles in mind: security, privacy, compliance, and transparency. Below, we explain how MyAnalytics supports each of these principles.

Security

MyAnalytics data resides in the same location as each user's Exchange Online mailbox, supporting the same data security measures as Office 365 overall. Microsoft has robust policies, controls, and systems built into Office 365 to help keep your information safe. Office 365 is designed on the principles of the Security Development Lifecycle, a mandatory Microsoft process that embeds security requirements into every phase of development.

Microsoft-managed service-level security technologies and policies are enabled by default, and customer-managed controls allow you to customize your Office 365 environment to fit your organization's security needs. Office 365 is continuously updated to enhance security.

Privacy

Microsoft privacy protections are focused on ensuring *appropriate use* of personal data. As is the case with security, MyAnalytics also abides by the same privacy protocols as Office 365 overall. Data you put into Office 365 belongs to you, which means you have complete control of it. We give you extensive privacy controls and visibility into where your data resides and who has access to it, as well as availability and changes to the subscription service.

Compliance

To help organizations comply with national, regional, and industry-specific requirements governing the collection and use of individuals' data, Office 365 offers the most comprehensive set of certifications and attestations of any cloud service provider. With tools like Compliance Manager, you can track, assign, and verify your organization's regulatory compliance activities with respect to Microsoft cloud services.

GDPR

As is the case with the full Office 365 suite, MyAnalytics helps support your compliance with GDPR requirements. Learn more about GDPR compliance.

Transparency

Microsoft believes that you have a right to as much information as possible about how we handle your data in the cloud. We provide you with clear explanations about where your data is stored and how we help secure it, as well as who can access it and under what circumstances. You have access to information about the strong measures we take to help protect your data from inappropriate access or unauthorized use. These operational processes

and controls are backed by the Online Services Terms, which offer contractual commitments that govern access to your customer data.

Microsoft engineers do *not* have default access to your customer data in the cloud. Instead, they are granted access, under management oversight, only when necessary (such as when requested by customers for service improvements). That access is carefully controlled and logged, and revoked as soon as it is no longer needed.

Conclusion

MyAnalytics is a manifestation of a broader trend in the global economy: the move towards digitizing information in the world around us so that we can track results more accurately, automate mundane tasks, uncover hidden insights, and more. By embracing technologies like MyAnalytics now, your employees can focus less on administrative tasks, unproductive meetings, and other mundane processes, and get back to what humans do best: creating, innovating, and achieving.