

EXPERTS LIVE KENYA

26TH JULY 2024
NAIROBI, KENYA



Unveiling The Power of Microsoft Purview for Data Security

Kelvin Ngware | www.kevoh.ninja

14x Microsoft Certified | Azure Kenya User Group





Agenda

- Why Data Security is so important today
- How to get started
- Microsoft Purview Overview
- Microsoft Purview Demo
- Conclusion
- Q&A

Why is Data Security so important today?

Data is the new GOLD



Global Data Protection Laws

71%

COUNTRIES WITH
LEGISLATION

9%

COUNTRIES WITH
DRAFT LEGISLATION

15%

COUNTRIES WITH
NO LEGISLATION

5%

COUNTRIES WITH
NO DATA

SELECT A COUNTRY

SELECT A REGION

DOWNLOAD FULL DATA

Data Protection and Privacy Legislation Worldwide



Data Protection Act 2019



Data Protection and Privacy Act 2019



Protection of Personal Information Act 2013

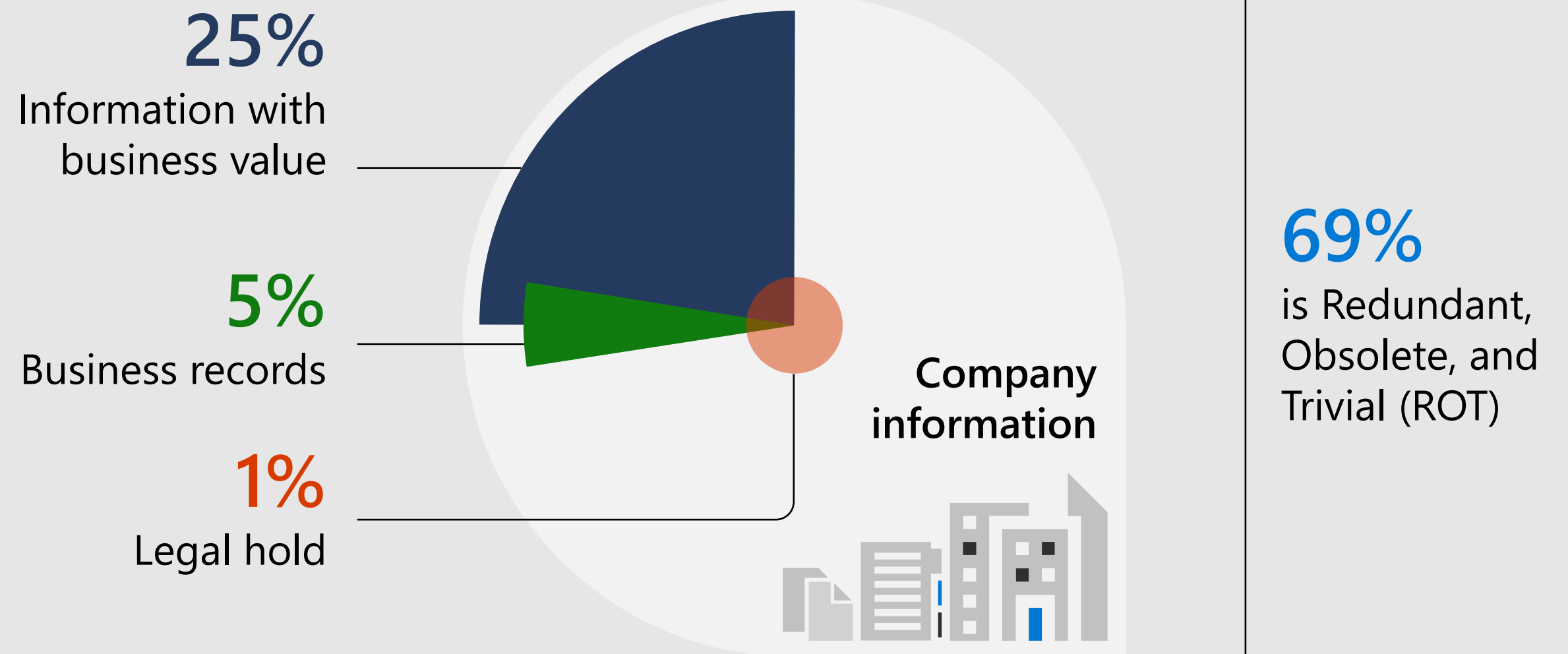
Source: UNCTAD, 14/12/2021

Data hoarding is the new threat

Keep-everything disarray

A global entertainment company paid up to \$XM over employees' hacked data, including social security numbers, salary details, and medical records.

*One of the former employees who had left the company for **more than 10 years** alleged that her sensitive personal information had been leaked and would be exposed to identity theft for years to come.*



Source: OCEG

Where do we start?



Microsoft Purview



Data security

- ✓ Data Loss Prevention
- ✓ Information Protection
- ✓ Insider Risk Management
- ✓ Adaptive Protection



Data governance

- ✓ Data Catalog
- ✓ Data Insights
- ✓ Data Map



Risk & compliance posture

- ✓ Data Lifecycle Management
- ✓ E-discovery & Audit
- ✓ Records Management
- ✓ Communication Compliance
- ✓ Compliance Management

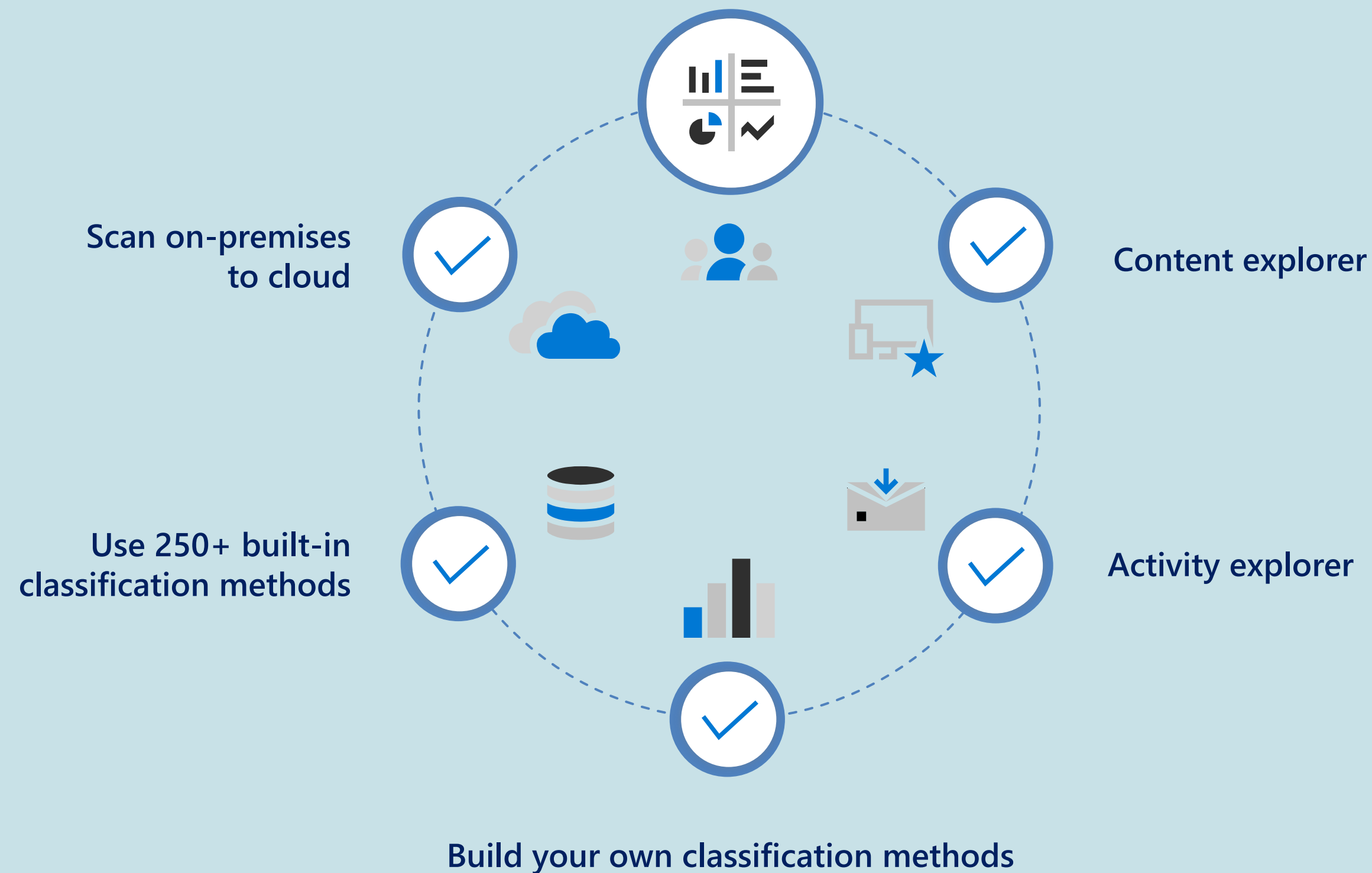
A unified platform to consistently secure, govern, and manage compliance of data end-to-end



How does Microsoft Purview Protect Organization data?

Flexible options to know your data

Understand what's sensitive, what's business critical & across your environment



Know your Data - The WHAT!!

Microsoft Purview

New Microsoft Purview portal

Kelvin Ngware

If your role group permissions are restricted to a specific set of users, you'll only be able to view activities for those users. [Learn more about role group permissions.](#)

[View role groups](#)

Review activity related to content that contains sensitive info or has labels applied, such as what labels were changed, files were modified, and more. Label activity is monitored across Exchange, SharePoint, OneDrive, and endpoint devices. Support for more locations is coming soon. [Learn more](#)

Built-in filters [Reset](#) [Filters](#)

Date: **7/1/2024-8/1/2024** Activity: **Any** Location: **Any** User: **Any** Sensitivity label: **Any**

Chart time zone: (UTC+03:00)

Legend:

- DLP rule matched
- File created on removable media
- File renamed
- Archive created
- Label applied
- DLP rule undo

Export Refresh 1942 items Customize columns

Activity	File	Location	User	Happened	Policy	Rule
<input type="checkbox"/> File renamed	C:\Users\...efing-Kit.zip	Endpoint devices	...	Jul 31, 2024 9:37 PM		
<input type="checkbox"/> Archive created	C:\Users\...ible (1) 1.zip	Endpoint devices	...	Jul 31, 2024 9:27 PM		
<input type="checkbox"/> DLP rule matched	Message Body',invite.ics	Exchange	...	Jul 31, 2024 1:37 PM	DataSecurityCheck...	datasecuritycheckd...
<input type="checkbox"/> File renamed	C:\Users\...agement-v6.5.zip	Endpoint devices	...	Jul 30, 2024 8:23 PM		
<input type="checkbox"/> DLP rule matched	Message Body	Exchange	sap@mailsap.com	Jul 30, 2024 6:32 PM	DataSecurityCheck...	datasecuritycheckd...

Protect sensitive data

Microsoft Purview Information Protection

Discover and classify data at scale using **automation and machine-learning**

Safeguard data throughout its lifecycle with labeling and encryption **built into** productivity tools

Extend the protection experience across environments to protect data wherever it lives

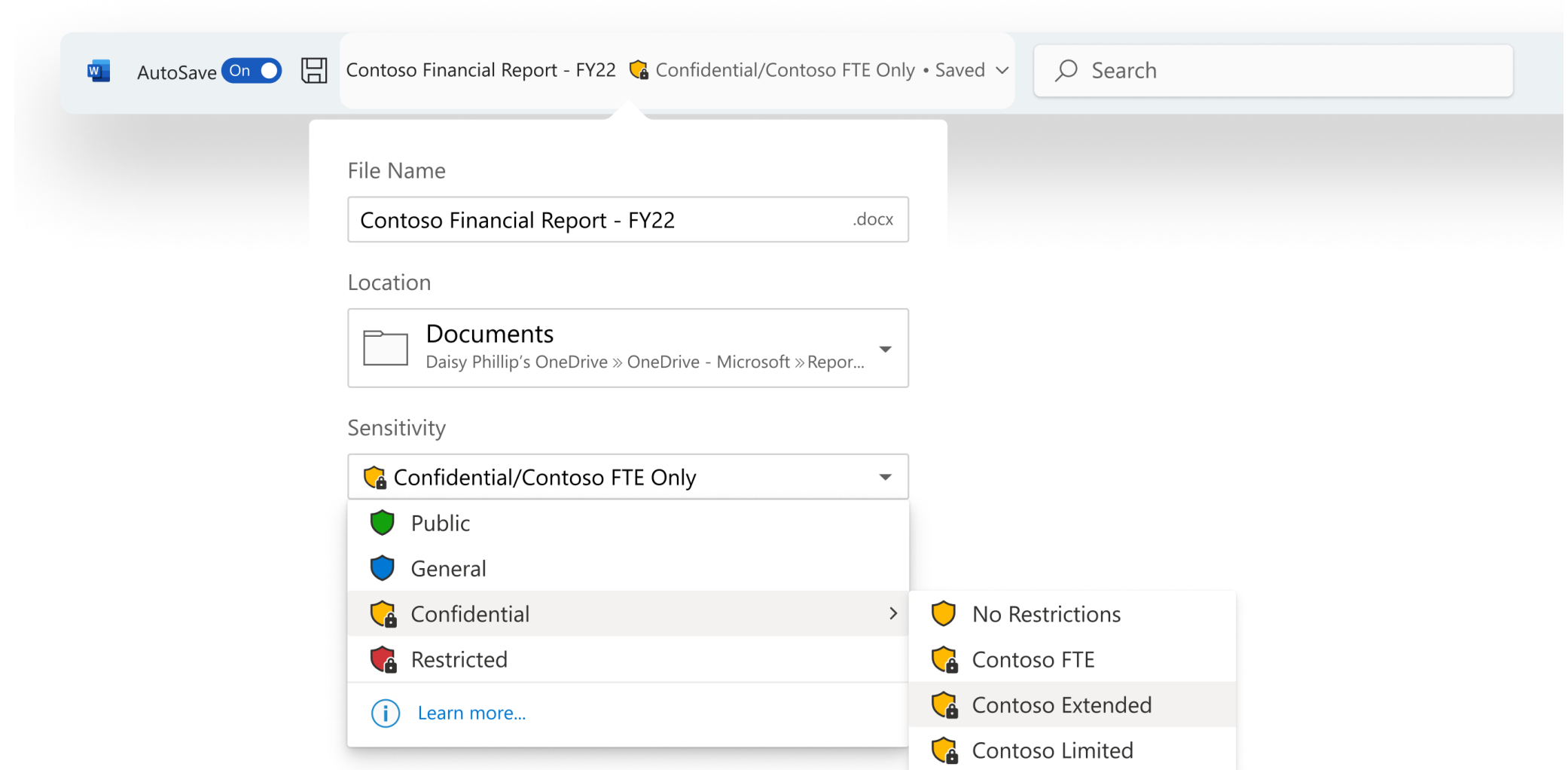
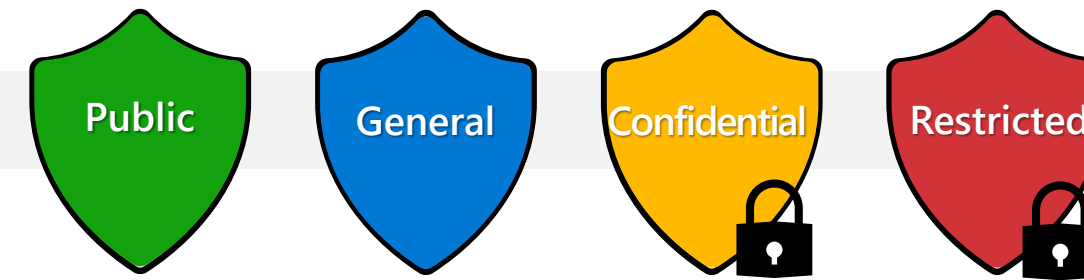


Sensitivity
Labels

Sensitivity labels span your entire data estate

They are a representation of your information taxonomy.

They describe the priority assigned to your categories of sensitive information.



POWERFUL CONTROLS THAT ENSURE LABELS ARE APPLIED WHERE NEEDED
Apply labels by default, make them mandatory, prevent label downgrades

Manage insider risks

Microsoft Purview Insider Risk Management

Identify hidden risks with hundreds of ***built-in machine-learning models*** and indicators, requiring no endpoint agents.

Expedite mitigation with **enriched investigations and adaptive protection** that enforce controls dynamically.



Insider Risk
Policies

Prevent data loss

DLP
Policies

Microsoft Purview Data Loss Prevention

Cloud native with built-in protection in Microsoft 365 apps, services, and windows endpoints - **no on-premise infrastructure or agents needed**

Balance **protection and productivity** with granular policy controls and manage DLP policies all workloads from a single location

Leverage **classification and user activity insights** to better inform DLP policies and benefit from an integrated incident management

Protect your Data - DLP

Microsoft Defender

Search

Kelvin Ngware

Incidents > DLP policy (PCI-DSS-Exchange Online) matched for email with subject (new customers) involving one user

DLP policy (PCI-DSS-Exchange Online) matched for email with subject (new customers) inv...

Medium | Active | hello@kevoh.ninja | External user risk

Attack story | Alerts (1) | Assets (1) | Investigations (0) | Evidence and Response (0) | Summary

Alerts

May 21, 2024 11:36 PM • New
DLP policy (PCI-DSS-Exchange Online) matched for email with subject (new customers)
Kelvin Ngware

Incident graph

Layout Group similar nodes

new customers

hello@kevoh.ninja

hello

Communication Association

DLP policy (PCI-DSS-Exchange Online) mat...

What Happened

Kelvin Ngware sent an email with subject "new customers" with sensitive content.

Policy description

Create a custom policy from scratch. You will choose the type of content to protect and how you want to protect it.

View policy (tab out)

Related events

Event	User	Time detected	Location
Sensitive info in email with subject 'new c	hello@kevoh.ninja	May 21, 2024 11:36 ...	Exchange

Policy details

DLP policy matched

PCI-DSS-Exchange Online

Rule matched

PCI-DSS-Exchange OnlineRule

Sensitive info types detected

Credit Card Number (10, High)

Trainable classifiers detected

None

Actions taken

BlockAccess, NotifyUser, GenerateAlert

User override policy

No

Override justification text

None

Sensitive info detected in

Message Body

Sensitive information type

Info type	Matches	Confidence level
Credit Card Num...	10	85

Other conditions matched

Condition	Matched value
Content is shared from Microsoft 365	IncludeExternalUsers

Sensitivity: Business - General



Microsoft Purview Data Lifecycle Management

Intelligent and built-in information and records management

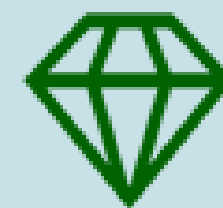
GOVERN
YOUR DATA

Automatically retain, delete, and store
information and records in a compliant manner



Data Lifecycle Management

Manage risk and liability by
only keeping what you need
and deleting what you don't
across your entire digital estate

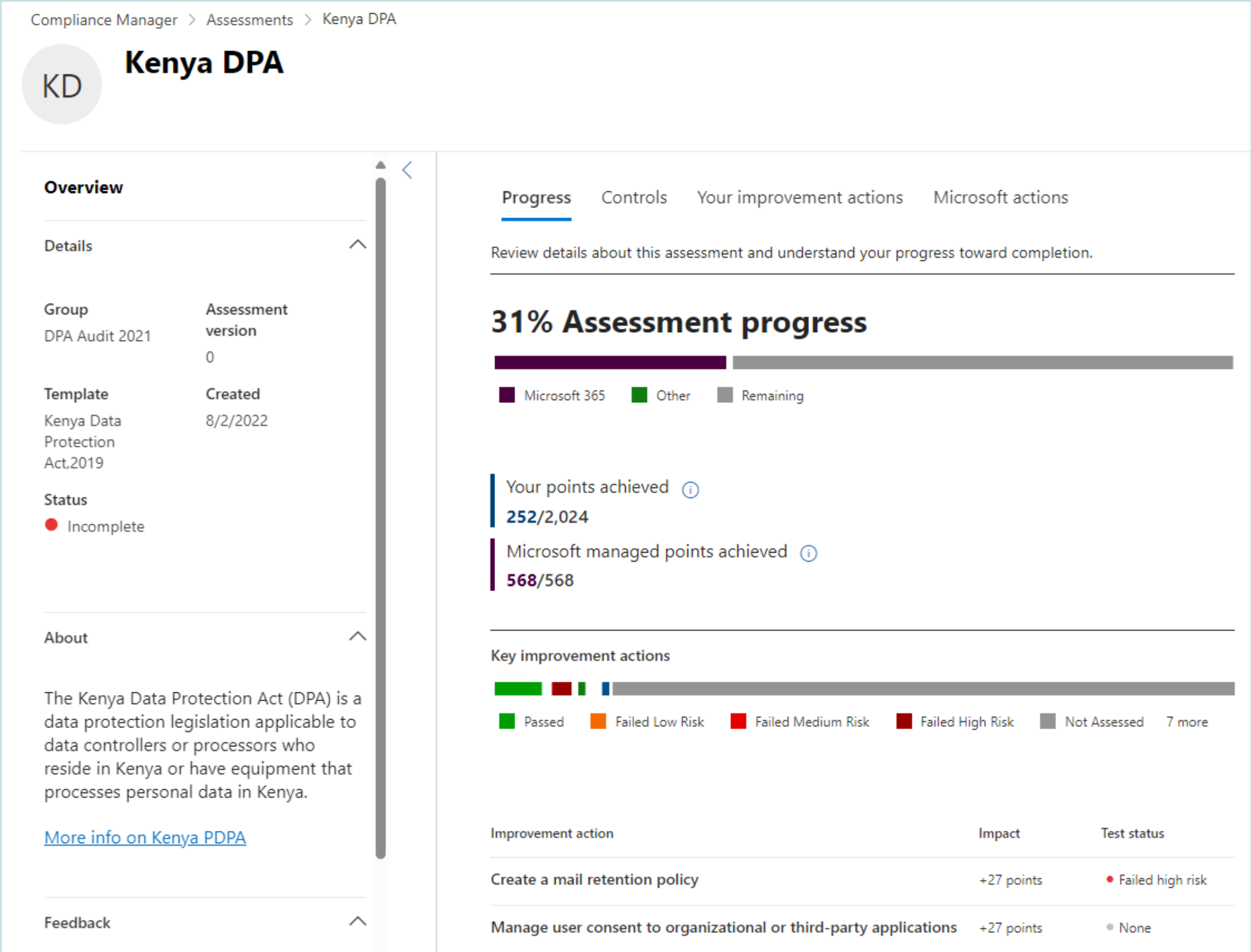


Records management

Manage high value content following
the specialized workflows required to
meet legal, business, or regulatory
recordkeeping obligations

Microsoft Purview Compliance Manager – Kenya Data Protection Act

- Manage **end-to-end compliance** from easy onboarding to control implementation
- **Recommendations** for improvement together with **implementation guidance**
- **Simplify compliance** with continuous assessments, automated control mapping, and a compliance score



Microsoft Purview for Kenya Data Protection Act Assessment

Microsoft Purview

Home

Compliance Manager

Data classification

Data connectors

AI Hub (preview)

Alerts

Policies

Roles & scopes

Trials

Solutions

Catalog

App governance

Audit

Content search

Communication compliance

Data loss prevention

eDiscovery

Data lifecycle management

Information protection

Information barriers

Insider risk management

Compliance Manager > Assessments > Kenya DPA > Apply sensitivity labels to protect personal data

Apply sensitivity labels to protect personal data

Save Save and close Cancel Edit details Export testing history

Owner ①

Implementation status

Test status ①

Service

Testing type

Testing source ①

Assign owner ▾

✔ Implemented

✔ Passed

Microsoft 365

Manual

User verified

Details

Evidence

Related controls

How to implement

Microsoft recommends that your organization classify and protect personal data through the use of sensitivity labels. When applying a sensitivity label to an email or document, any configured protection settings for that label are enforced on the content. Sensitivity labels can be used to automatically encrypt data in transit and create visual markings that include headers, footers, and watermarks. They can also help you categorize personal data so that you can protect it from illicit access, and it makes it easier to investigate discovered breaches.

How to Use Microsoft Solutions to Implement

Your organization can use **Microsoft Information Protection** "Sensitivity labels" within "Microsoft 365 Compliance Center" to classify and protect personal data. Select **Launch Now** to create and manage sensitivity labels and policies in the "Microsoft 365 compliance center". You can configure automatic classification policies for Office files (e.g., PowerPoint, Excel, Word, etc.) and Microsoft 365 services like OneDrive, SharePoint Online, and Exchange Online. You can also use [PowerShell](#) to create and configure sensitivity labels and policies.

Prerequisites and licensing requirements

[Subscription and licensing requirements for sensitivity labels](#)

Launch Now

Learn More [Learn about sensitivity labels](#)

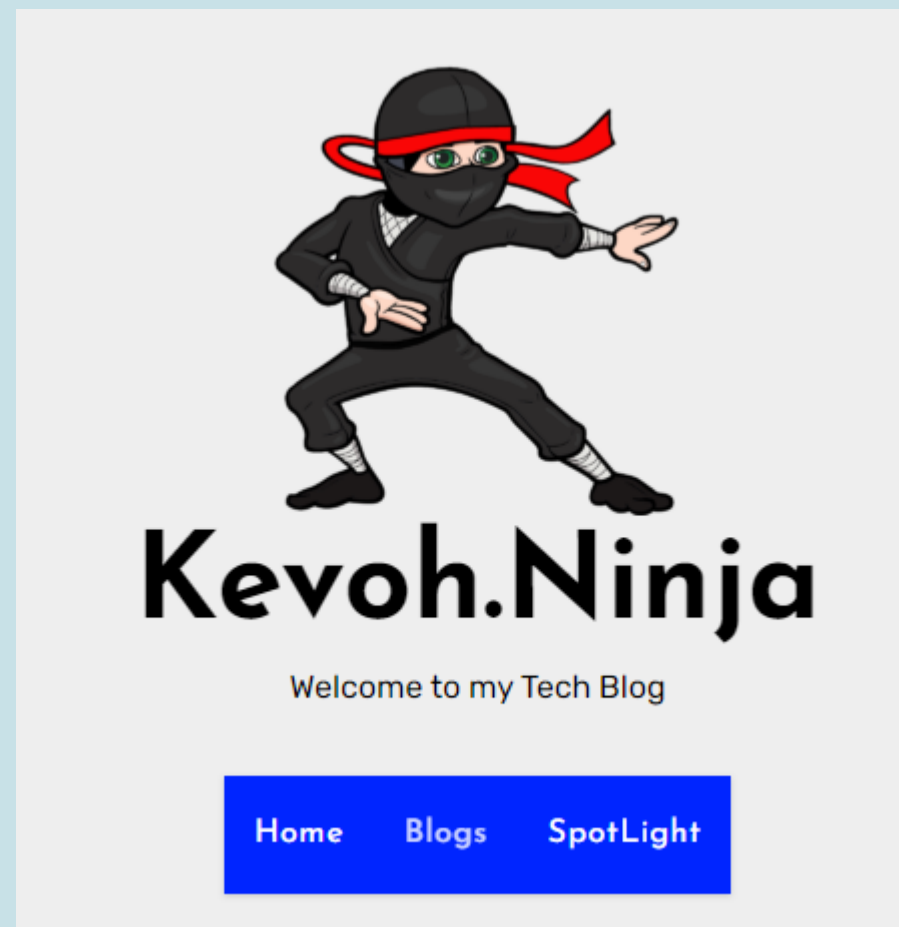
How v

Related Controls	Control ID	Regulation
<input type="checkbox"/> Security measures on integrity and confidentiality of pe...	19(1)	SA POPIA
<input type="checkbox"/> Security measures on integrity and confidentiality of pe...	19(2)	SA POPIA
<input type="checkbox"/> Access To Personal Data	72(3)	Kenya Data Protection Act
<input type="checkbox"/> Data Protection Safeguard	41(1)	Kenya Data Protection Act
<input type="checkbox"/> Safeguard Validation	41(4)(e)	Kenya Data Protection Act
<input type="checkbox"/> Access Control- Media classification	9.6.1	PCI DSS
<input type="checkbox"/> Mask- PAN Number	3.3	PCI DSS
<input type="checkbox"/> Implement safeguards for processing of personal data	32	Botswana Data Protection Act

Sensitivity: Business - General

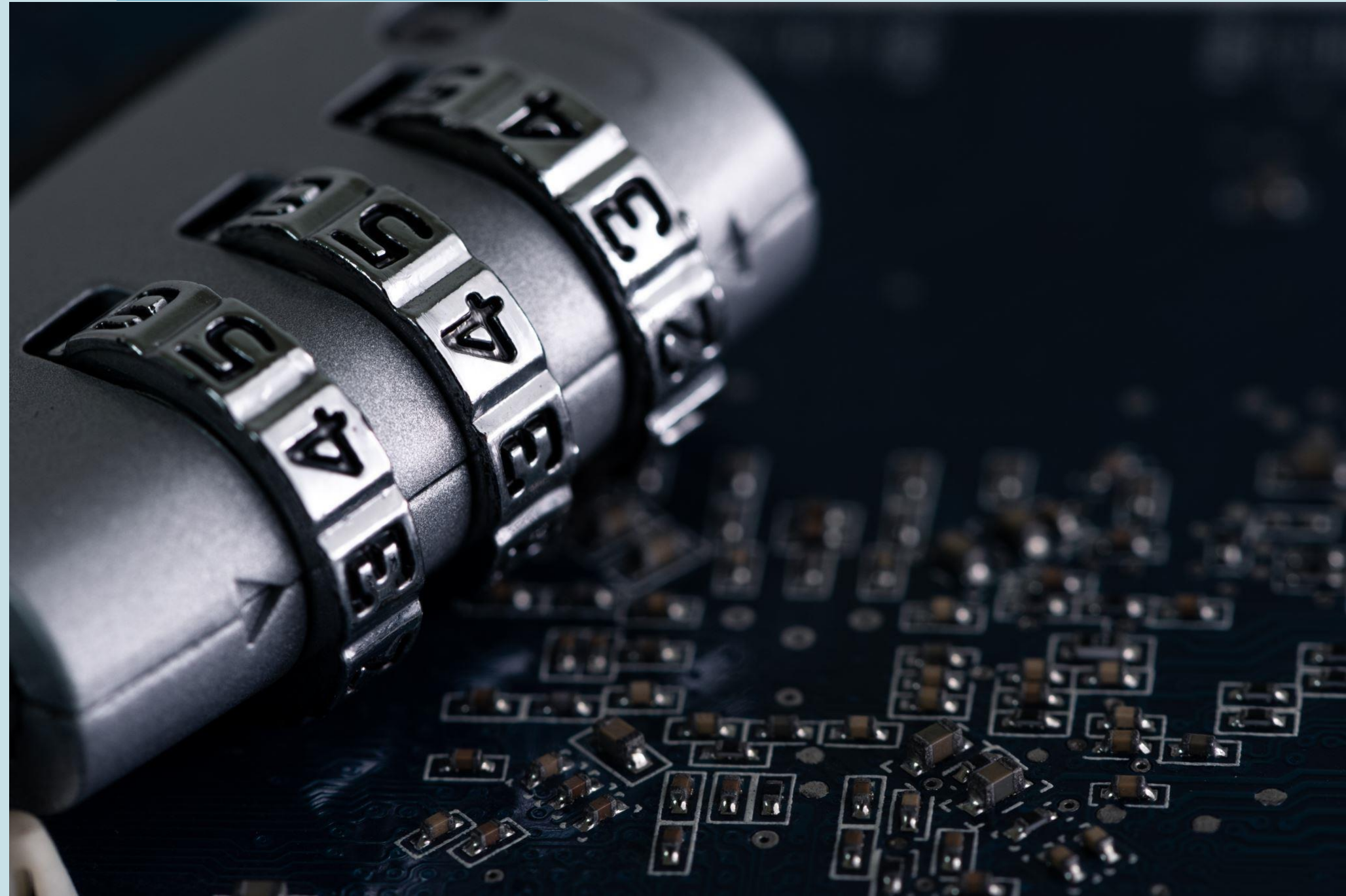
Microsoft Purview Demo

Visit my blog www.kevoh.ninja/blogs to experience more on Microsoft Purview



Conclusion

- ✓ Regulations are increasing around the world
- ✓ Data security is of top priority
- ✓ Microsoft Purview for your Data Security needs!



Session Feedback

Session Track: Security

Session Name: Unveiling the power of Microsoft

Purview for Data Security

Experts Live KE 2024 Attendee
Feedback



THANK YOU

Kelvin Ngware

Technical Consultant

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