



Where's my data?

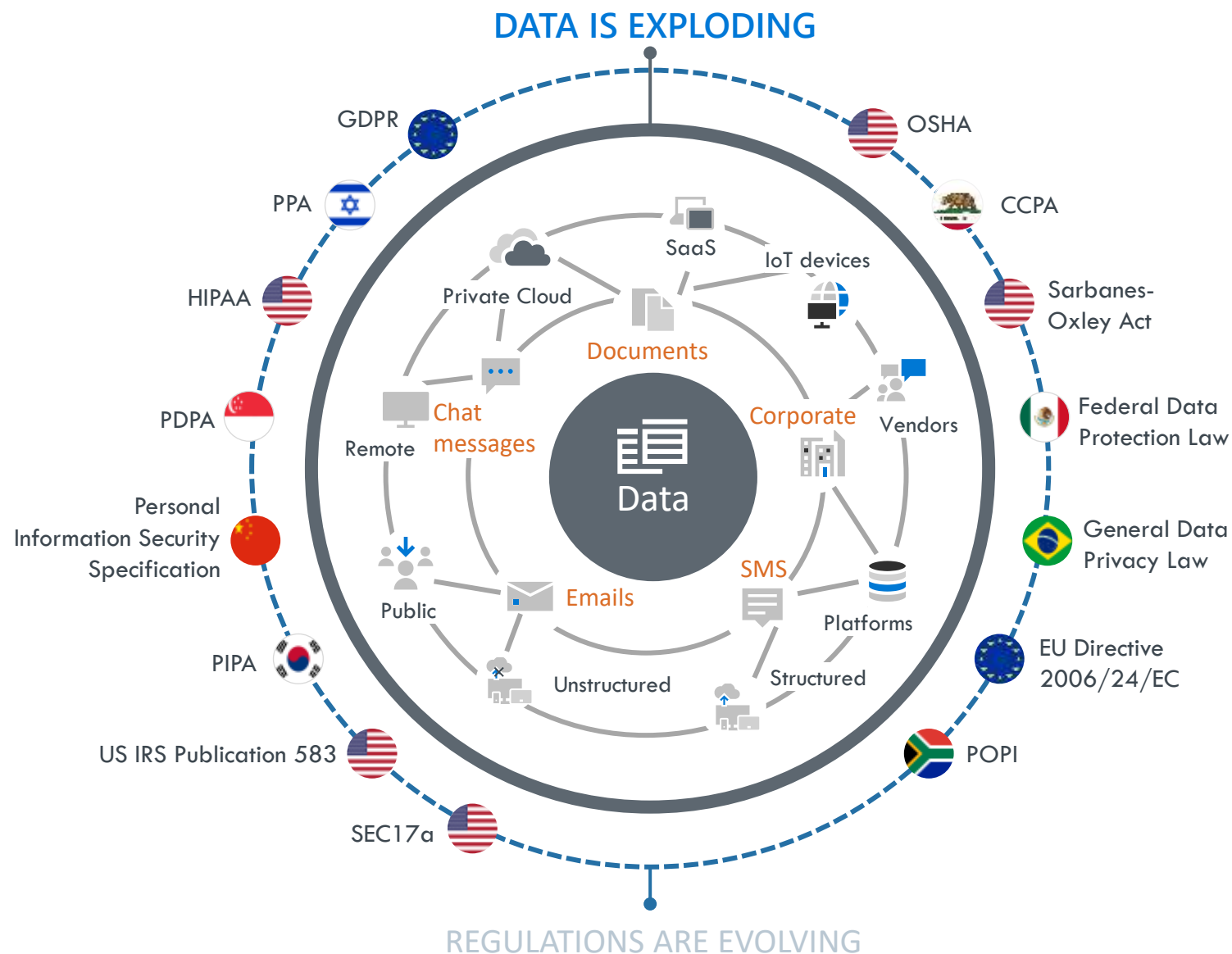


Question:

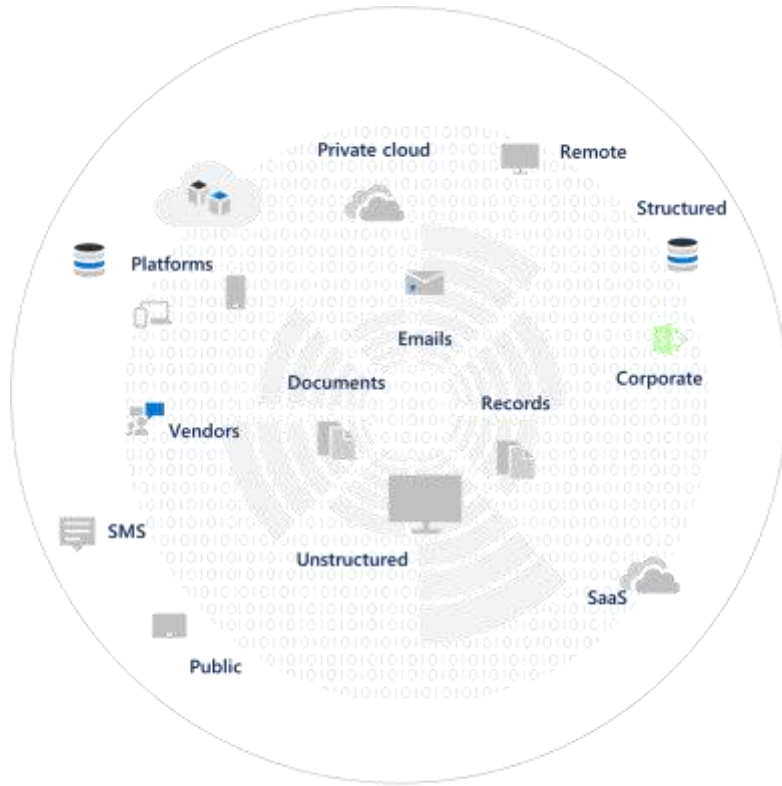
Do you know where your sensitive data is today?

How do we take the strain off our end users to maintain compliance?

Discovering and managing data is challenging



Discovering and managing data is challenging



Data is exploding



Regulations are increasing



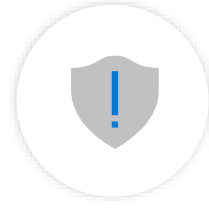
Risks are compounding



Information Protection & Governance

Protect and govern data
wherever it lives

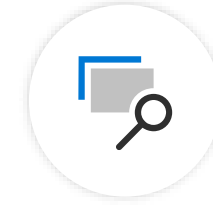
- Auto classification and Retention
- Supervision for monitoring comms
- Event based triggers for IG
- Label analytics
- Trainable ML classifiers
- Regulatory record



Insider Risk Management

Identify and take action on
critical insider risks

- Auto classification and Retention
- Supervision for monitoring comms
- Event based triggers for IG
- Label analytics
- Trainable ML classifiers
- Regulatory record



Discover & Respond

Quickly investigate and respond
with relevant data

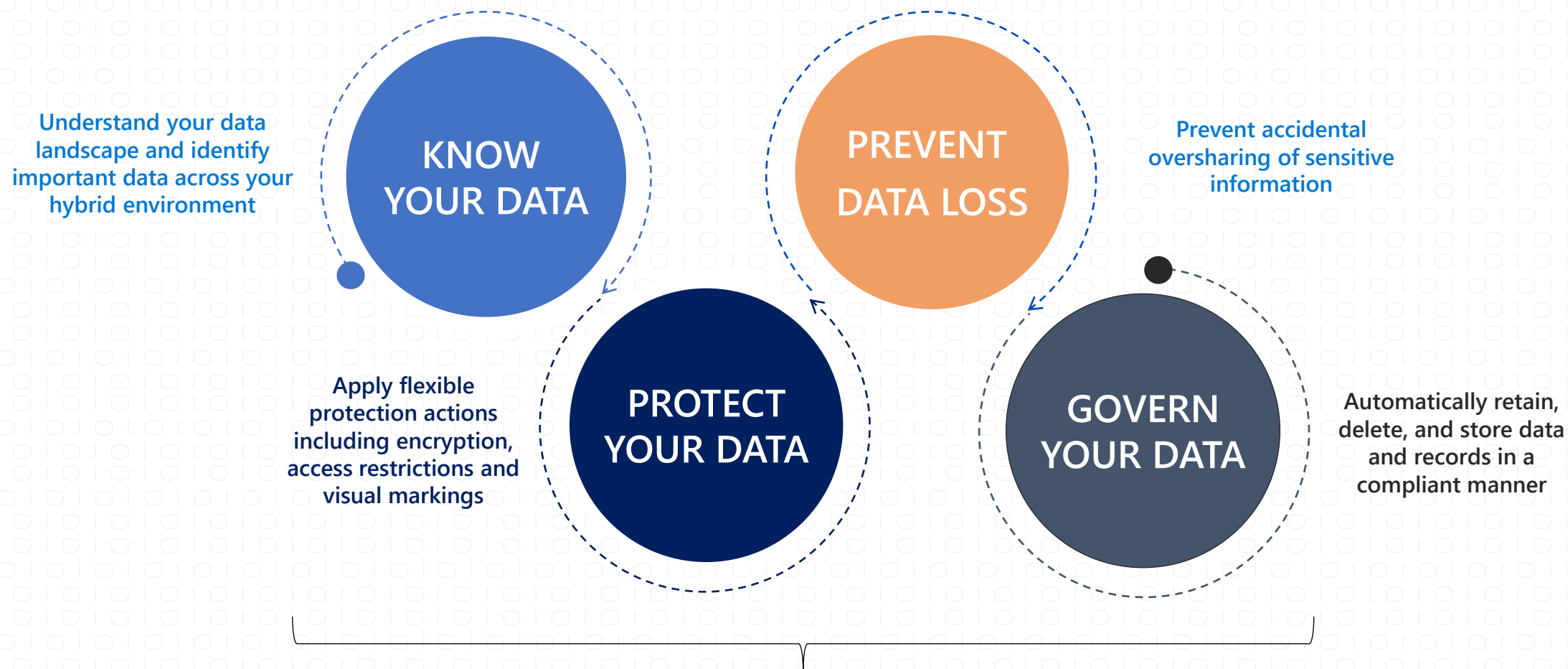
- Advanced eDiscovery
- Custodian management
- Deep indexing
- Redaction
- Optical character recognition
- Data themes
- Near-duplication



Compliance Management | Simplify compliance and reduce risk

Information Protection & Governance

Protect and govern data – **wherever** it lives

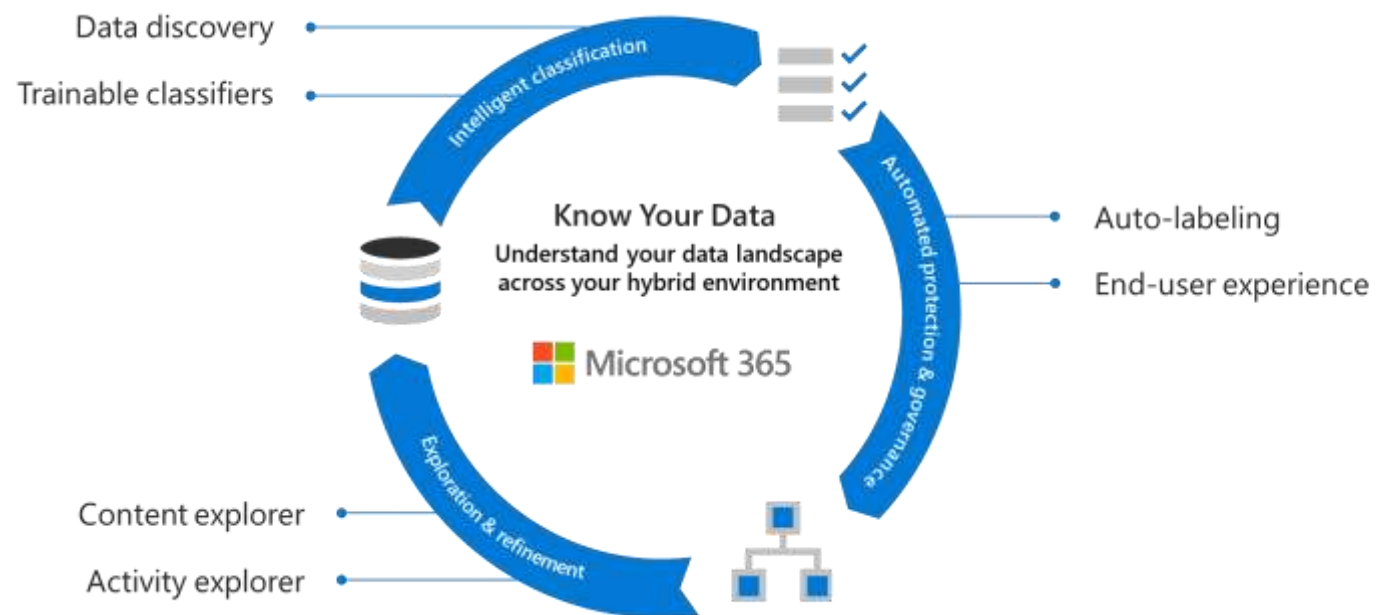


Powered by an intelligent platform

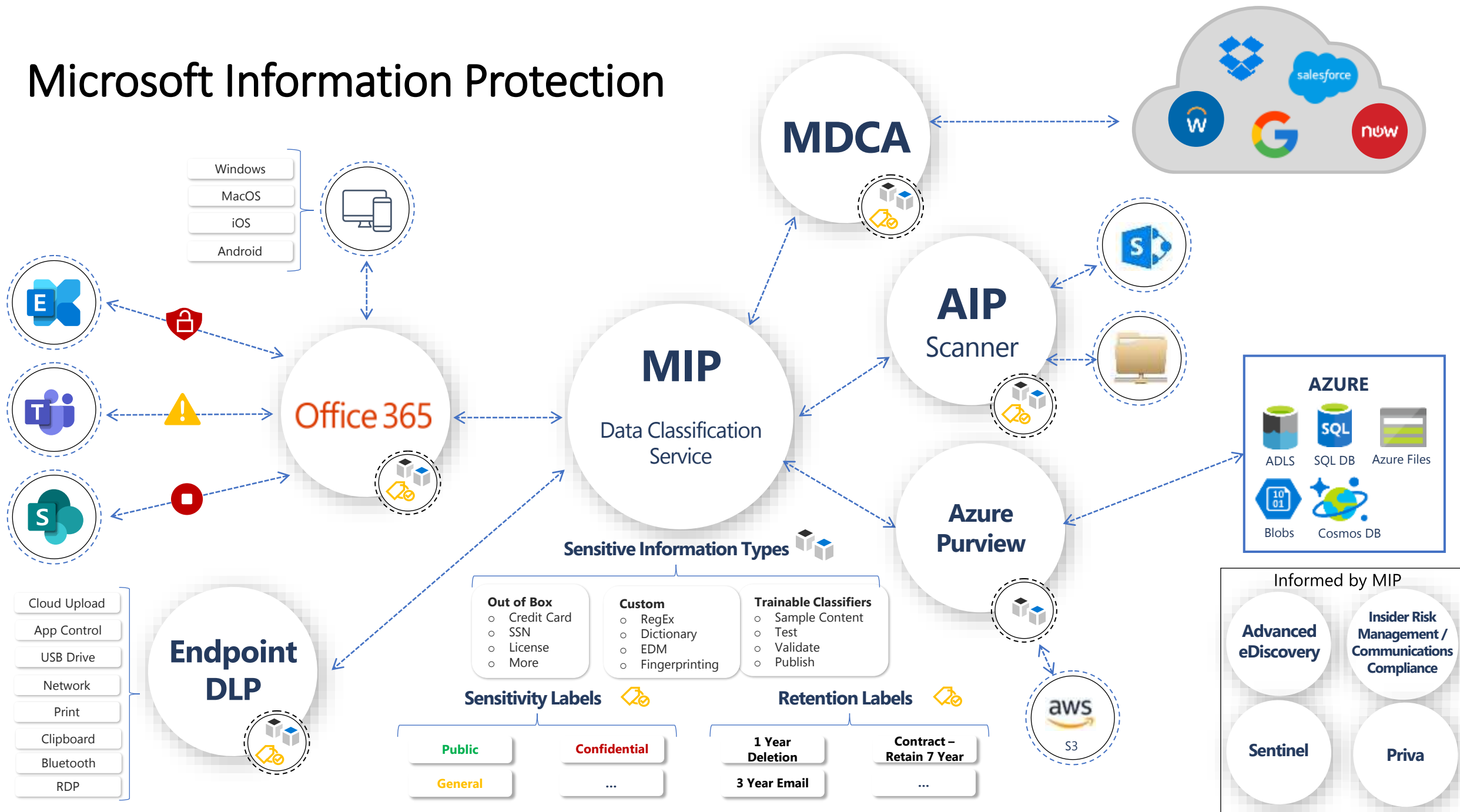
Unified approach to automatic data classification, policy management, analytics and APIs



Know your Data Demo



Microsoft Information Protection



Data classification (preview)

Overview Trainable classifiers Sensitive info types Content explorer Activity explorer

Get snapshots of how sensitive info and labels are being used across your organization's locations, including any files that were labeled using Azure Information Protection. [Learn more](#)

Top sensitive info types

Sensitive info types used most in your content



[View all sensitive info types](#)

Azure Information Protection labels summary

1064 labels applied in Office apps

- 1.1K AIP scanner
- 6 Word
- 5 Excel

[View details in Azure Information Protection portal](#)

Top activities detected

Activity for 137 files

- 40 File copied to removable media
- 75 Label applied
- 5 File copied to network share

[View all activity](#)

Top sensitivity labels applied to content



[View all applied sensitivity labels](#)

Locations where sensitivity labels are applied



[View details](#)

Top retention labels applied to content



[View all applied retention labels](#)

Locations where retention labels are applied



[View details](#)

Data classification (preview)

Overview

Trainable classifiers

Sensitive info types

Content explorer

Activity explorer

Data visualization

Explore the email and docs in your organization that contain sensitive info or have labels applied. You drill down further by reviewing the source content that's currently stored in Exchange, SharePoint, and OneDrive. Support for more locations is coming soon. [Learn more](#)

Search for labels, info types, or categories

All locations

>

SharePoint

>

https://scignite19.sharepoint.com/

Sensitive info types

International Classification of Diseases (ICD-47376 10-CM)

International Classification of Diseases (ICD-34722 9-CM)

Complaints FINRA1746

Business Contracts1364

Confidential project708

Profanities532

New Zealand Ministry of Health Number181

Insiders FINRA168

France National ID Card (CNI)12

International Banking Account Number (IBAN)8

IP Address6

Credit Card Number6

EU Debit Card Number5

Turkish National Identification number5

U.S. Bank Account Number4

U.S. Driver's License Number3

Portugal Citizen Card Number2

U.S. Social Security Number (SSN)2

Name

Sensitive info types

User created

User modified

Retention la

Contoso Purchasin...

Credit Card ... +3 more

CC Admin

CC Admin

Employee Health A...

Credit Card ... +3 more

CC Admin

CC Admin

Contoso Purchasin...

Credit Card ... +3 more

CC Admin

CC Admin

Manufacturing and...

Credit Card ... +2 more

Jack Elmore;

Jack Elmore

Product doc

Manufacturing and...

Credit Card ... +2 more

Jack Elmore;

Jack Elmore

5 files

Contoso Purchasing Permissions - Q1.docx

File metadata

Source view

February 15

This letter is to convey permissions for the following persons to use the Contoso corporate credit card account for purchases of less than \$100.00.

Katie Jordan

Garth Fort

Sara Davis

Credit Card Account number: Visa 4556241537761660

For debit purchases, these persons have permission to use the Contoso corporate debit card account for purchases of less than \$100.00.

Debit Card Account number: MasterCard 5439683992711720

The debit card closes to Bank account number 231951785-0182689

--Anne Wallace

1 of 1

Feedback

Data classification (preview)

Overview Trainable classifiers Sensitive info types Content explorer **Activity explorer**

☒ Data visualization

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](#)

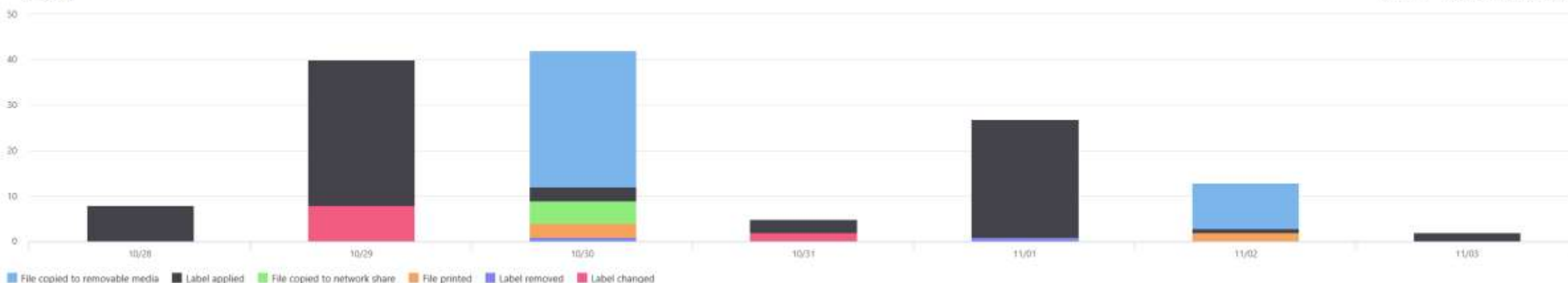
Filter

[Clear all](#) [Filters](#)

Date: 10/4/2019-11/4/2019 Activity: Any Location: Any User: Any Sensitivity labels: Any

Export

137 items [Customize columns](#)



Activity	File	Location	User	Happened
Label applied	https://scignite19.sharepoint.com/sites/EULegal/Shared Document...	SharePoint	admin@scignite19.onmicrosoft.com	November 4, 2019 3:49 PM
Label applied	https://scignite19.sharepoint.com/sites/Mark3/ProjectTeam/Preserv...	SharePoint	admin@scignite19.onmicrosoft.com	November 4, 2019 12:04 AM
File copied to removable media	https://scignite19.sharepoint.com/sites/EULegal/Shared Document...	Endpoint devices	Lee@scignite19.onmicrosoft.com	November 3, 2019 2:37 PM
File copied to removable media	https://scignite19.sharepoint.com/sites/EULegal/Shared Document...	Endpoint devices	Lee@scignite19.onmicrosoft.com	November 3, 2019 2:37 PM
File copied to removable media	https://scignite19.sharepoint.com/sites/EULegal/Shared Document...	Endpoint devices	Lee@scignite19.onmicrosoft.com	November 3, 2019 2:37 PM
File copied to removable media	https://scignite19.sharepoint.com/sites/EULegal/Shared Document...	Endpoint devices	Lee@scignite19.onmicrosoft.com	November 3, 2019 2:37 PM
File copied to removable media	https://scignite19.sharepoint.com/sites/EULegal/Shared Document...	Endpoint devices	Lee@scignite19.onmicrosoft.com	November 3, 2019 2:37 PM
File copied to removable media	https://scignite19.sharepoint.com/sites/EULegal/Shared Document...	Endpoint devices	Lee@scignite19.onmicrosoft.com	November 3, 2019 2:37 PM

Information Governance

Intelligently govern data across your environment to reduce risk



Streamlined administration

Single place to apply policies across services, native connectors to bring in 1st and 3rd party content



Automation at scale

Automatically and intelligently classify with trainable classifiers to retain or delete data to reduce risk



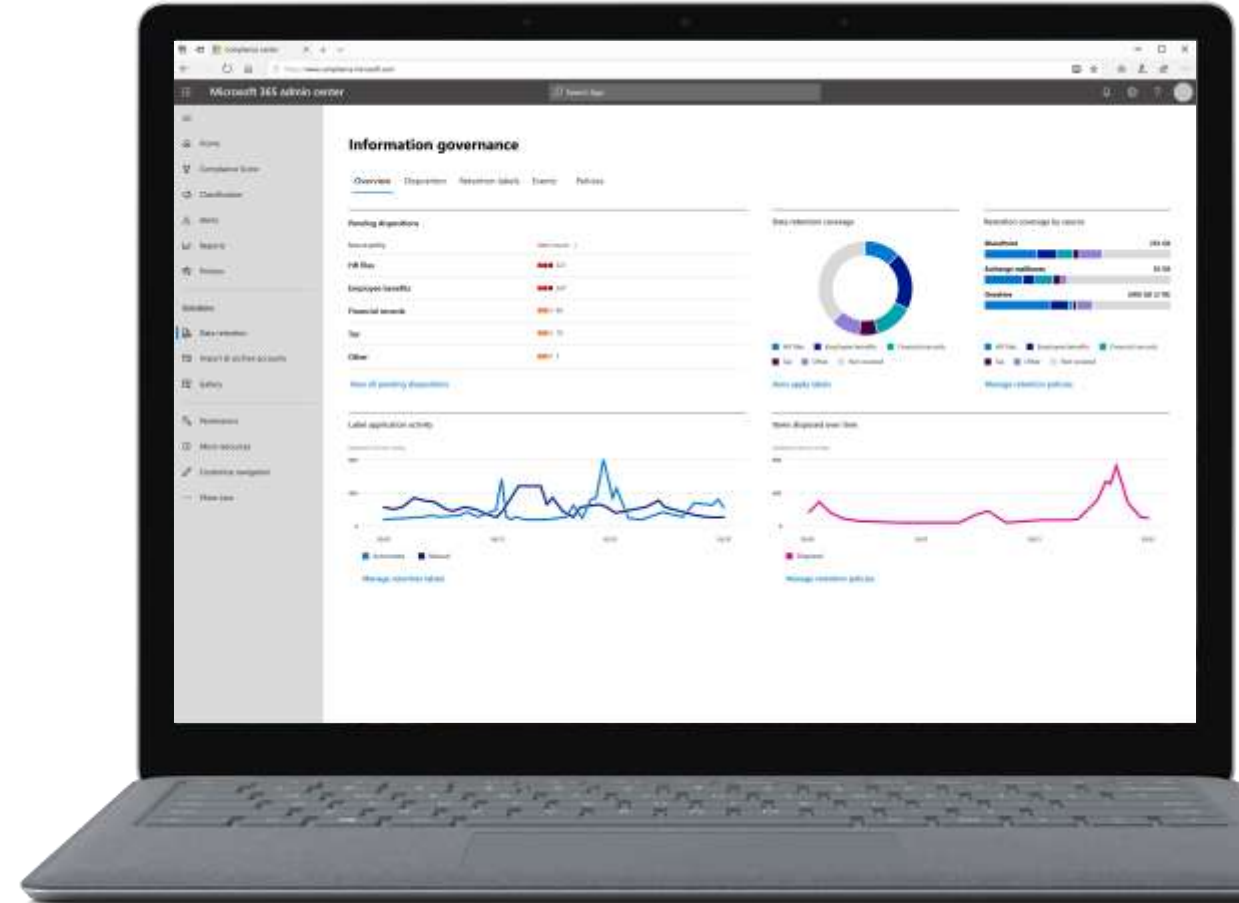
Tailored workflows

Simplify business processes with actionable insights and remediation flows



Records Management

Modernize records management and scale it to meet regulations



Streamlined administration

Integrated with data within and outside of Microsoft 365



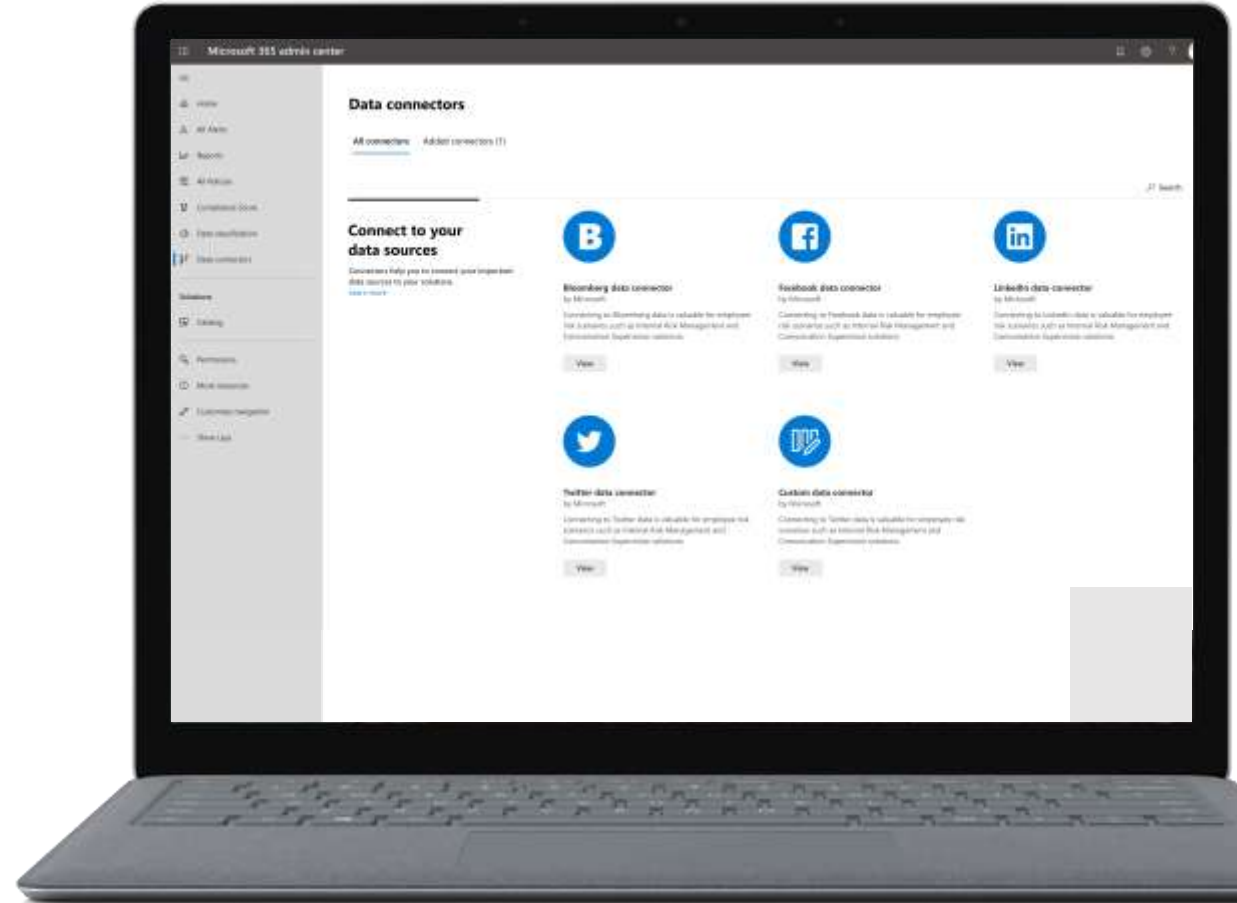
Governance for data within and outside of Microsoft 365, including 3rd party



Centralized policy management for retention across products from a single location



Flexible management of imported 1st and 3rd party data for users



Automation at Scale

Intelligently classify and automatically retain only the data that is most important to you



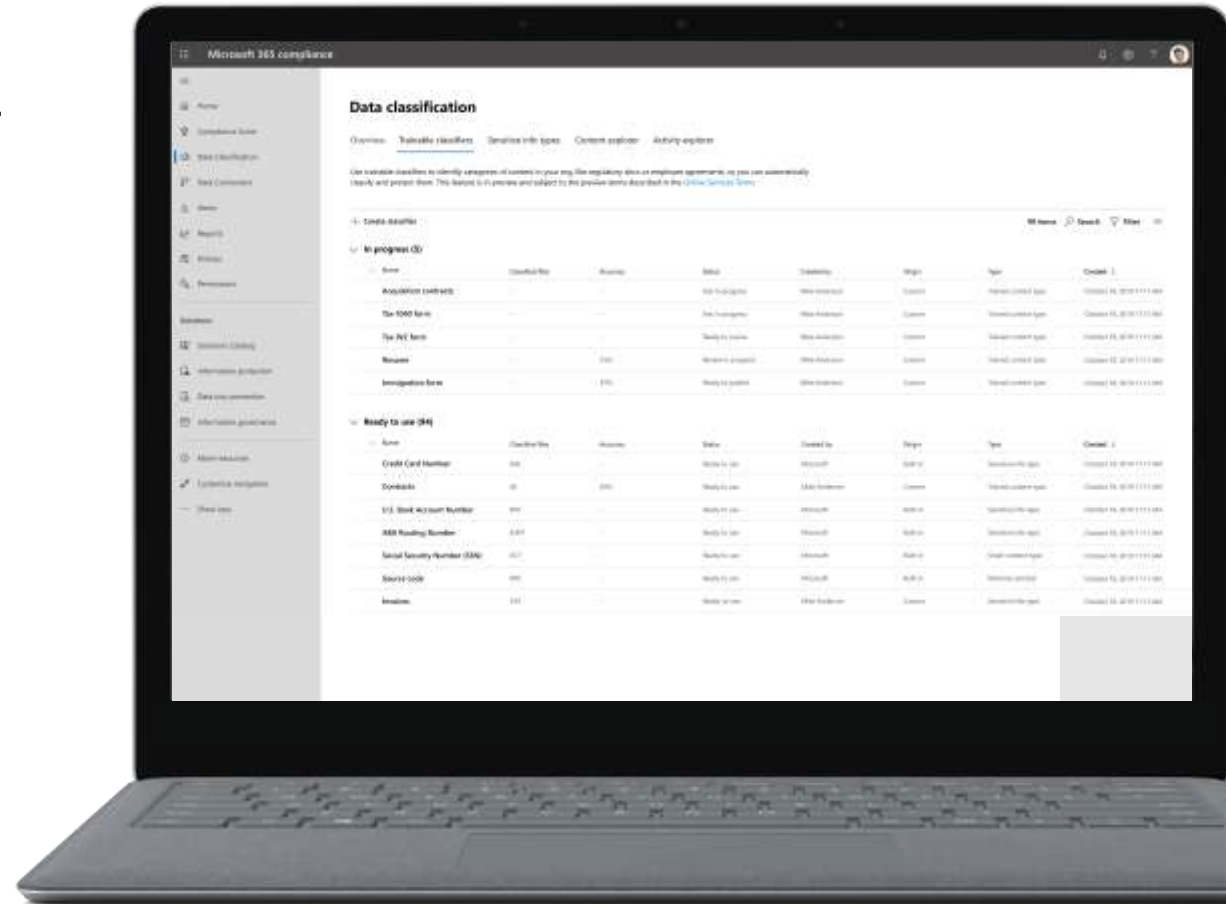
Intelligently and automatically classify data for retention with trainable classifiers



Customizable retention policies to reduce the amount of data and risk



Automate and manage retention based on relevant and business-critical events



Tailored workflows

Apply remediation and efficiently manage the entire lifecycle of data



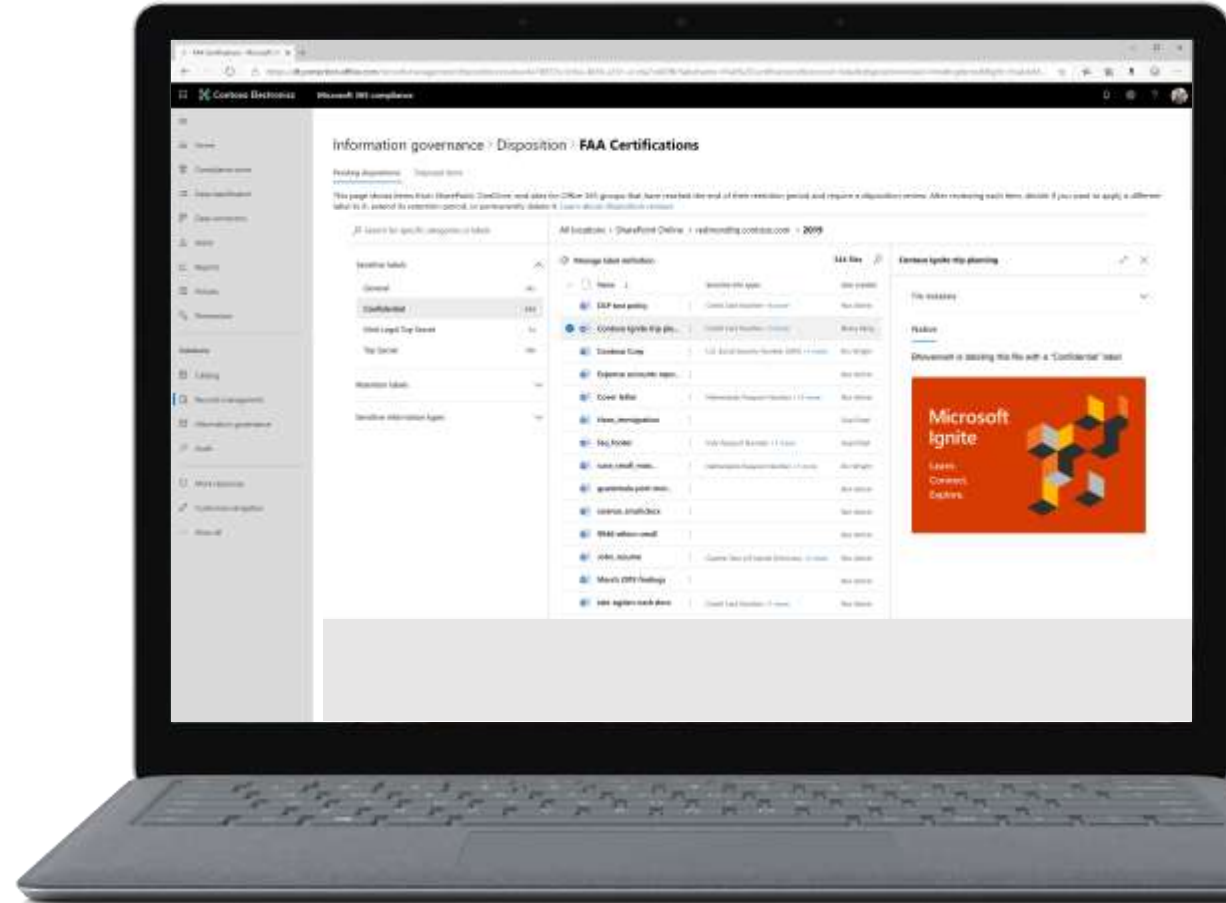
Actionable insights to inform business decisions



Remediation actions to resolve issues quickly and effectively



Increase trust in deletion process through defensible disposition reviews



Records Management

Modernize records management and scale it to meet regulations



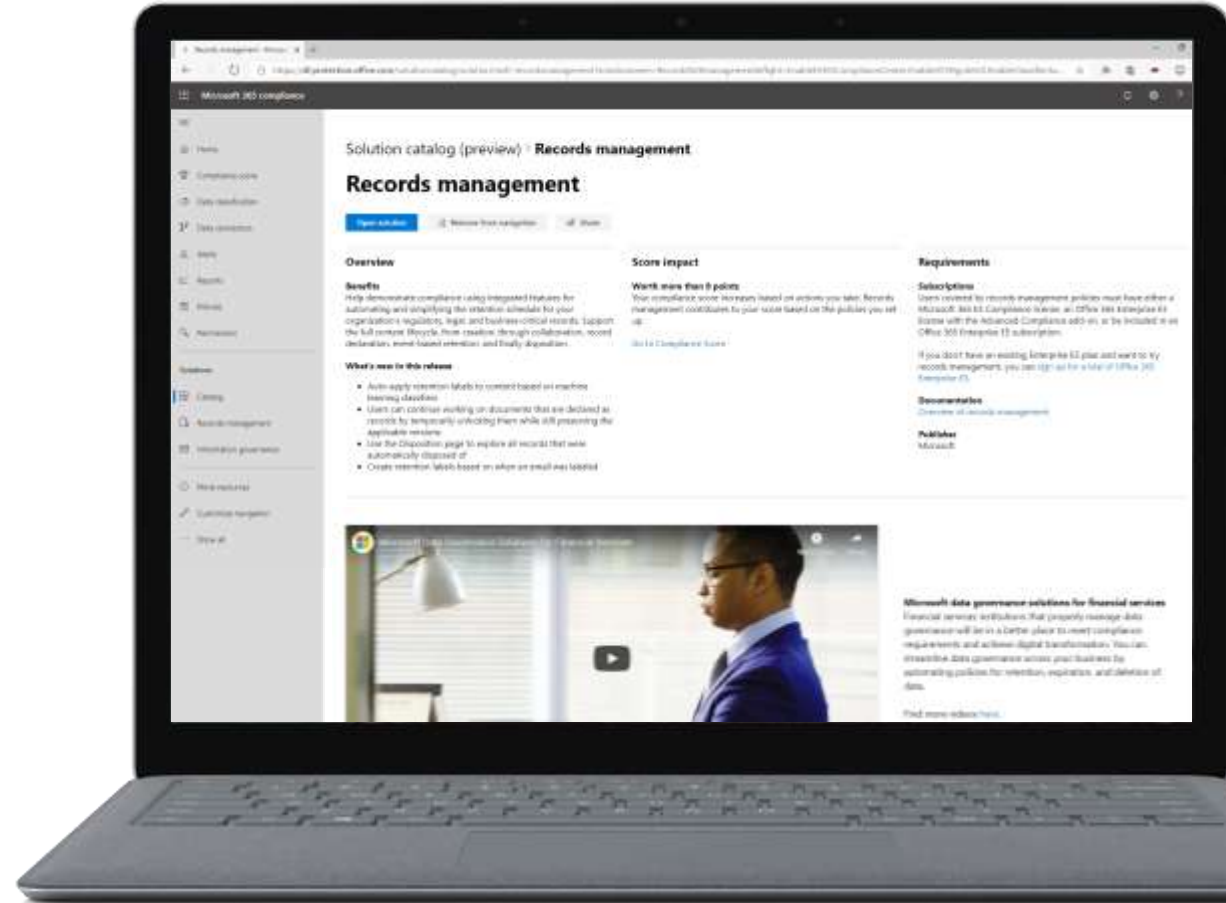
Easily migrate and enforce complex retention schedules



Build trust and transparency with defensible audits trails and proof of disposals



Empower end-user productivity while ensuring immutability



Multiple classification methods



Built-in

90+ information types provided out of the box to get started



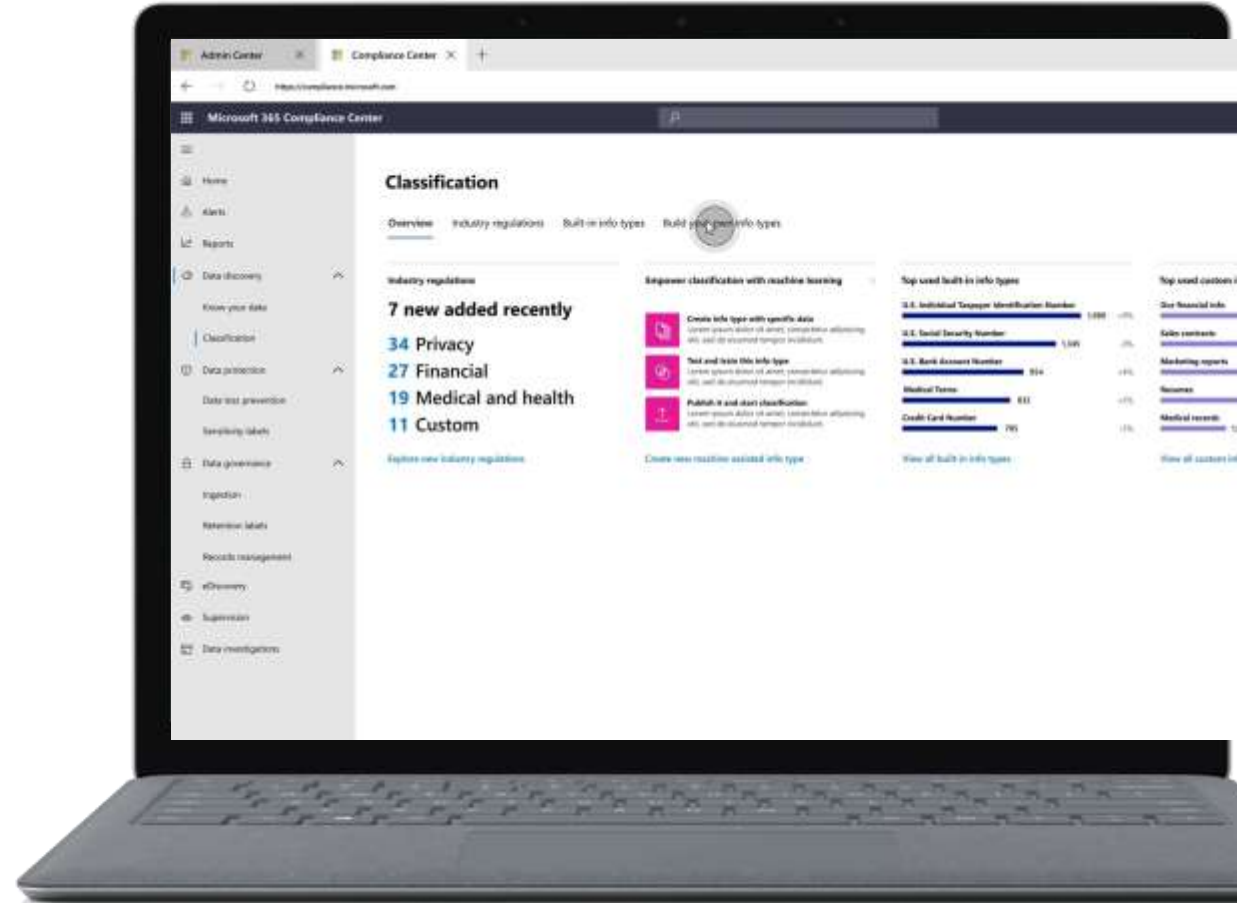
Flexible

Use regex, keywords, and exact data match for data identification



Organized

Mapped to different industry regulations



Trainable classifiers

Leverage machine learning to automatically classify unique data

Built-in



Resume, source code, offensive language provided out-of-box

Build-your-own

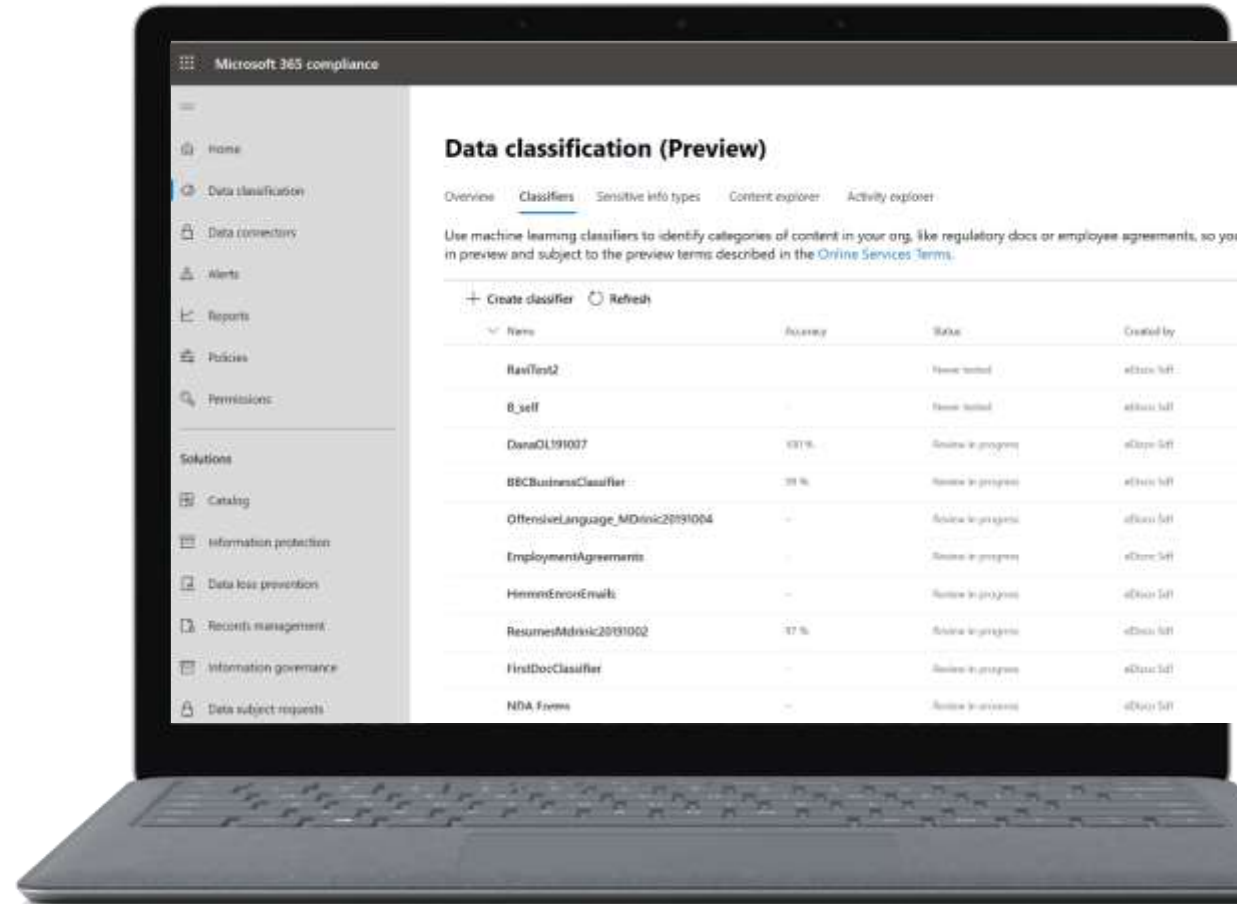


Train the system to look for specific types of data

Integrated



Attach to sensitivity and retention labels with associated policies



Data Classification Overview

Understand sensitive and business critical data across your organization



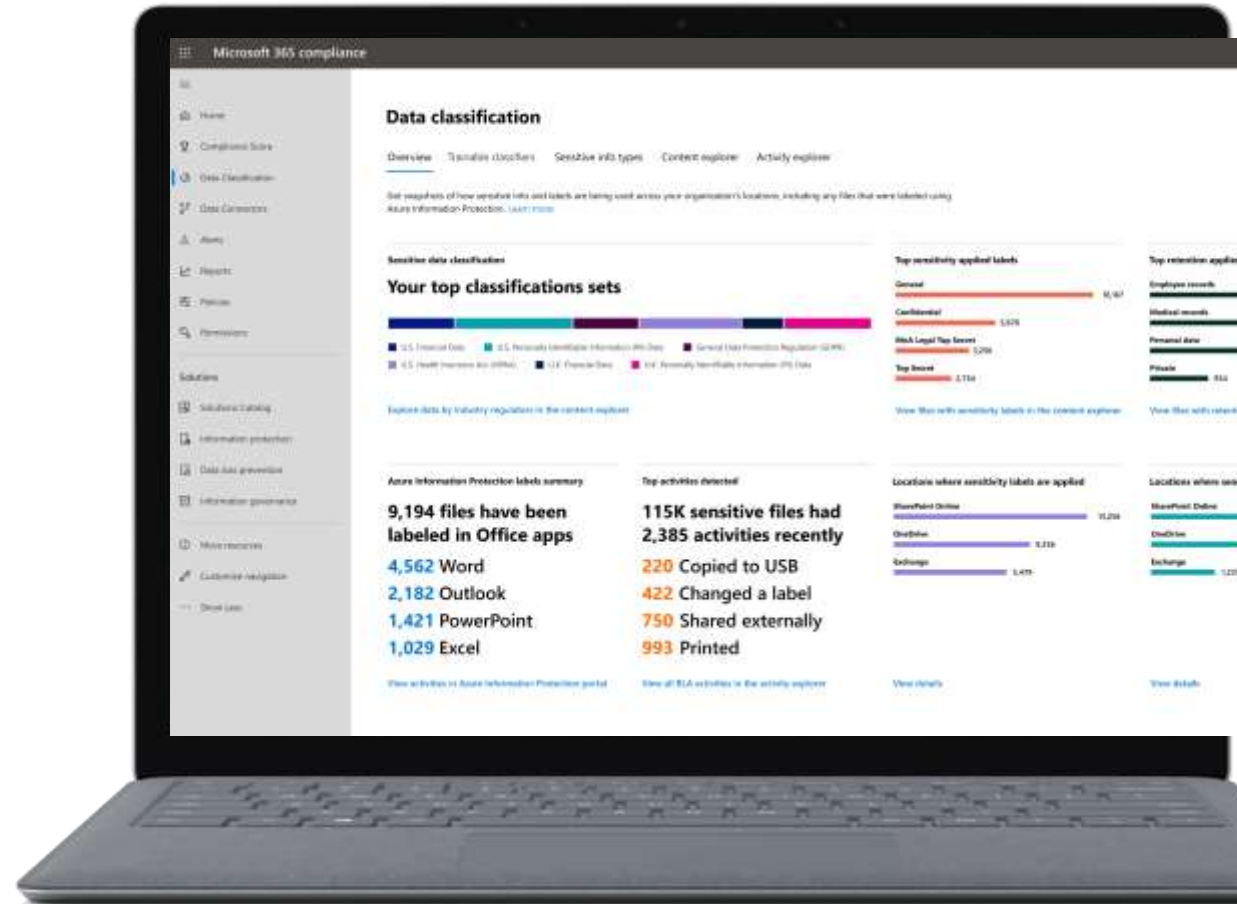
Visibility into the volume and location of sensitive and business critical information



Monitor risky activities associated with sensitive information to inform DLP policies



Understand label utilization across your tenant to better refine protection and governance policies



Content Explorer

A comprehensive view into your data



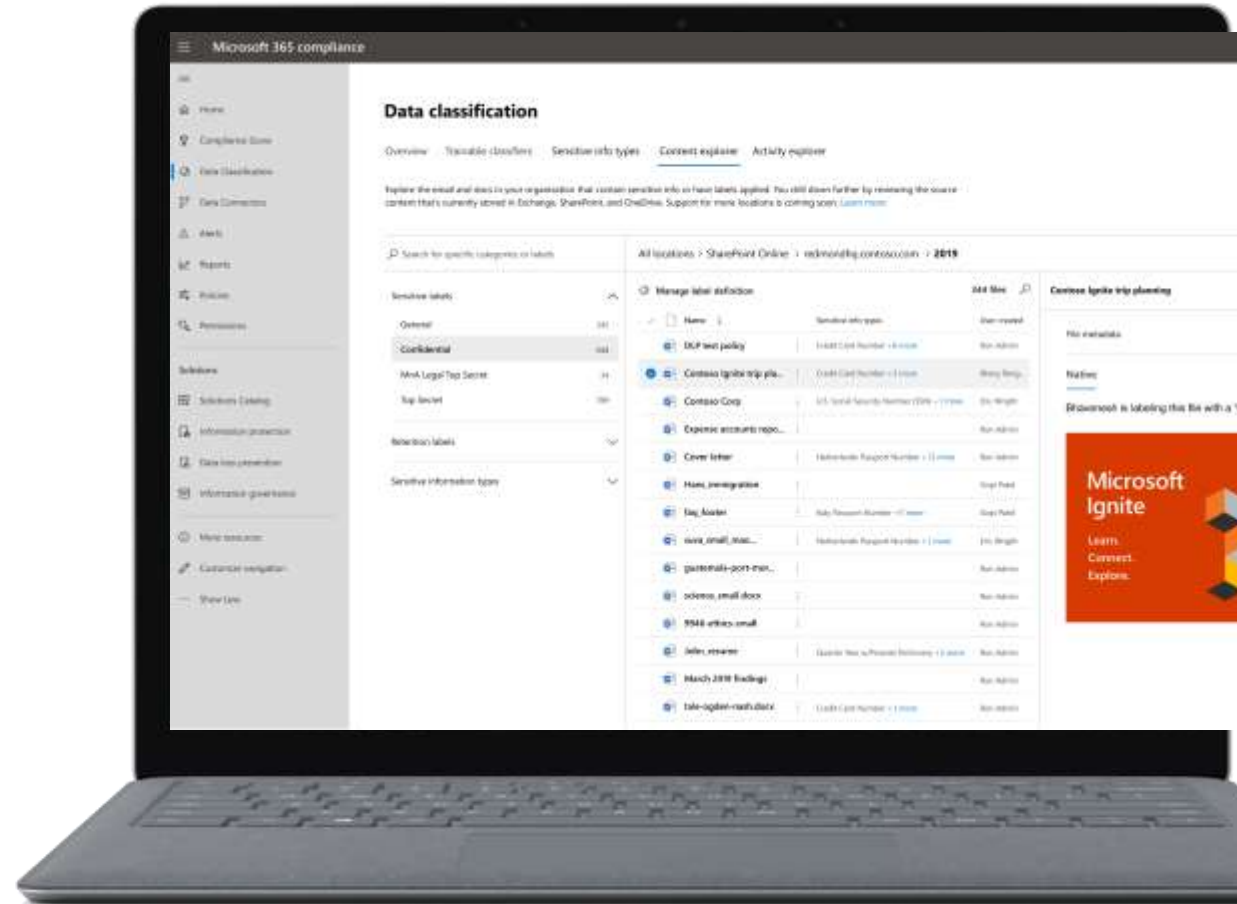
Visibility into amount of sensitive data in a document that triggered the classification to be applied



Ability to filter by label or sensitive type to get a detailed view of locations of where data is stored



Integrated native viewer displays a rich view of documents, providing context for policy creation



Activity Explorer

A better understanding of activities related to your data



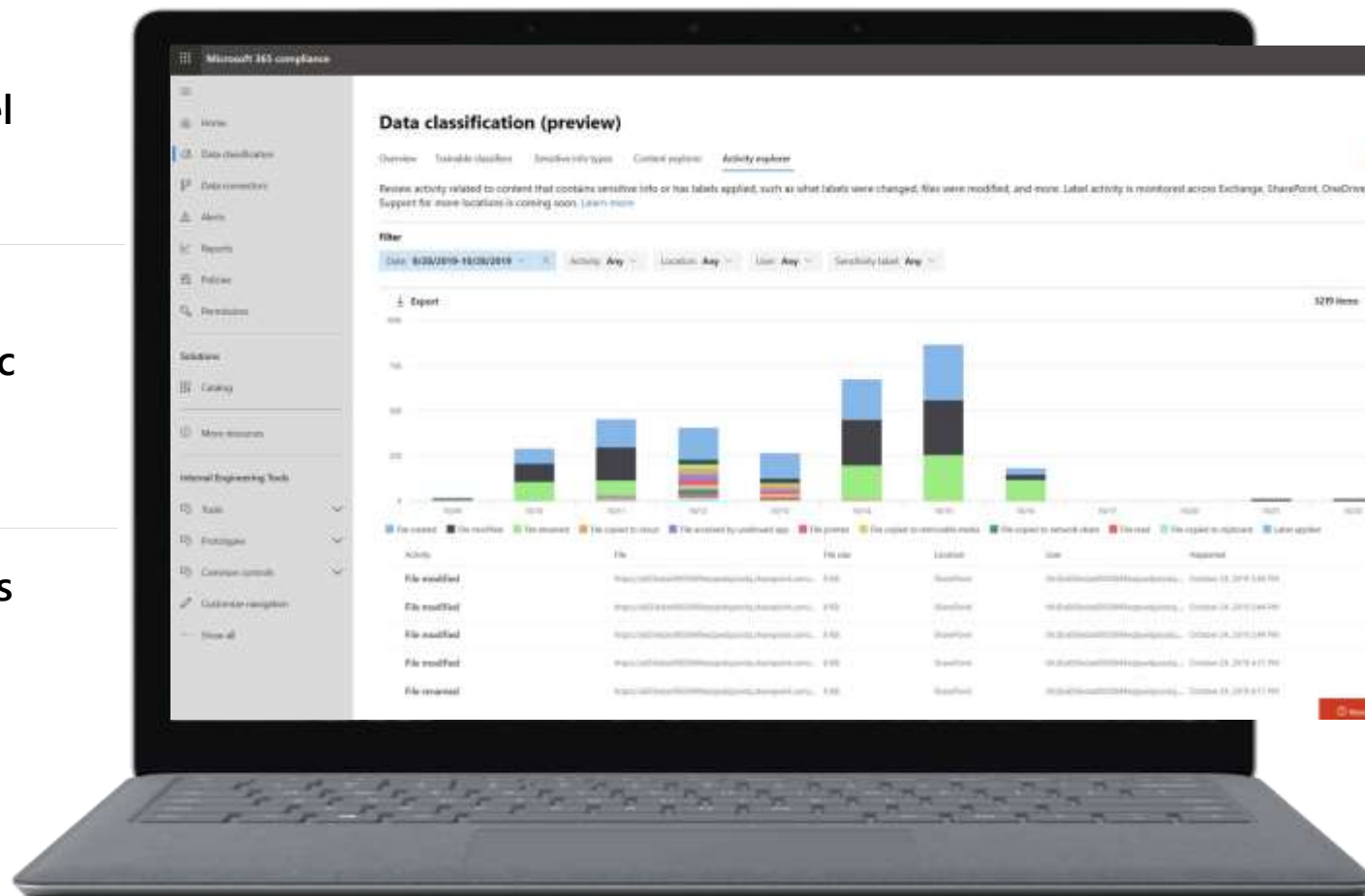
Visibility into document-level activities like label changes and label downgrades



Ability to filter to see all the details for a specific label including file types, users and activities



Understanding of a broad-spectrum of activities across locations in your tenant



DEMO:

How do we find information easily?