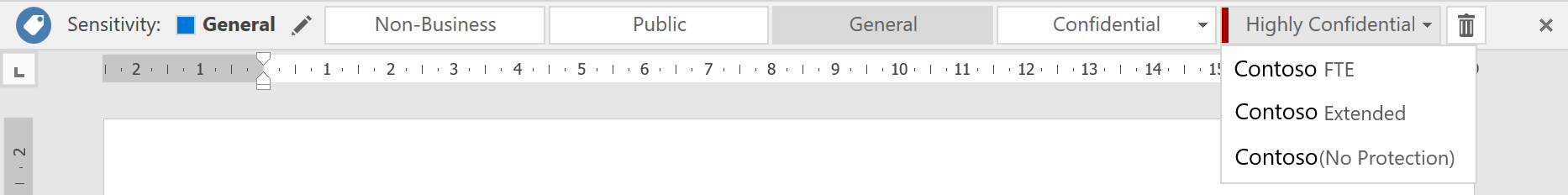
**Information Protection**

Classification & Labeling Taxonomy in Contoso

The document captures the classification & labeling taxonomy which has been adopted for Contoso.

**Classification "labels" & "scope" in Contoso**



**Labels:**

 **Non-Business**

 Public

 General

 Confidential

 Highly Confidential

**Scope:** (Available only for Confidential & Highly Confidential)

 Contoso Executive and Staff (visible only to the Contoso’s Senior Leadership)

 Contoso FTE (visible to all Full-Time Employees (FTE))

 Contoso Extended (visible to FTE + non-FTE)

**Impact of each label & scope**

The table captures the impact of applying a label & scope:

 The first column refers to the sub/label which can be applied by you (or any end user).

 The corresponding cells captures the allowed set of recipient actions

Examples from the table below:

1. By applying the "**Non-Business**" label, recipients can view, forward, print, save the content. The content is not Encrypted.

2. By applying the "**Confidential \ Recipients Only**" label, recipients can view, reply, print & save the content. However, recipients cannot forward the content or remove Encryption.

3. By applying the "**Confidential \ Contoso Executive and Staff**" label, only members of ExecStaff & ExecDir can view, forward, reply, print and save the content. However, only members of ExStaff can remove the Encryption - while members of ExecDir cannot.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **The recipient….** | | | | | | |
| **Classification applied by owner:** | Can view content/mail? | Can forward the mail? | Can reply to the mail? | Can print content/mail? | Can save content/mail? | Can re-protect/remove protection |
| Non-Business | N/A | N/A | N/A | N/A | N/A | N/A |
| Public | N/A | N/A | N/A | N/A | N/A | N/A |
| General | N/A | N/A | N/A | N/A | N/A | N/A |
| Confidential / Recipients Only | Yes | No | Yes | No | Yes | No |
| Confidential / Contoso Executives and Staff | Yes (exstaff + execdir) | Yes (exstaff + execdir) | Yes (exstaff + execdir) | Yes (exstaff + execdir) | Yes (exstaff + execdir) | Yes (only members of exstaff) |
| Confidential / Contoso FTE Only | Yes (Only FTE) | Yes (Only FTE) | Yes (Only FTE) | Yes (Only FTE) | Yes (Only FTE) | Yes (only MS FTE) |
| Confidential / Contoso Extended | Yes (FTE + non FTE) | Yes (FTE + non FTE) | Yes (FTE + non FTE) | Yes (FTE + non FTE) | Yes (FTE + non FTE) | Yes (only MS FTE) |
| Confidential / Any User (Audited – Not Encrypted) | N/A | N/A | N/A | N/A | N/A | N/A |
| Highly Confidential / Recipients Only | Yes | No | Yes | No | Yes | No |
| Highly Confidential / Contoso Executives and Staff | Yes | No | Yes | No | Yes | No |
| Highly Confidential / Contoso FTE Only | Yes | No | Yes | No | Yes | No |
| Highly Confidential / Contoso Extended | Yes | No | Yes | No | Yes | No |
| Highly Confidential / Any User (Audited – Not Encrypted) | N/A | N/A | N/A | N/A | N/A | N/A |

N/A = No encryption.

**Use cases for each label**

The section calls out some common use cases for using the different labels & sub-labels.

**Non-Business** Non-business data which does not belong to Contoso. Data is not encrypted and cannot be tracked or revoked. Do not use Non-Business to classify any personal data which is collected by or which belongs to Contoso. Such content should be classified as either Confidential or Highly Confidential. Common examples include:

1. You are a writing an email (using your work PC) to a friend and share photos from your last vacation.

2. You are planning a weekend getaway with your spouse and sharing the brochure over mail.

3. You are writing a mail requesting for updated car insurance rates

**Public** To be used for business data specifically prepared and approved for public consumption. Data is not Encrypted and owners cannot track or revoke content using AIP. Common examples include:

1. Responding to a customer for an in-market product query

2. Links to publicly available blog articles, marketing videos, forum links

3. Sharing links to externally posted job links

**General** To be used for business data which is **NOT** meant for public consumption. However, this can be shared with internal employees, business guests and external partners as needed. Data is not Encrypted and owners cannot track or revoke content using AIP. This is default label in Contoso and common examples include:

1. Newsletter for the organization

2. NEO training content or mail

3. Sharing any non-sensitive business content

**Confidential** To be used on sensitive business data which could cause business harm if over-shared. Recipients (see table above) are trusted and get full delegation rights (including the ability to remove the Encryption). Data is protected using AIP and owners can track and revoke content. Common examples include:

1. A functional spec which can be viewed only by Contoso FTEs

2. Marketing campaign development for a new product through an external ad firm

3. A mail from Contoso 's SLT on new compliance guidance

**Highly Confidential** To be used on very sensitive business data which would certainly cause business harm if over-shared. Recipients (see table above) do NOT get delegation rights (or rights to modify or remove the Encryption). Data is protected using AIP and owners can track and revoke content. Common examples include:

1. Contact your HR with a sensitive concern

2. A mail from SLT on the upcoming quarterly performance and guidance

3. List of potential candidates for Cxx position to the board of directors

4. Sharing next-gen feature prep work which includes customer profile details

**Support**

 Contact global helpdesk from <http://Link>

|  |  |
| --- | --- |
| Contoso Classification Examples |  |
|  | | |

**Highly Confidential**

Examples of data commonly classified as **Highly Confidential** include but is not limited to:

* Contoso pre-release financial results
* Data used for authenticating or validating a person’s identity; or other information that can be used to directly or indirectly “authenticate and authorize” Contoso high-value transactions
* Data under strict regulatory handling requirements (i.e. where the legal or regulatory body specifies the handling requirements for the data)

**Confidential Data**

Examples of data commonly classified as **Confidential** include but is not limited to:

* Product documentation and supporting materials
* Non-Highly Confidential data that is subject to breach notification laws (e.g., personnel number, personal contact information)
* Non-Highly Confidential Human Resources data
* Data about Contoso employees, such as title or current role

**General Data**

Represents our daily work product used and shared throughout Contoso. Data classified as

Examples of data commonly classified as **General** include but is not limited to:

* Commonly shared (internal) information, including operating procedures, policies and interoffice memorandums
* Companywide announcements and information that all employees, contingent staff, and those under NDA have been approved to read

**Public Data**

Examples of data commonly classified as **Public** include but is not limited to:

* Marketing materials created for public product releases
* Published financial information
* Materials used for presentations at open conferences, seminars, and podcasts

**Non-business Data**

Examples of data commonly classified as **Non-business** include but is not limited to:

* Your personal emails to family, friends and colleagues not related to Contoso business activities (e.g. lunch invitation)
* Flyer sharing children’s summer camp information (not a Contoso sponsored event)
* Individual non-Contoso data, such as your tax filing