#NVSummit2021

A Hitchhikers Guide to Microsoft Information Protection

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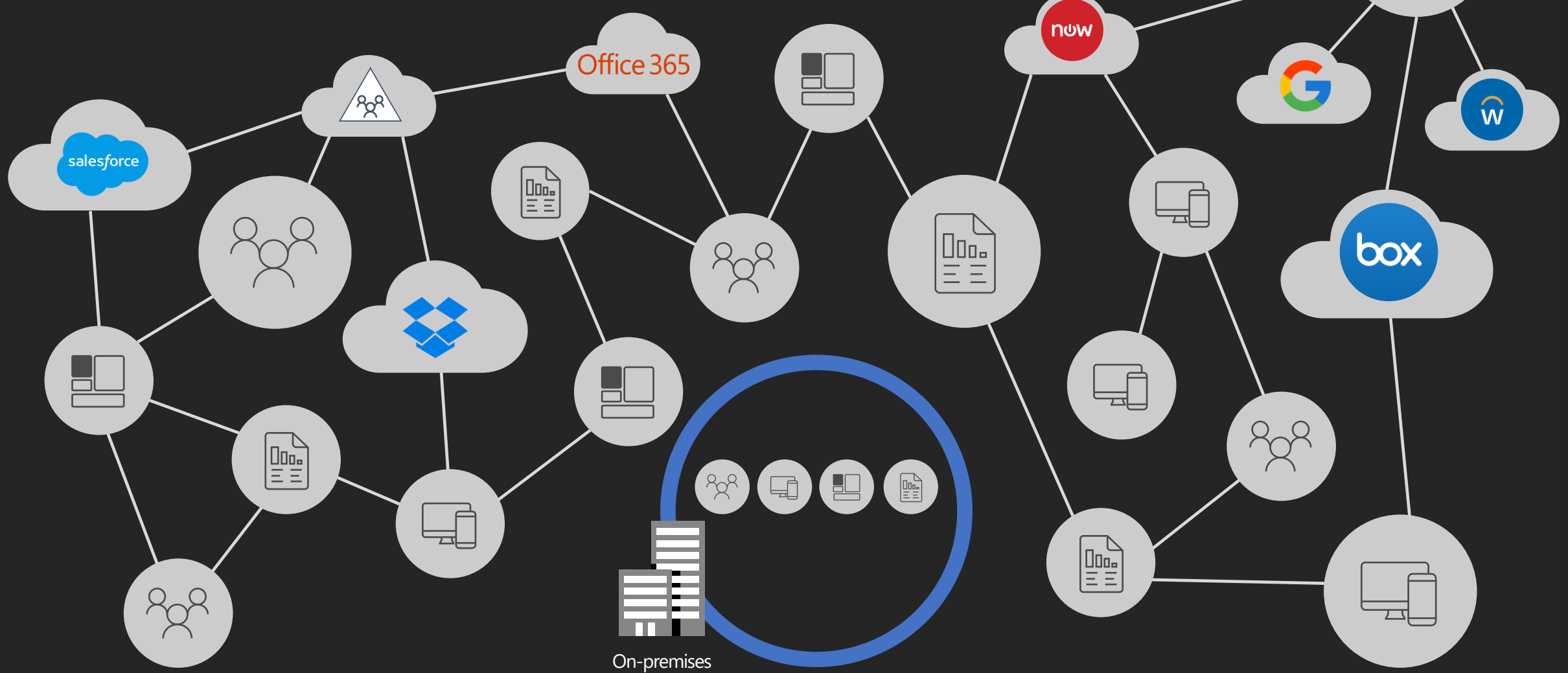
Agenda

- Introduction to MIP
- Labels
- Data Classification
- Demo
- Licensing
- Wrap-up

NOW THERE'S **FEWER BOUNDARIES**, MORE DATA, MORE COMPLEXITY



Data Protection Scenarios

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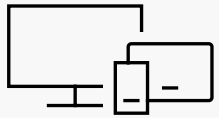
Sensitive Information left on Commuter Train

Sensitive information Shared with wrong recipient

IP Information gets stolen

Microsoft Information Protection – where are we coming from

Office 365 Information Protection

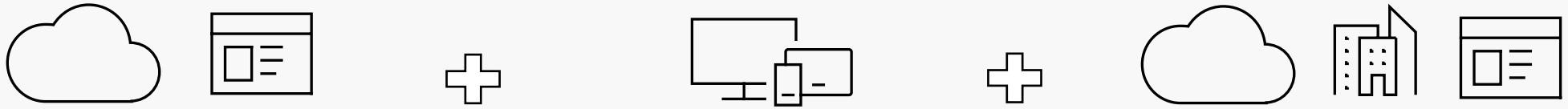


Windows Information Protection

Azure Information Protection

What	Preserve or remediate emails & documents	Protect files and documents	Classify & Protect emails & documents
Where	Office 365 Apps & Services	Windows Clients & Devices	Office Clients, 3rd party Apps & Services, On Premises
How	Office 365 Security Console	Intune Portal	AIP Portal

Microsoft Information Protection



Office 365 Information Protection

Windows Information Protection

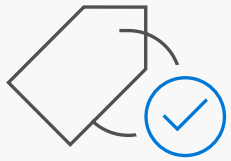
Azure Information Protection

What	Consistent content detection and classification to protect and preserve sensitive data
Where	Office 365 apps & services, Windows clients & desktops, mobile, on premises + 3rd party apps and services
How	Microsoft 365 Security and Compliance Center

Microsoft Information Protection

Protect your sensitive data – wherever it lives or travels

Discover



Classify

Protect

Monitor

Across

Devices

Apps

Cloud services

On-premises

Comprehensive set of capabilities

AZURE INFORMATION PROTECTION

Classify, label & protect files – beyond Office 365, including on-premises & hybrid

MICROSOFT CLOUD APP SECURITY

Visibility into 15k+ cloud apps, data access & usage, potential abuse

OFFICE 365 DATA LOSS PREVENTION

Prevent data loss across Exchange Online, SharePoint Online, OneDrive for Business

OFFICE 365 MESSAGE ENCRYPTION

Send encrypted emails in Office 365 to anyone inside or outside of the company

WINDOWS INFORMATION PROTECTION

Separate personal vs. work data on Windows 10 devices, prevent work data from traveling to non-work locations

OFFICE 365 ADVANCED DATA GOVERNANCE

Apply retention and deletion policies to sensitive and important data in Office 365

MICROSOFT INFORMATION PROTECTION

Discover | Classify | Protect | Monitor

CONDITIONAL ACCESS

Control access to files based on policy, such as identity, machine configuration, geo location

OFFICE APPS

Protect sensitive information while working in Excel, Word, PowerPoint, Outlook

SHAREPOINT & GROUPS

Protect files in libraries and lists

AZURE SECURITY CENTER INFORMATION PROTECTION

Classify & label sensitive structured data in Azure SQL, SQL Server and other Azure repositories

SDK FOR PARTNER ECOSYSTEM & ISVs

Enable ISVs to consume labels, apply protection

ADOBE PDFs

Natively view and protect PDFs on Adobe Acrobat Reader

Labels

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- Azure Information Protection Labels
- Sensitivity Labels
- Retention Labels
- Unified Labels

Unified Labels

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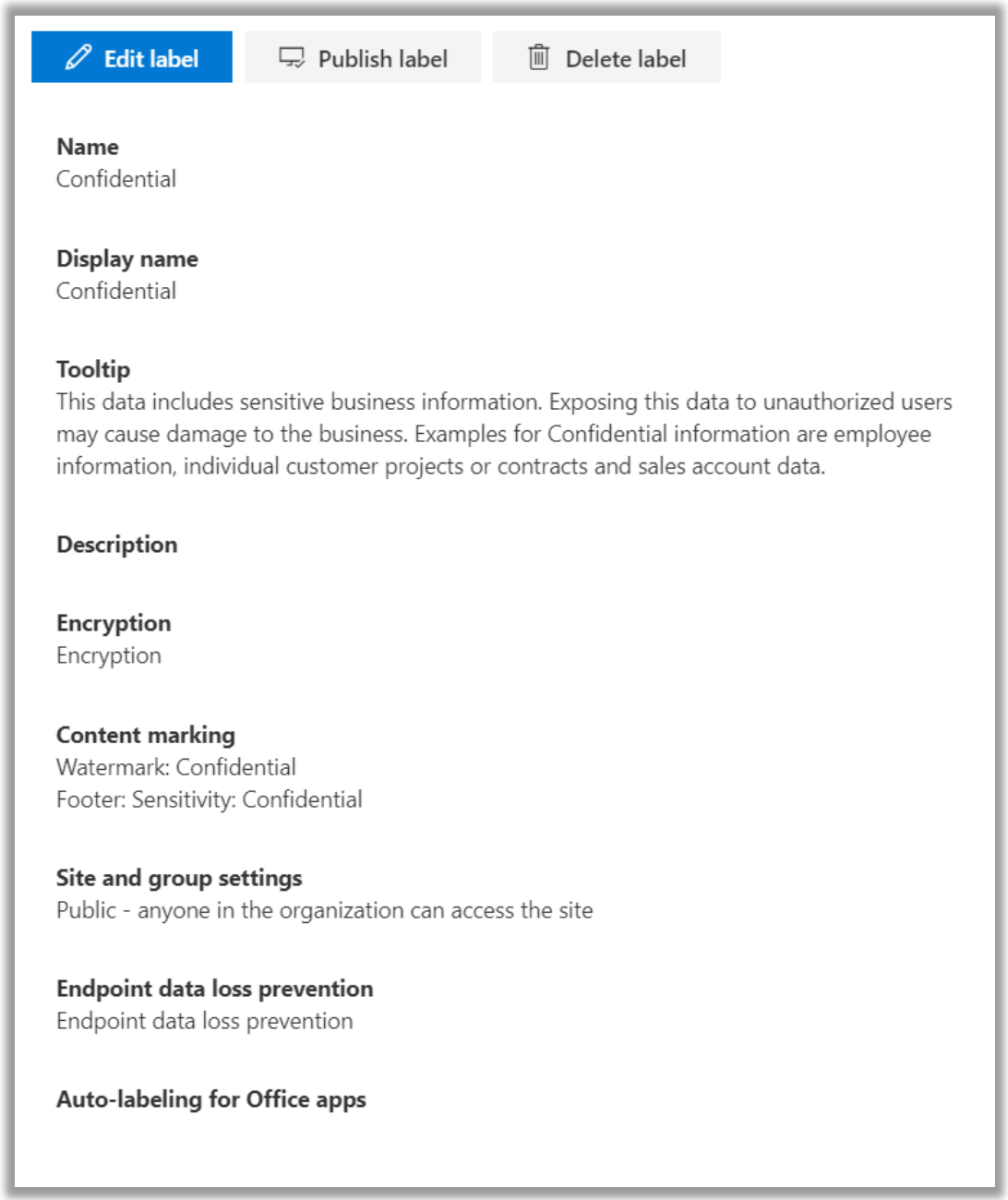
- NOT one set of labels!
- But one place to manage all your labels
- Retention labels and Sensitivity labels are a different kind
- For a comparison between the capabilities of the AIP, the unified labeling and the Office built-in labeling client:
- https://docs.microsoft.com/en-us/azure/information-protection/rms-client/use-client#compare-the-labeling-clients-for-windows-computers

Sensitivity Labels

- The successor of Azure Information Protection
- Classify and help protect your sensitive content
- Be careful with the encryption option
- Multilingual and colours are configurable through PowerShell only

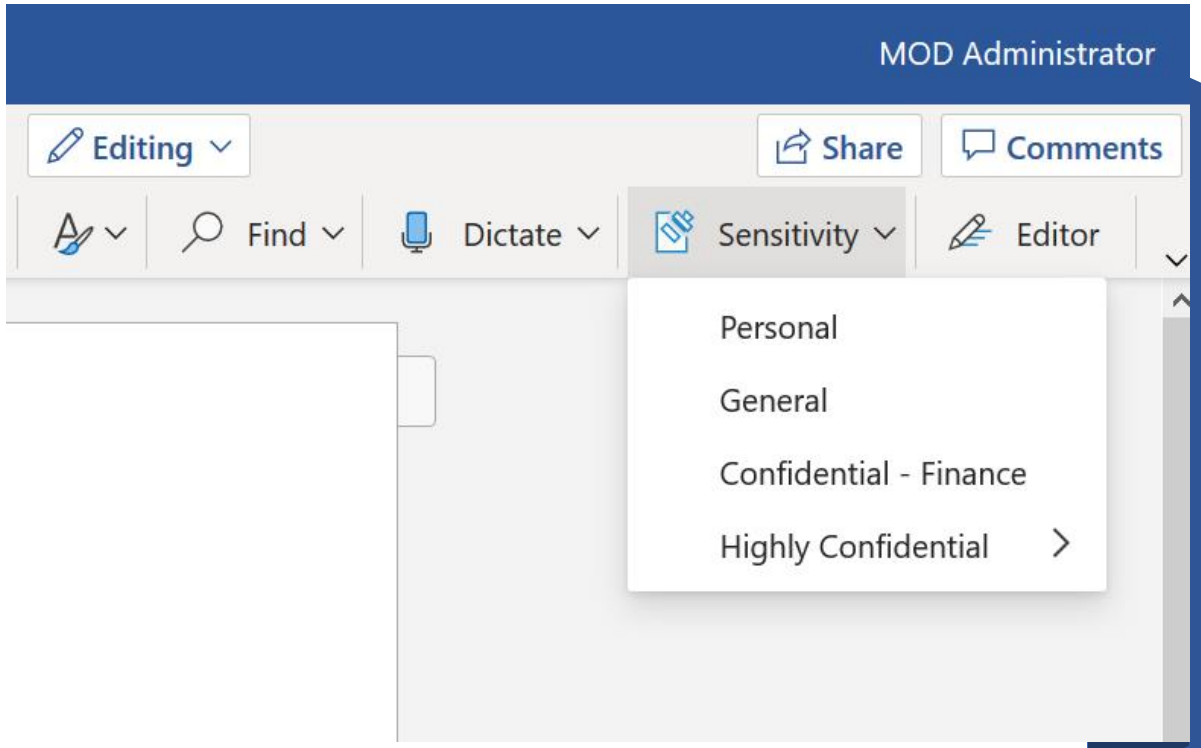
https://docs.microsoft.com/en-us/azure/information-protection/rms-client/aip-clientv2



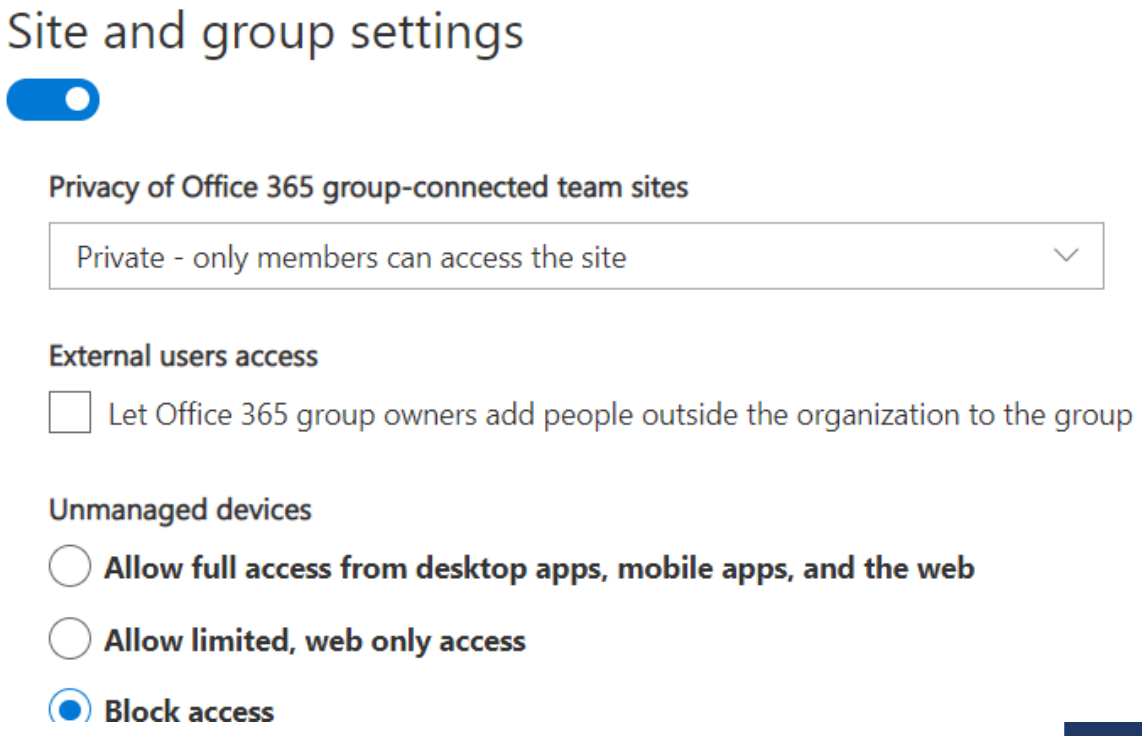
Understanding sensitivity labels

- Customizable
- Persists as container metadata or file metadata
- Readable by other systems
- Determines DLP policy based on labels
- Extensible to partner solutions

- Manual or Automated Labels
- Apply to content or containers
- Label data at rest, data in use, or data in transit
- Enable protection actions based on labels
- Seamless end user experience across productivity applications



Sensitivity Labels in Office



Sensitivity Labels with Teams and SharePoint

Do you have a strategy for managing your sensitive data?

Where is your data?

What is your data?

Who is accessing your data?

Does your data travel externally?

Is the data you care about protected?

GDPR challenges

Personal privacy rights

Must protect data

Mandatory data breach reporting

Big penalties for non-compliance

Personal data

Any information related to an identified or identifiable natural person including direct and indirect identification. Examples include:

- Name
- Identification number (e.g., SSN)
- Location data (e.g., home address)
- Online identifier (e.g., e-mail address, screen names, IP addresses, device IDs)

Sensitive personal data

Personal data afforded enhanced protections:

- Genetic data (e.g., an individual's gene sequence)
- Biometric Data (e.g., fingerprints, facial recognition, retinal scans)
- Sub categories of personal data including:
  - Racial or ethnic origin
  - Political opinions, religious or philosophical beliefs
  - Trade union membership
  - Data concerning health
  - Data concerning a person's sex life or sexual orientation

Getting Start with Data Classification

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Classify data according to sensitivity and business impact

Publically available websites, published documents, brochures

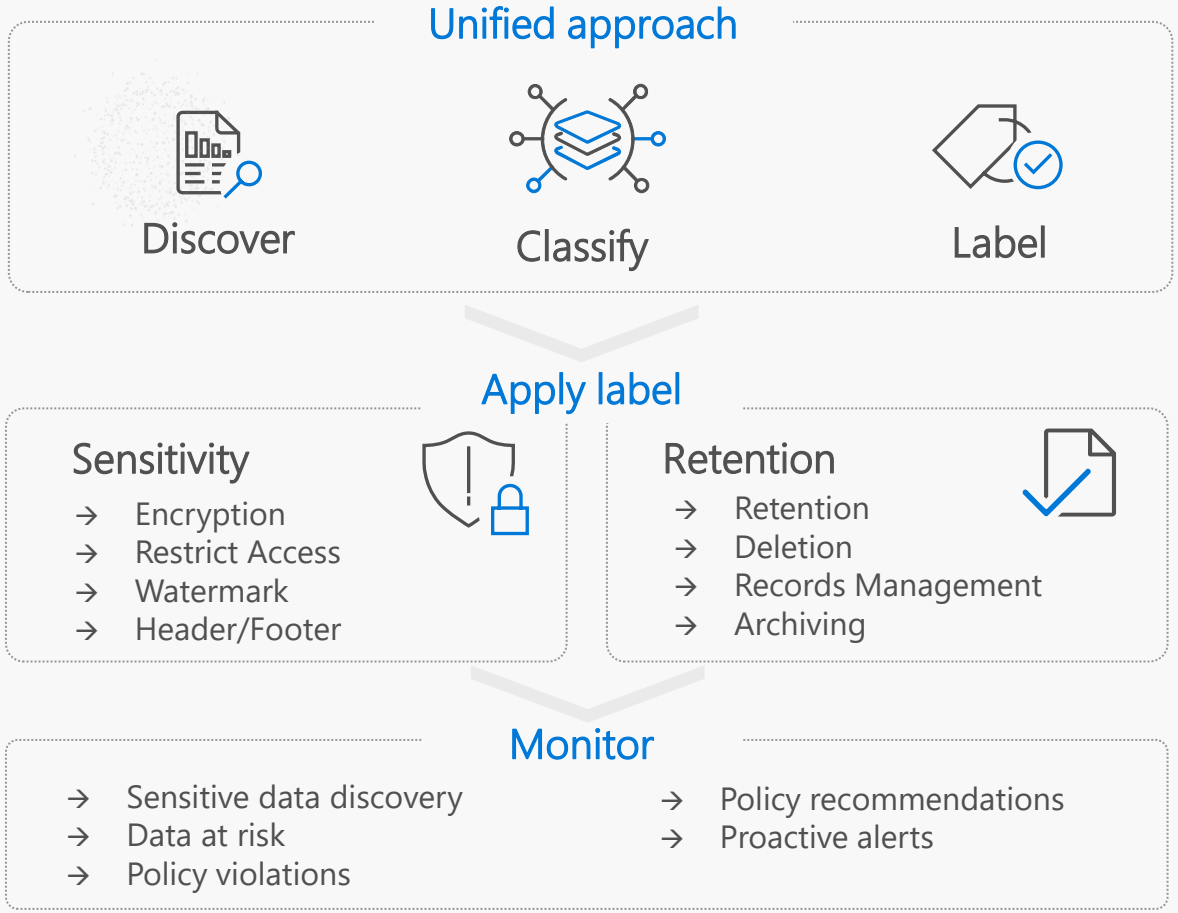
Company Intellectual Property (IP), Employee Directory, Purchase Orders

PII (Personally Identifiable Information), Financial reporting data

Data protection & data governance go hand-in-hand

Comprehensive policies to protect and govern your most important data – throughout its lifecycle

- Unified approach to discover, classify & label
- Automatically apply policy-based actions
- Proactive monitoring to identify risks
- Broad coverage across locations



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Using Sensitivity Labels for Document Protection

Licensing

• E3 (P1)	• E5 (P2)
• Classification and Labelling • Encryption and Rights Management • Tracking and Reporting	• Recommendations • Automation • AIP Scanner

For native labelling client: Office ProPlus version 1910 or higher

Information Protection in Office 365

- Sensitivity Labels for Teams / SPO / O365 Groups
- PowerBI support for Sensitivity Labels
- Unifed Labelling Scanner Network Discovery Feature
- *Azure SQL support (Azure Purview)*

PowerShell and Files

- **Get-AIPFileStatus** - For a shared folder, identify all files with a specific label.
- **Set-AIPFileClassification** - For a shared folder, inspect the file contents and then automatically label unlabeled files, according to the conditions that you have specified.
- **Set-AIPFileLabel** - For a shared folder, apply a specified label to all files that do not have a label.
- **Set-AIPAuthentication** - Label files non-interactively, for example by using a script that runs on a schedule.
  Set-AIPAuthentication -AppId “<your AppId>" -AppSecret “<your AppSecret>" -TenantId “<your TenantId>" -DelegatedUser scanner@contoso.com -OnBehalfOf $pscreds

https://docs.microsoft.com/en-us/azure/information-protection/rms-client/clientv2-admin-guide-powershell

When you manage sensitive information…

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- You can protect your data from leakage
- You can *know* your data is secure
- Users can be more productive
- Users stay in control
- Management can stay on-top

Getting Started

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- Define “sensitive data” for your company & establish your label taxonomy
- Customize your protection policies – based on internal objectives and compliance requirements
- Start classifying and labeling content
- Assess and adjust, based on ongoing monitoring of sensitive data, impact on users

- AIP Deployment Guide from Microsoft – aka.ms/AIPDAG & aka.ms/MIPDocs

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Q&A

Time for questions

Thank you!

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