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# Microsoft 365 Sensitivity Labels Deep Dive



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# About me

CTO @ Rapid Circle

Board member Dutch Information  
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Microsoft MVP

Microsoft Regional Director

Passionate cyclist

Certified wine sommelier

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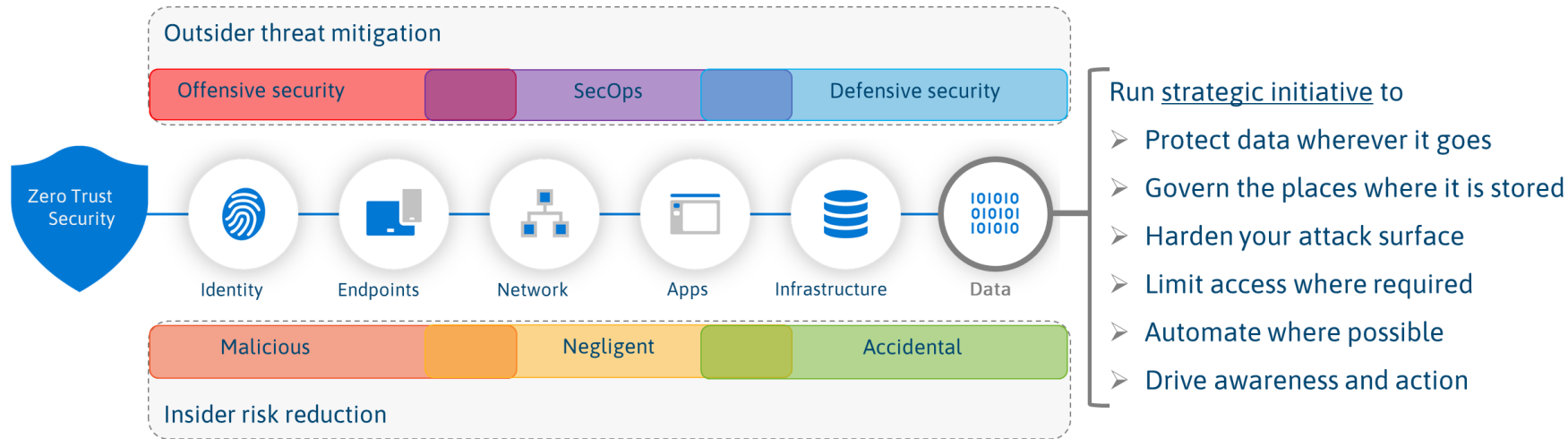


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# Complex landscape





# Information security strategy

An information security strategic plan can position an organisation to mitigate, transfer, accept or avoid information risk related to people, processes and technologies. An established strategy also helps the organisation adequately protect the confidentiality, integrity and availability of information.

<https://securityintelligence.com/>



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# Information security strategy

Fit compliance standards  
AND  
business goals!



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# Sensitivity labels





# How to define lables

Label names should be meaningful and self-explanatory  
Labels should follow your organisation's classification taxonomy

- Information security policy
- ISO 27001

You can use sublabels and publish labels only to certain groups of people in your org

Please use tooltips to help your colleagues select the appropriate label



# Next steps

Define what each label can do

Configure the protection settings you want associated with each label:

- ✧ Privacy level
- ✧ External permissions
- ✧ Watermarks, headers, encryption
- ✧ Conditional access

Publish your labels by creating a label policy



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# Not just SharePoint and Teams

Power BI

Microsoft Purview Data Map

- 🧑 Azure Data Lake Storage Gen1 & Gen2
- 🧑 Azure Blob Storage
- 🧑 Amazon S3
- 🧑 Azure SQL Database
- 🧑 CosmosDB
- 🧑 And more...

SQL Server



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**Data catalog**

**Data map**

**Glossary**

**Data estate insights**

**Management**

**Filters**

**Clear all** **Collapse all**

- ☐ Azure Table Storage (6)
- ☐ Spark (6)
- ☐ File System (4)
- ☐ Atlas Core (3)
- ☐ Azure Dedicated SQL Pool (form... (2)

**Classification**

- ☐ Credit Card Number (39)
- ☐ EU Debit Card Number (19)
- ☐ India Unique Identification (Aadh... (6)
- ☐ Email Address (3)
- ☐ U.S. Social Security Number (SSN) (3)
- ☐ IP Address (2)
- [See more](#)

**Contact**

**Label**

- ☒ Secret (50)
- ☐ Highly Confidential\Contoso FTE (47)
- ☐ Confidential\All Employees (8)
- ☐ Highly Confidential\All Employees (1)

**Glossary term**

- ☐ Customer (1)
- ☐ Payments (1)
- ☐ Personal Information (1)

Showing 1-25 out of 50 results

Sort by: **Relevance**

**ProductSalesReport** (Secret)

☐ Power BI Dataset

<https://app.powerbi.com/groups/00000000-1234-1234-1234-000000000000/datasets/12345678-0123-0123-0123-000000000000>

**ProductSalesReport** (Secret)

☐ Power BI Dataset

<https://app.powerbi.com/groups/00000000-1234-1234-1234-000000000000/datasets/12345678-0123-0123-0123-000000000000>

**ProductSalesReport** (Secret)

☒ Power BI Report

<https://app.powerbi.com/groups/00000000-1234-1234-1234-000000000000/datasets/12345678-0123-0123-0123-000000000000>

**Users.csv** (Secret)

☐ Amazon S3 File

<s3://hr-department/Users.csv>

**ProductSalesReport** (Secret)

☒ Power BI Report

<https://app.powerbi.com/groups/00000000-1234-1234-1234-000000000000/datasets/12345678-0123-0123-0123-000000000000>

**NewHire\_DATA.json** (Secret)

☐ Azure Blob Path

[https://purviewcontosoblob.blob.core.windows.net/files/userdata/NewHire\\_DATA.json](https://purviewcontosoblob.blob.core.windows.net/files/userdata/NewHire_DATA.json)

**SalesData** (Secret)

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# Set default sharing link

Get-Label |ft Name, Guid

Set-Label -Identity <Guid> -AdvancedSettings @{DefaultShareLinkToExistingAccess="True"}

DefaultSharingScope:

- SpecificPeople: Sets the default sharing link to specific people (only the people the user specifies)
- Organization: Sets the default sharing link for only people in your organization
- Anyone: Sets the default sharing link to anyone with the link, which is equivalent to anonymous access

DefaultShareLinkPermission:

- View: Sets the default link permission to view permissions
- Edit: Sets the default link permission to edit permissions

DefaultShareLinkToExistingAccess:

- True: Overrides the previous two parameters
- False

<https://learn.microsoft.com/en-us/purview/sensitivity-labels-default-sharing-link>



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# Sensitive information types





# Pattern-based classifiers

**Creditcard numbers:** Detects cards from all major brands, including Visa, MasterCard, Discover Card, JCB, American Express, gift cards, diner's cards, Rupay and China UnionPay.

**Netherlands citizen service number (BSN):** 3 digits + a space (optional) + 3 digits + a space (optional) + 2-3 digits

**Netherlands drivers license number:** 10 digits + rijbewijs/rijbewijsnummer/etc.

**Netherlands physical address:** Detects patterns related to physical addresses from NL

**App secrets:** `account.azurewebsites.net/api/messages;AppId=01234567-abcd-abcd-abcd-abcdef012345;AppSecret="abcdeFGHIJ0K1234567%";[@`

And many, many more...



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# Trainable classifiers

This method of categorisation is more about using a classifier to identify an item based on what the item is, not by elements that are in the item (pattern matching)

100+ classifiers built-in. Some examples:

- 👤 Profanity
- 👤 Targeted Harassment
- 👤 Threat

You can train your own custom classifiers

- 👤 50-500 positive samples required as seed data
- 👤 Up to 10000 positive and negative samples as test data



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# Exact data match

Uses exact or nearly exact data values

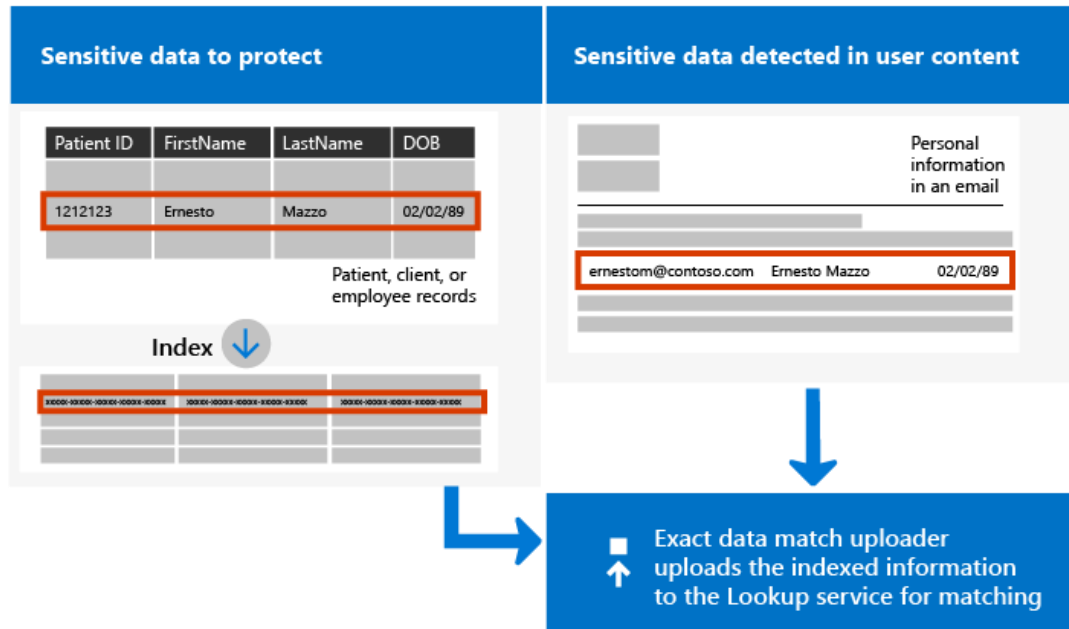
Dynamic and easily refreshed (daily)

Can contain up to 100 million rows of data

Result in fewer false-positives

Handle sensitive information more securely, not sharing it with anyone, including Microsoft

## Exact data match classification



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# DEMO







# Demo content

Data classification -> Top sensitive info types

Create new SIT

Show existing Project Olivine SIT

- ✈ Details pane

- ✈ Test function

Create EDM classifier

Create new label

- ✈ Client-side auto-labelling vs server-side auto-labelling

Create auto-labelling policy

- ✈ Explain simulation mode

Create new label policy

- ✈ Explain priority

Create team

Show Project Obsidian team + labels in library

Show Sensitivity column in document library

Remove label – with justification



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Please evaluate this session in the App.

# THANK YOU

**Are there any questions?**

