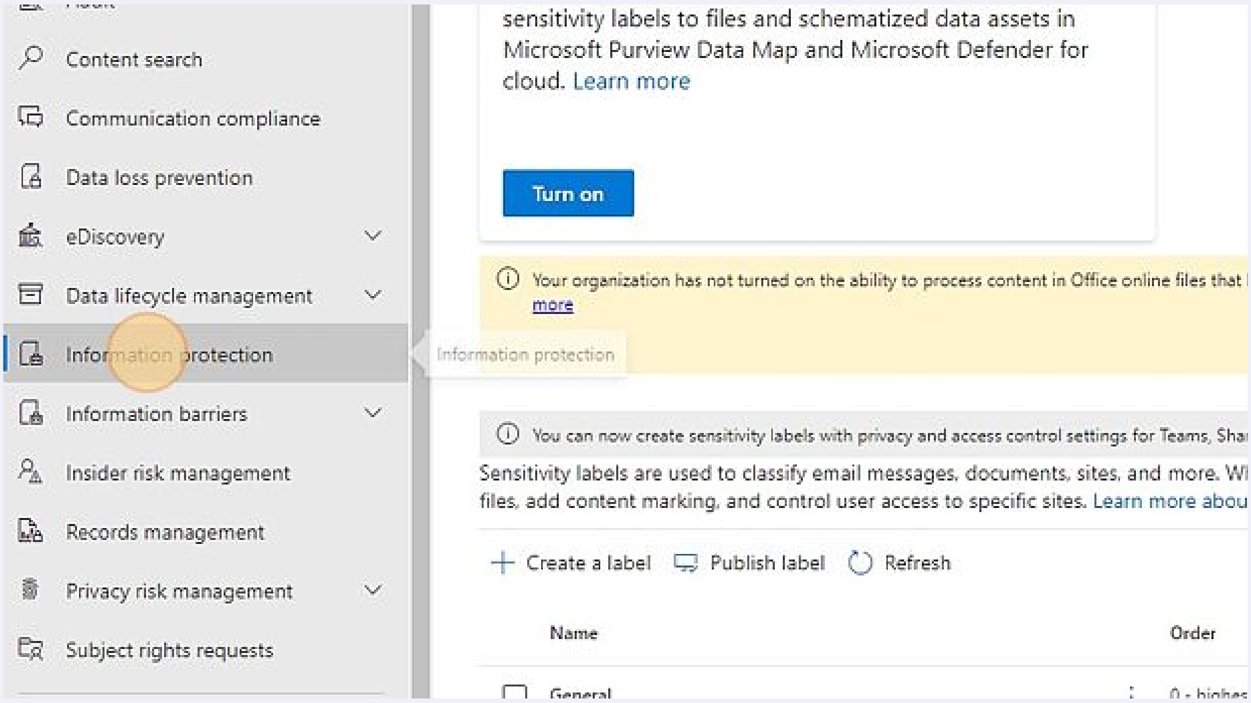
How to Create a Confidential/Internal Only Sensitivity Label in Microsoft 365

1 Navigate to compliance.microsoft.com

2 Click "Information protection"



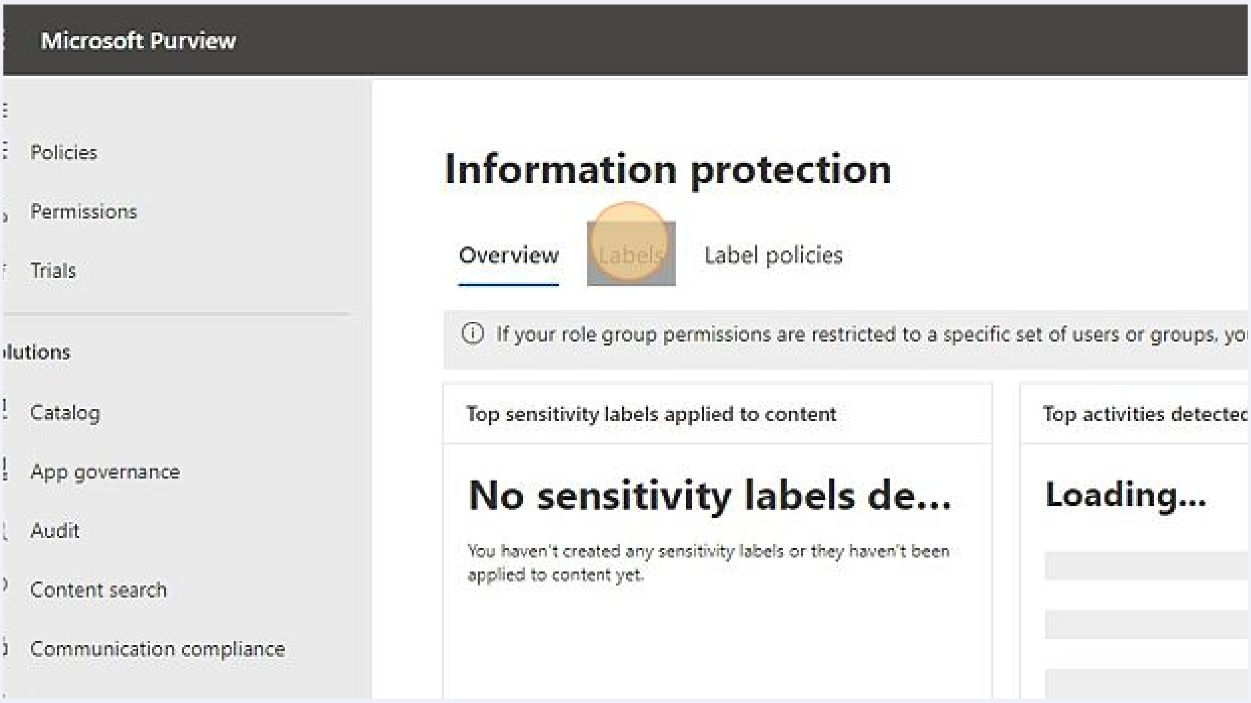
sensitivity labels to files and schematized data assets in Microsoft Purview Data Map and Microsoft Defender for cloud. Learn more

Your organization has not turned on the ability to process content in Office online files that l
more

You can now create sensitivity labels with privacy and access control settings for Teams, Shar

Sensitivity labels are used to classify email messages, documents, sites, and more. Wl files, add content marking, and control user access to specific sites. Learn more abou

3 Click "Labels"



Microsoft Purview

Policies

Permissions

Trials

lutions

Catalog

App governance

Audit

Content search

Communication compliance

Information protection

Overview | Labels | Label policies

ⓘ If your role group permissions are restricted to a specific set of users or groups, yo

Top sensitivity labels applied to content

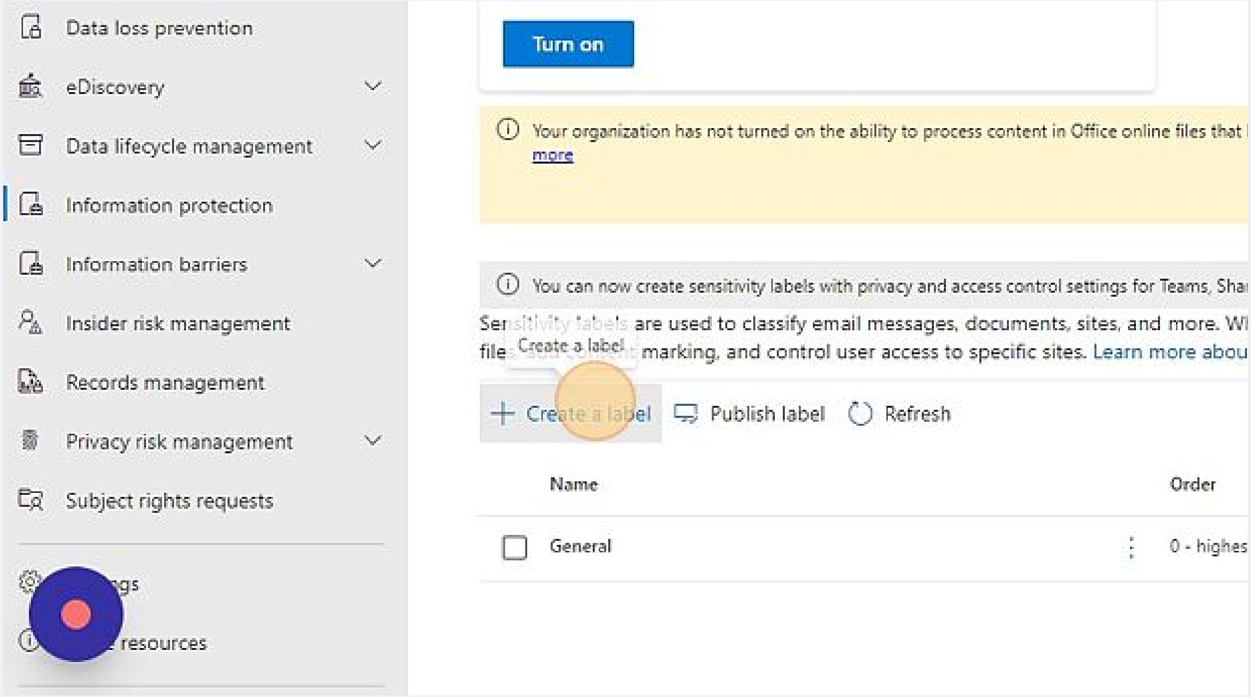
No sensitivity labels de...

You haven't created any sensitivity labels or they haven't been applied to content yet.

Top activities detectec

Loading...

4 Click "Create a label" to first create the parent label of "Confidential"



Data loss prevention

eDiscovery

Data lifecycle management

Information protection

Information barriers

Insider risk management

Records management

Privacy risk management

Subject rights requests

gs

resources

Turn on

ⓘ Your organization has not turned on the ability to process content in Office online files that more

ⓘ You can now create sensitivity labels with privacy and access control settings for Teams, Sha

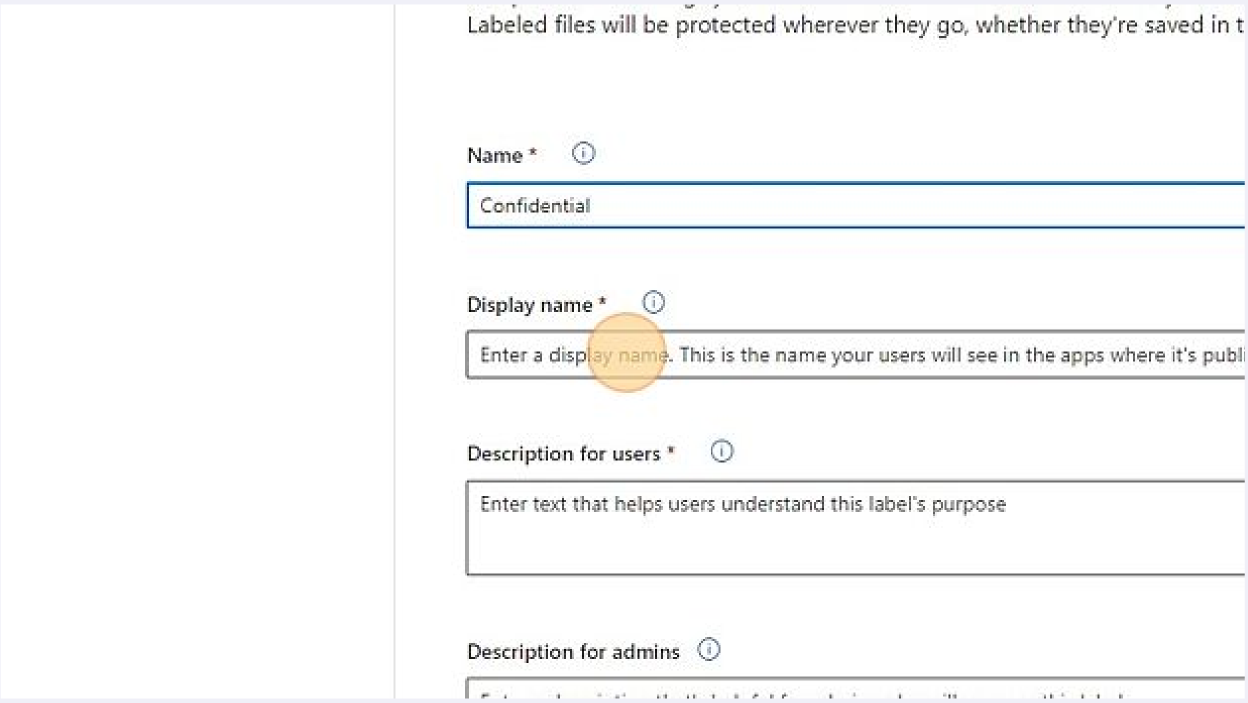
Sensitivity labels are used to classify email messages, documents, sites, and more. Wh file marking, and control user access to specific sites. Learn more abou

Create a label

+ Create a label | Publish label | Refresh

	Name		Order
□	General	⋮	0 - highes

5 Click the "Display name" field.



Labeled files will be protected wherever they go, whether they're saved in t

Name *

Confidential

Display name *

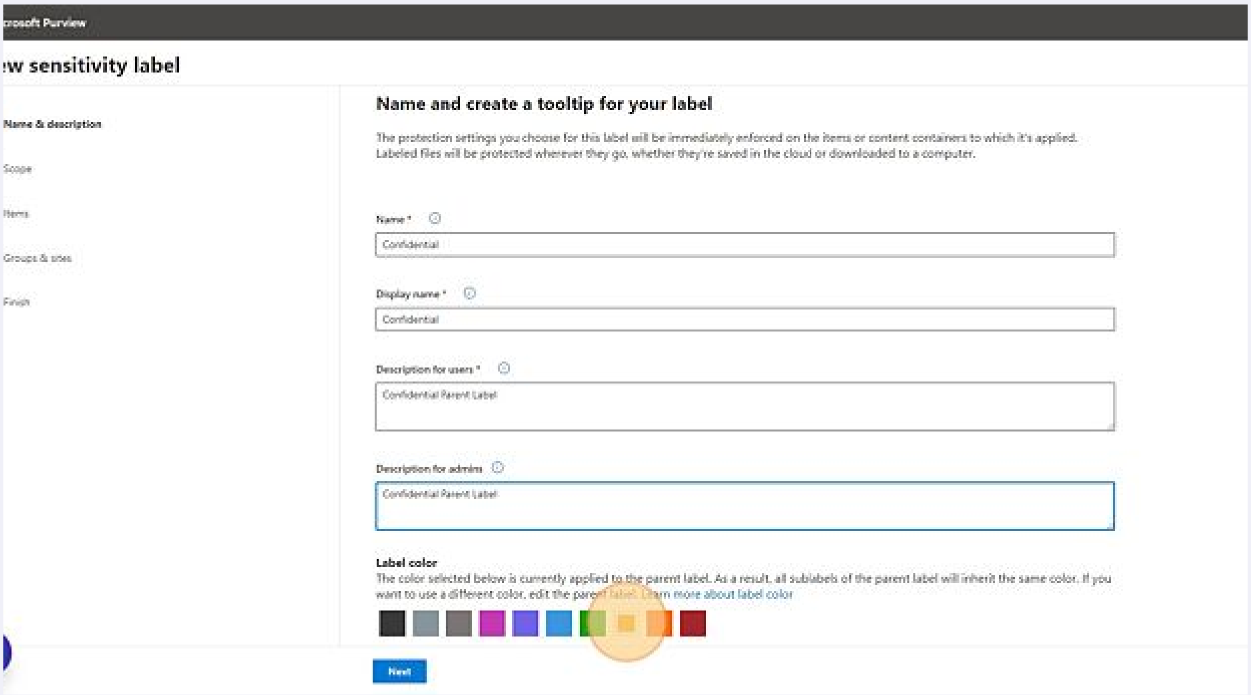
Enter a display name. This is the name your users will see in the apps where it's publi

Description for users *

Enter text that helps users understand this label's purpose

Description for admins

6 Fill in the details and select "Yellow" as the label color. All sub labels will inherit this color.



ew sensitivity label

Name and create a tooltip for your label

The protection settings you choose for this label will be immediately enforced on the items or content containers to which it's applied. Labeled files will be protected wherever they go, whether they're saved in the cloud or downloaded to a computer.

Name *

Confidential

Display name *

Confidential

Description for users *

Confidential Parent Label

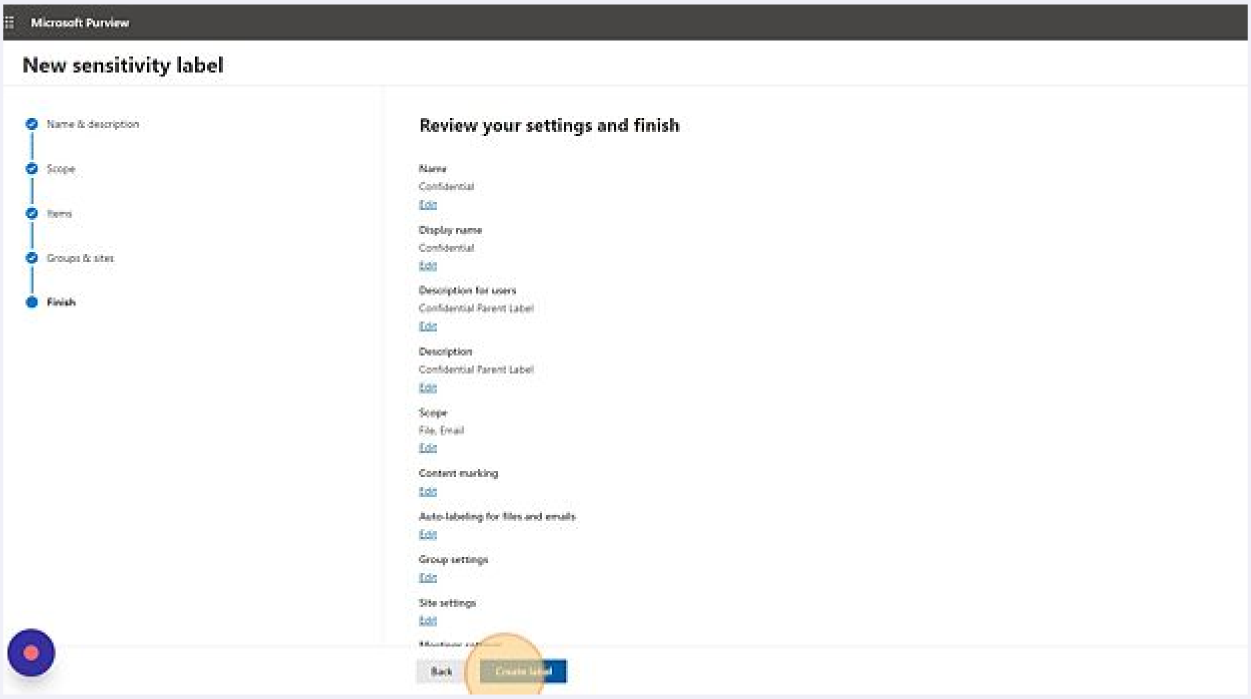
Description for admins

Confidential Parent Label

Label color

The color selected below is currently applied to the parent label. As a result, all sublabels of the parent label will inherit the same color. If you want to use a different color, edit the parent label. Learn more about label color

7 Run through the wizard and create the parent label.



Microsoft Purview

New sensitivity label

- Name & description
- Scope
- Items
- Groups & sites
- Finish

Review your settings and finish

Name
Confidential
Edit

Display name
Confidential
Edit

Description for users
Confidential Parent Label
Edit

Description
Confidential Parent Label
Edit

Scope
File, Email
Edit

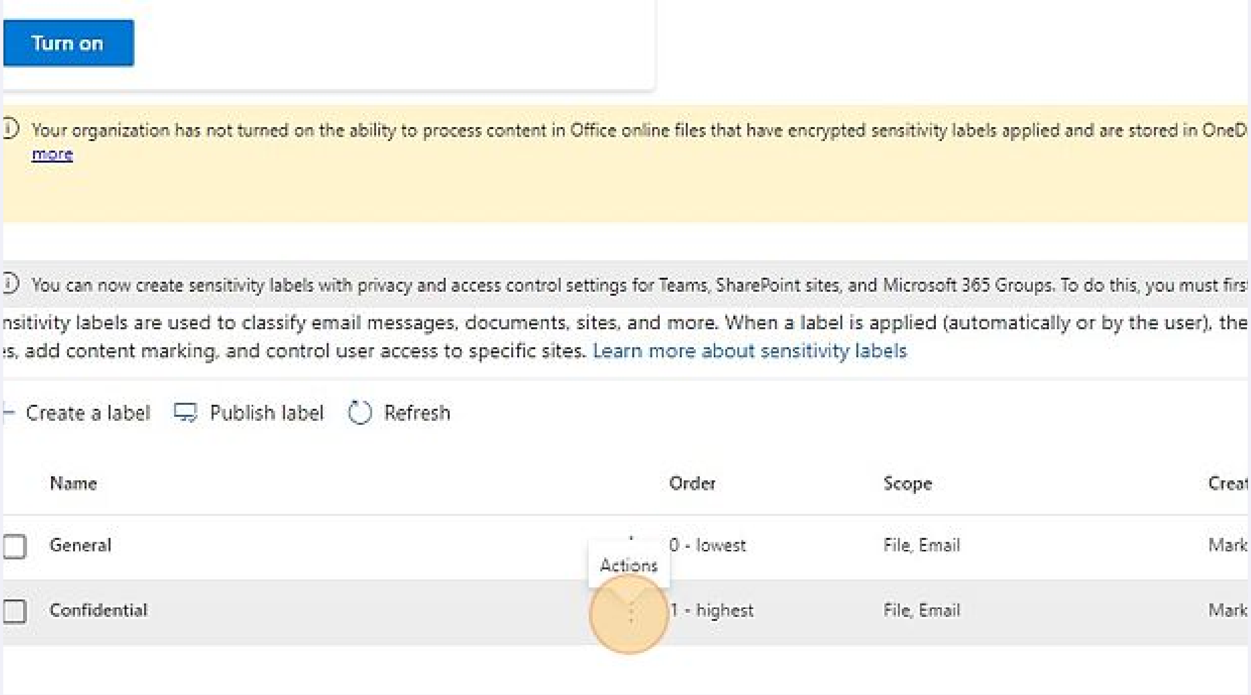
Content marking
Edit

Auto-labeling for files and emails
Edit

Group settings
Edit

Site settings
Edit

8 Click the 3 dots next to the "Confidential" parent label.



Turn on

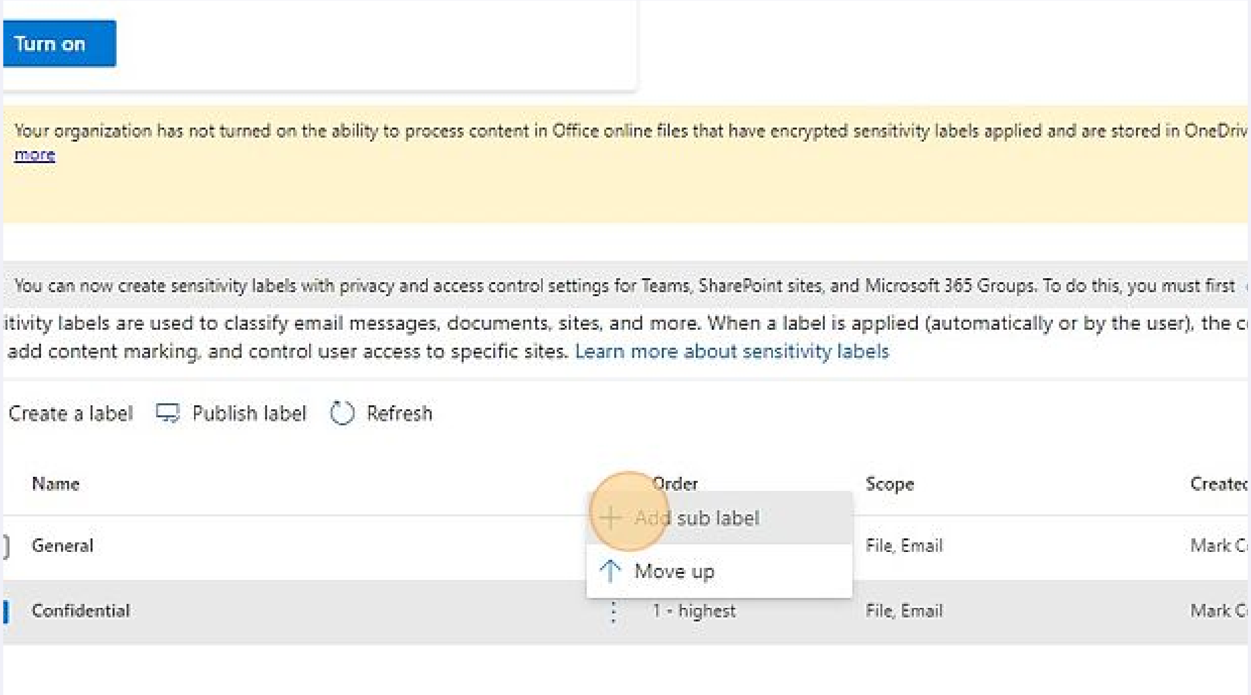
Your organization has not turned on the ability to process content in Office online files that have encrypted sensitivity labels applied and are stored in OneD
more

You can now create sensitivity labels with privacy and access control settings for Teams, SharePoint sites, and Microsoft 365 Groups. To do this, you must firs

nsitivity labels are used to classify email messages, documents, sites, and more. When a label is applied (automatically or by the user), the
s, add content marking, and control user access to specific sites. Learn more about sensitivity labels

	Name	Order	Scope	Creat
□	General	0 - lowest	File, Email	Mark
□	Confidential	1 - highest	File, Email	Mark

9 Click "Add sub label"



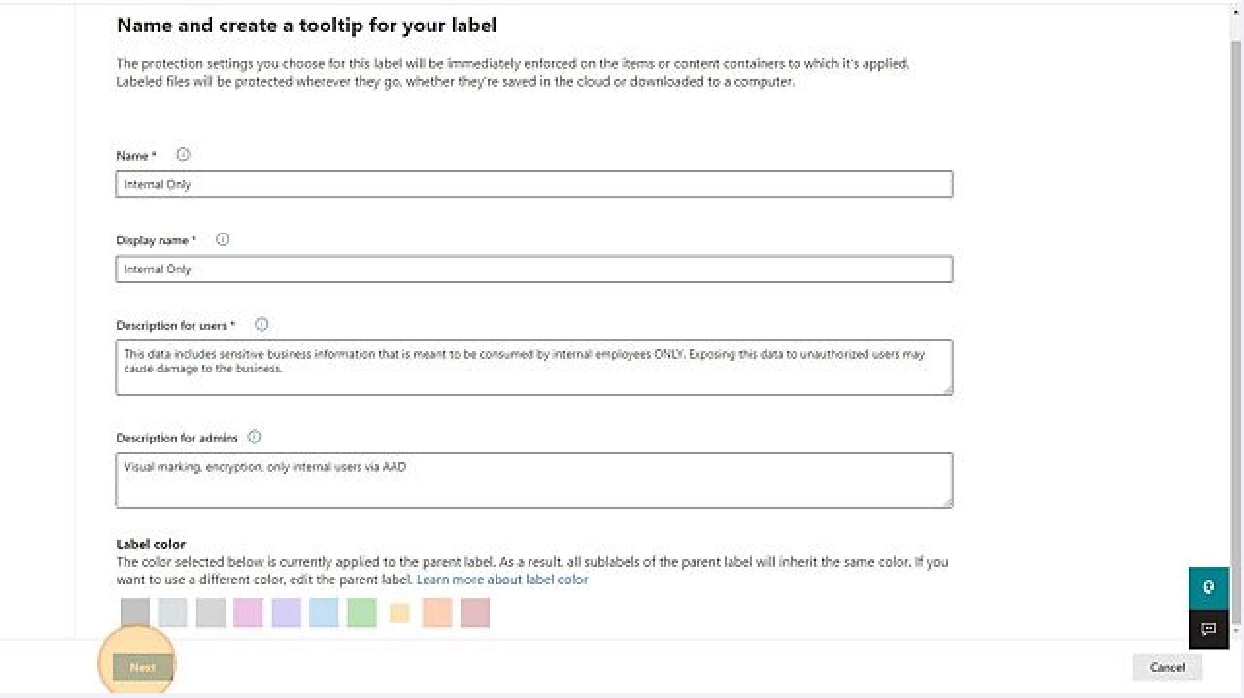
Your organization has not turned on the ability to process content in Office online files that have encrypted sensitivity labels applied and are stored in OneDriv
more

You can now create sensitivity labels with privacy and access control settings for Teams, SharePoint sites, and Microsoft 365 Groups. To do this, you must first

itivity labels are used to classify email messages, documents, sites, and more. When a label is applied (automatically or by the user), the c
add content marking, and control user access to specific sites. Learn more about sensitivity labels

Name	Order	Scope	Createc
General		File, Email	Mark C
Confidential	1 - highest	File, Email	Mark C

10 Fill out the basic label information.



Name and create a tooltip for your label

The protection settings you choose for this label will be immediately enforced on the items or content containers to which it's applied. Labeled files will be protected wherever they go, whether they're saved in the cloud or downloaded to a computer.

Name * ⓘ
Internal Only

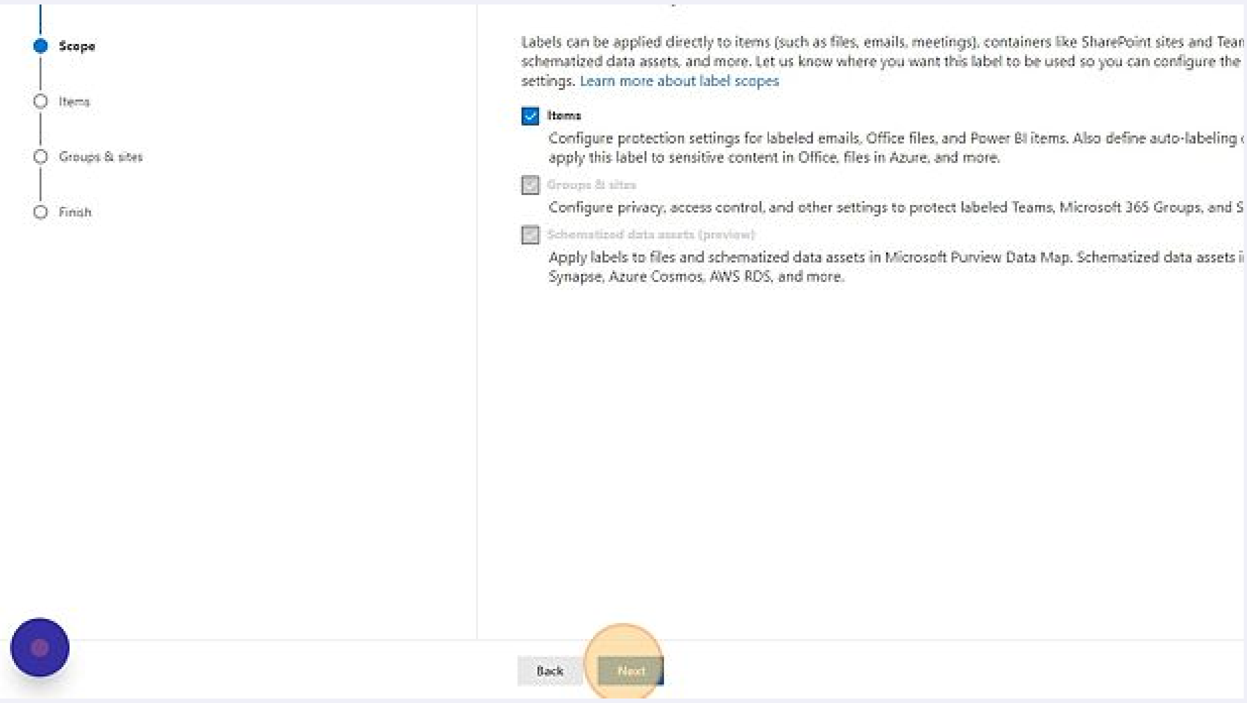
Display name * ⓘ
Internal Only

Description for users * ⓘ
This data includes sensitive business information that is meant to be consumed by internal employees ONLY. Exposing this data to unauthorized users may cause damage to the business.

Description for admins ⓘ
Visual marking, encryption, only internal users via AAD

Label color
The color selected below is currently applied to the parent label. As a result, all sublabels of the parent label will inherit the same color. If you want to use a different color, edit the parent label. Learn more about label color

11 Select the scope that you require for your label, and click "Next"



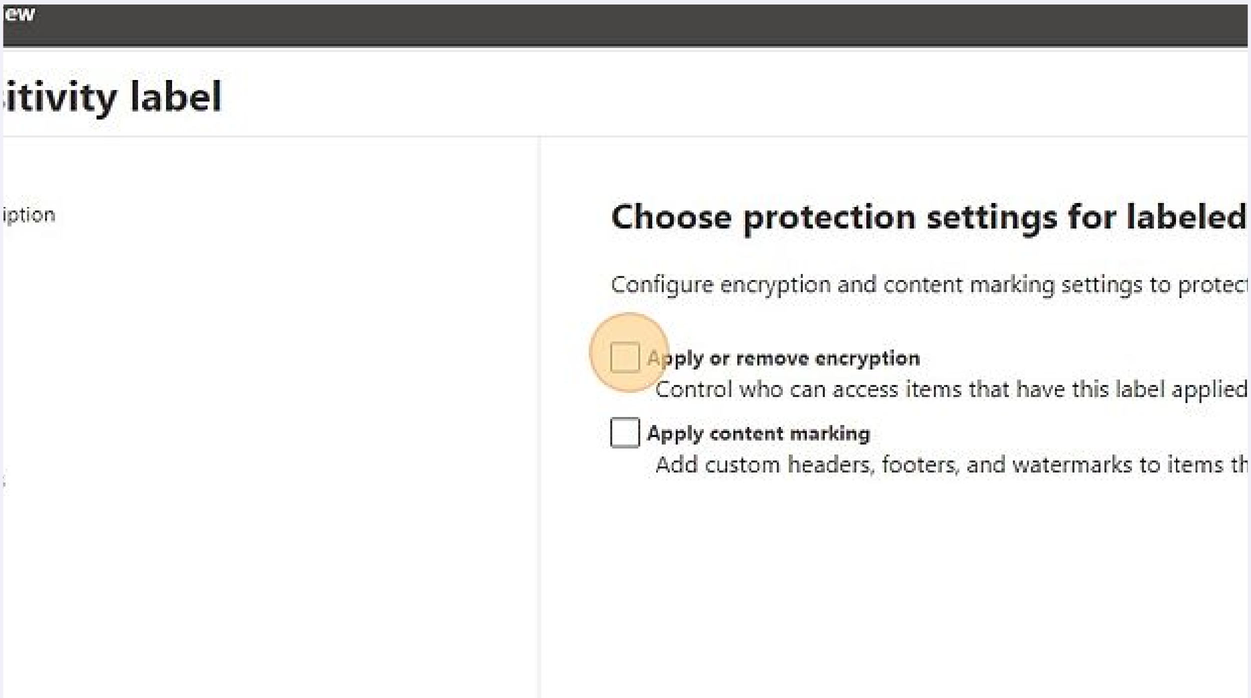
Labels can be applied directly to items (such as files, emails, meetings), containers like SharePoint sites and Tean schematized data assets, and more. Let us know where you want this label to be used so you can configure the settings. Learn more about label scopes

☑ **Items**
Configure protection settings for labeled emails, Office files, and Power BI items. Also define auto-labeling apply this label to sensitive content in Office, files in Azure, and more.

☑ Groups & sites
Configure privacy, access control, and other settings to protect labeled Teams, Microsoft 365 Groups, and S

☑ Schematized data assets (preview)
Apply labels to files and schematized data assets in Microsoft Purview Data Map. Schematized data assets i Synapse, Azure Cosmos, AWS RDS, and more.

12 Click "Apply or remove encryption"



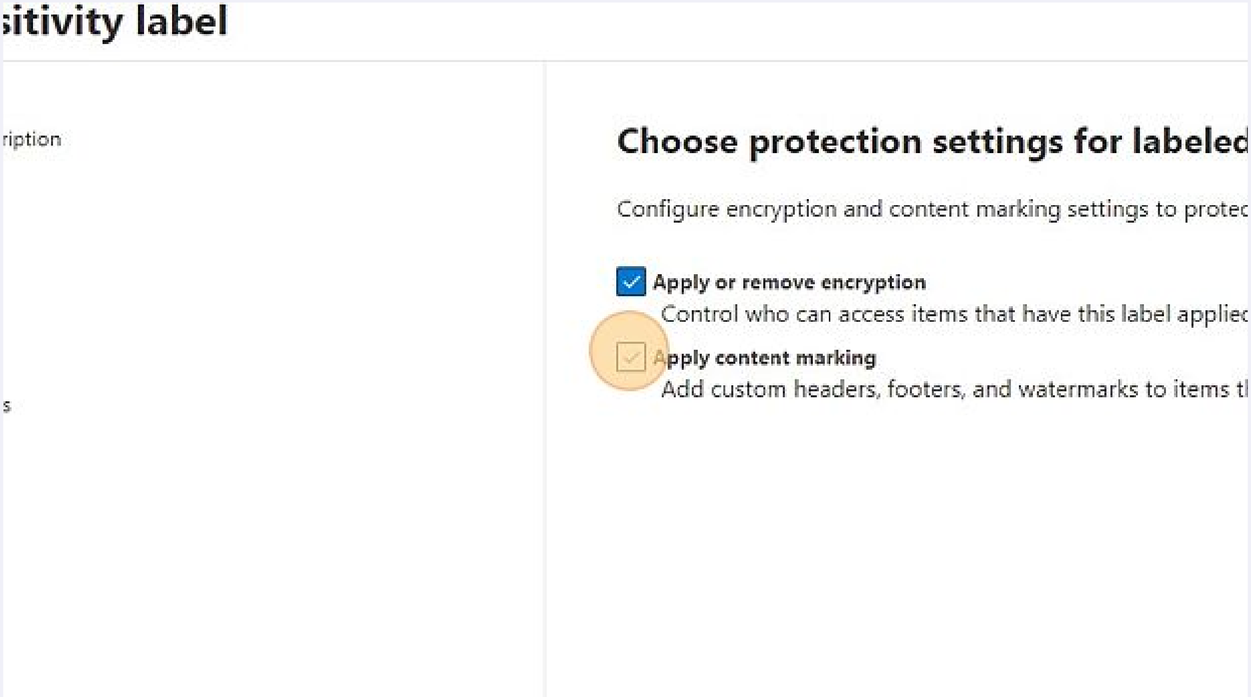
Choose protection settings for labeled

Configure encryption and content marking settings to protect

□ **Apply or remove encryption**
Control who can access items that have this label applied

□ **Apply content marking**
Add custom headers, footers, and watermarks to items th

13 Click "Apply content marking"



sitivity label

ription

s

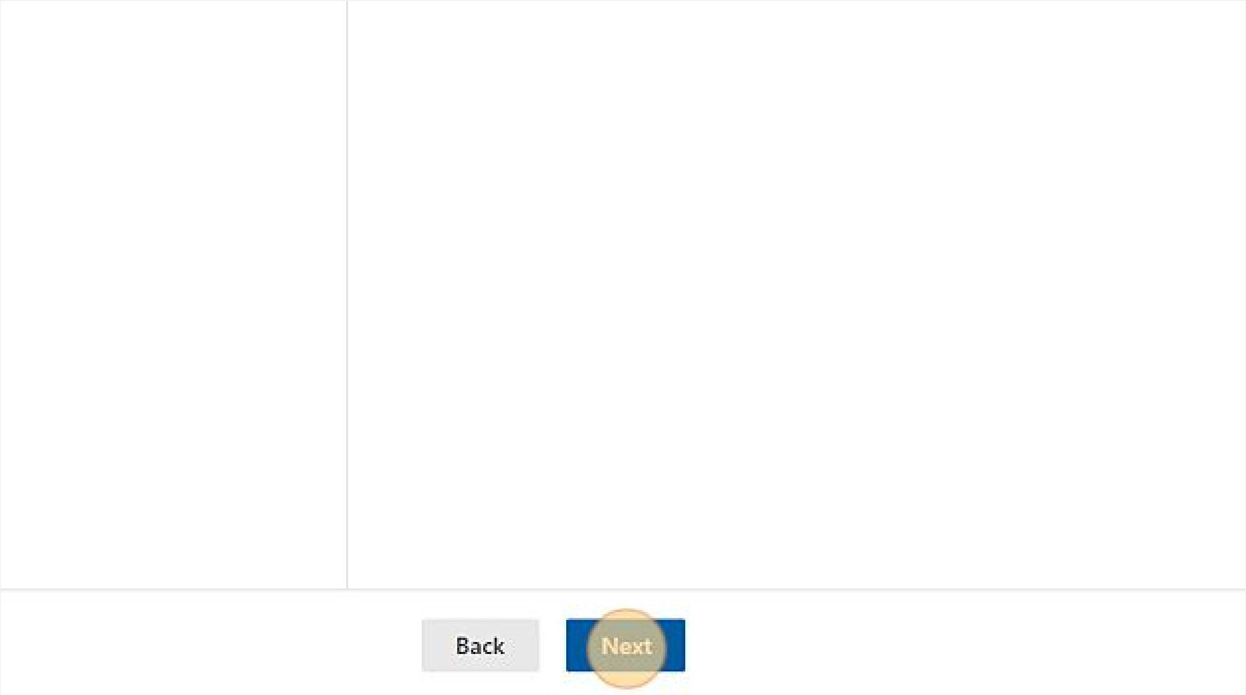
Choose protection settings for labeled

Configure encryption and content marking settings to protec

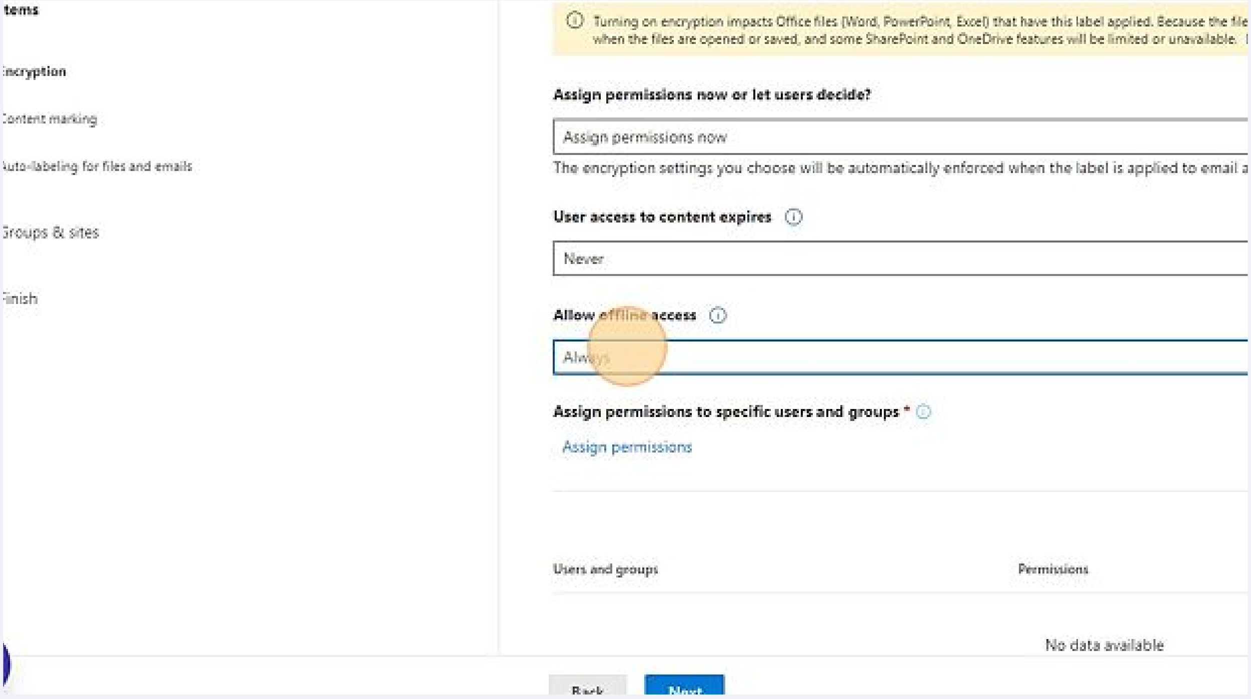
☑ **Apply or remove encryption**
Control who can access items that have this label applied

□ **Apply content marking**
Add custom headers, footers, and watermarks to items t

14 Click "Next"



15 Set "Assign permissions now or let users decide?" to "Assign permissions now"



tems

ncryption

Content marking

Auto-labeling for files and emails

Groups & sites

Finish

Turning on encryption impacts Office files (Word, PowerPoint, Excel) that have this label applied. Because the file when the files are opened or saved, and some SharePoint and OneDrive features will be limited or unavailable.

Assign permissions now or let users decide?

Assign permissions now

The encryption settings you choose will be automatically enforced when the label is applied to email a

User access to content expires

Never

Allow offline access

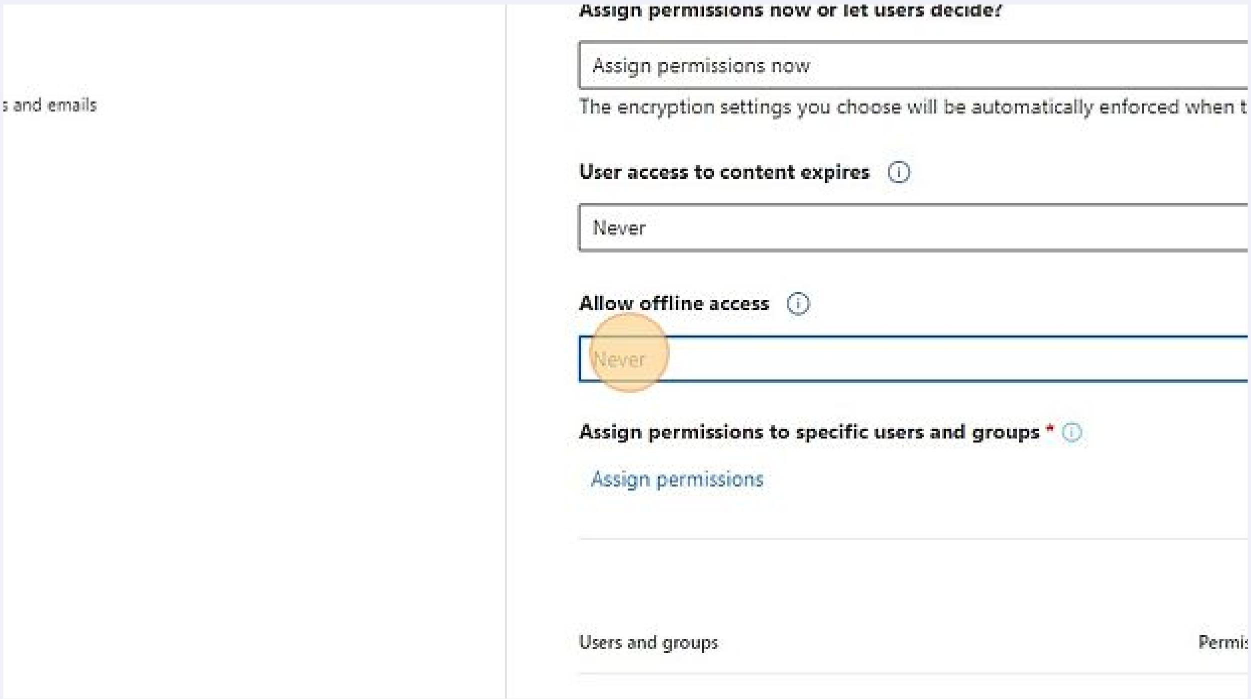
Always

Assign permissions to specific users and groups *

Assign permissions

Users and groups	Permissions
No data available	

16 Set "User access to content expires" to "Never"



s and emails

Assign permissions now or let users decide?

Assign permissions now

The encryption settings you choose will be automatically enforced when t

User access to content expires

Never

Allow offline access

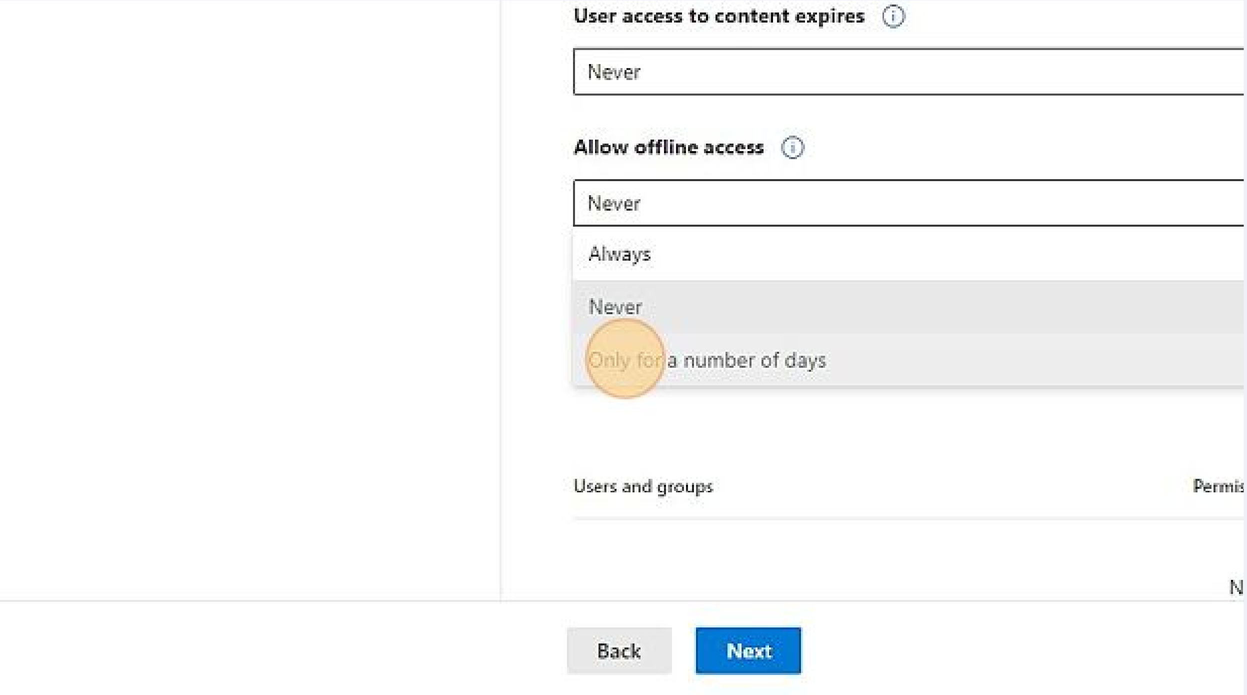
Never

Assign permissions to specific users and groups *

Assign permissions

Users and groups	Permis

17 Set "Allow offline access" to "Only for a number of days"



User access to content expires

Never

Allow offline access

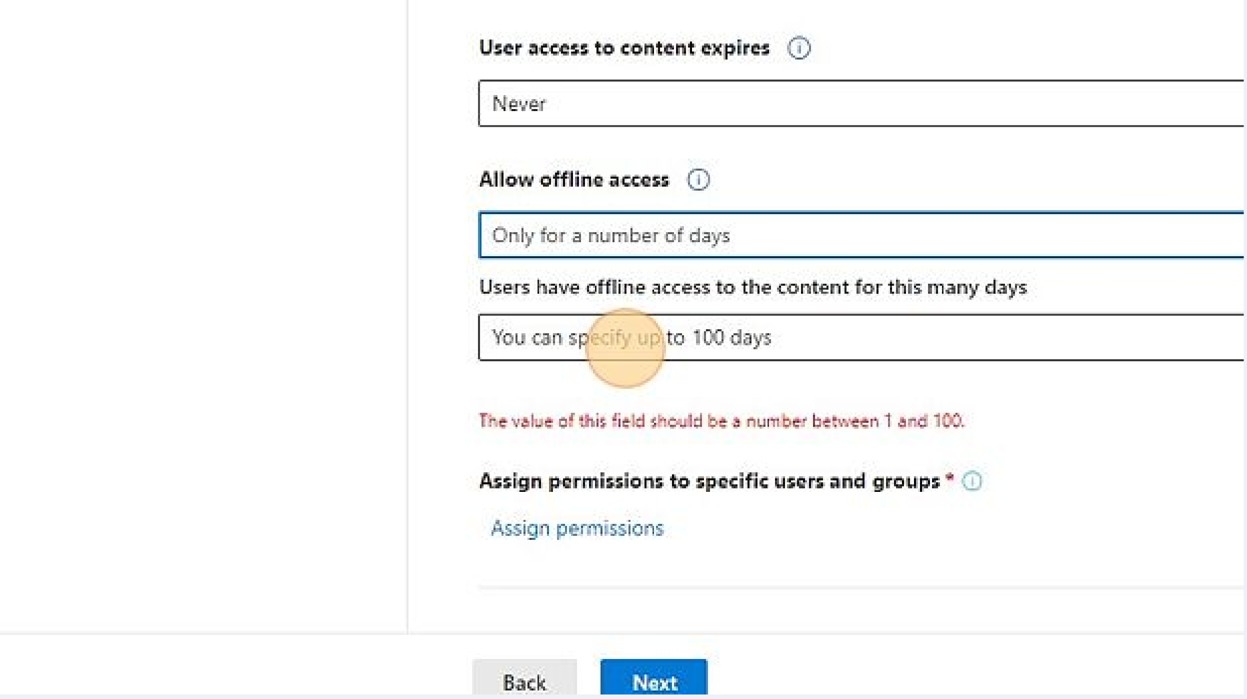
Never

Always

Never

Only for a number of days

18 Set "Offline access" to "7 days"



User access to content expires

Never

Allow offline access

Only for a number of days

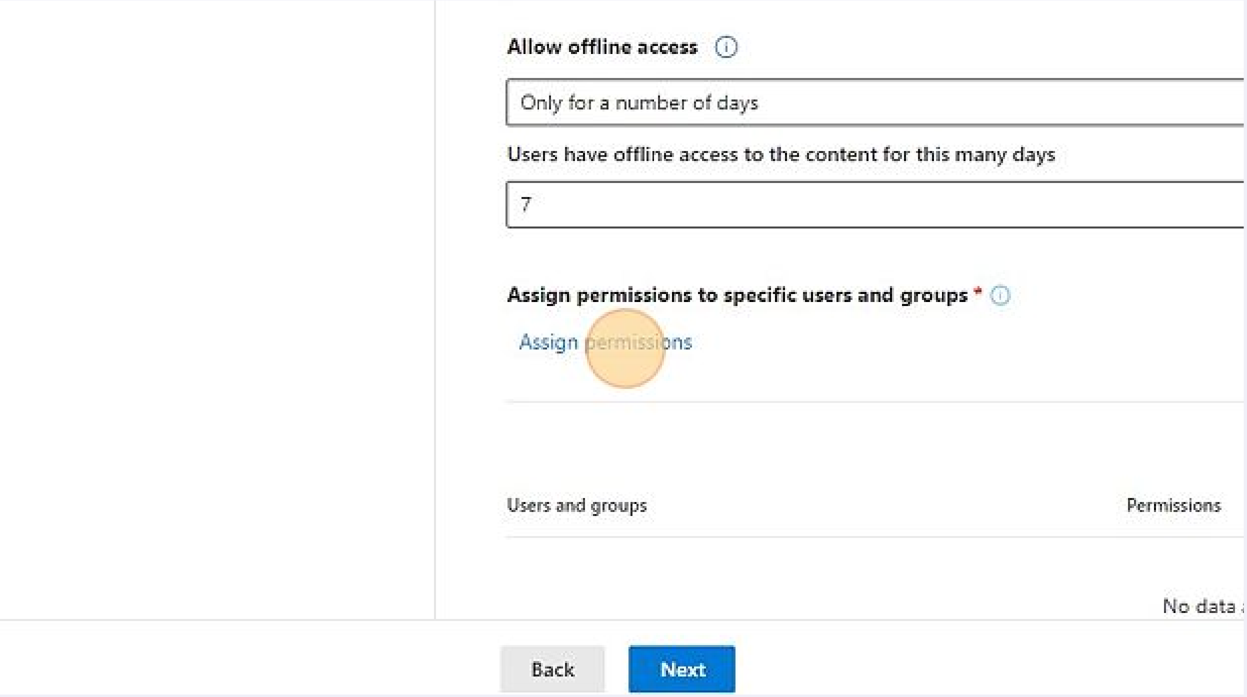
Users have offline access to the content for this many days

You can specify up to 100 days

The value of this field should be a number between 1 and 100.

Assign permissions to specific users and groups *

19 Click "Assign permissions"



Allow offline access

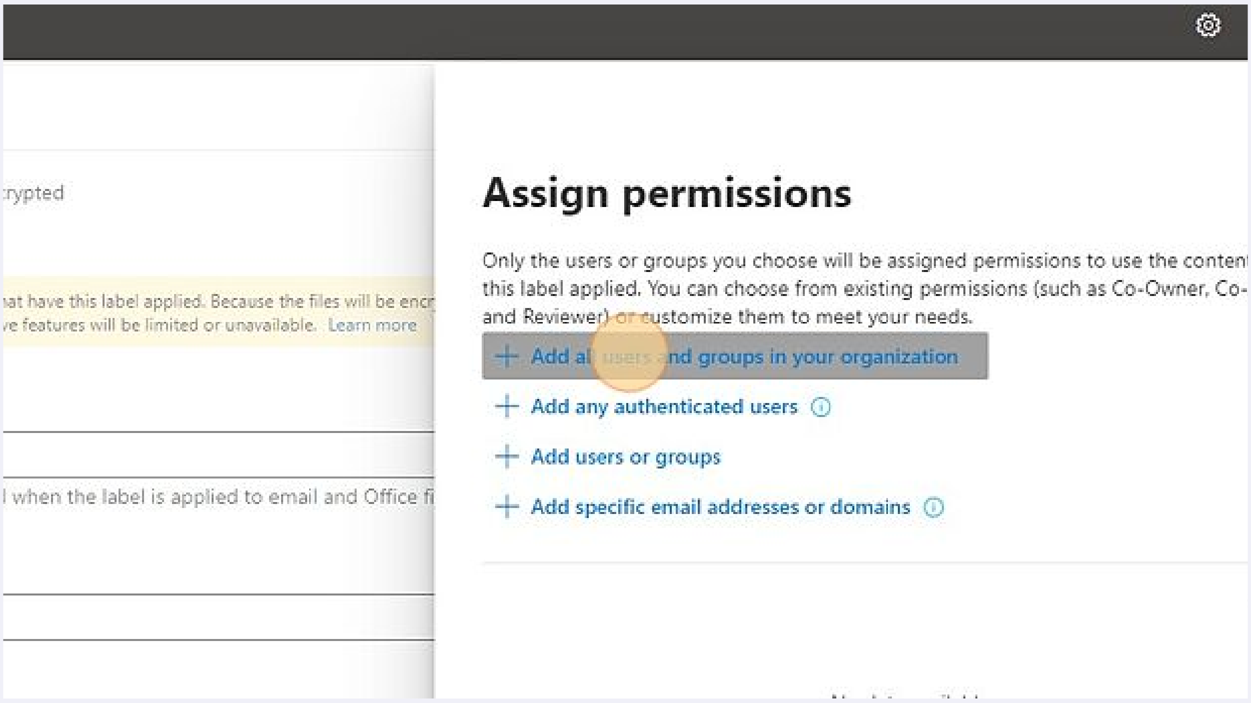
Only for a number of days

Users have offline access to the content for this many days

7

Assign permissions to specific users and groups *

20 Click "Add all users and groups in your organization"

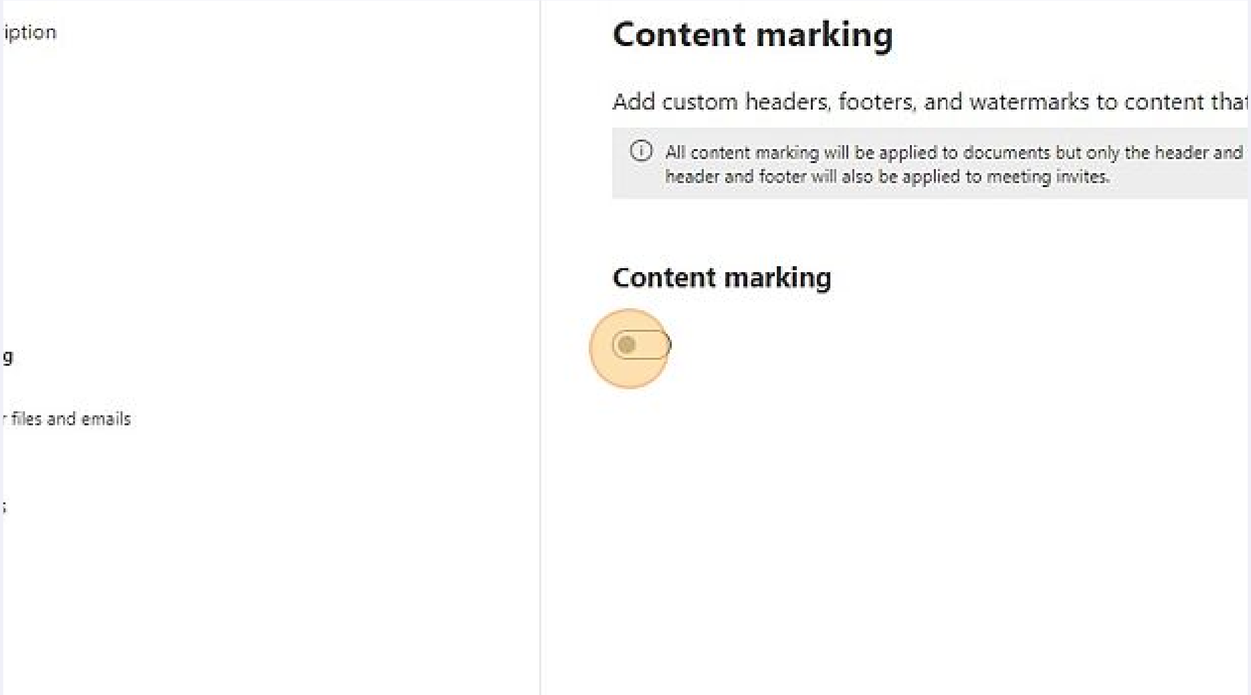


Assign permissions

Only the users or groups you choose will be assigned permissions to use the content this label applied. You can choose from existing permissions (such as Co-Owner, Co- and Reviewer) or customize them to meet your needs.

crypted
hat have this label applied. Because the files will be encr
ve features will be limited or unavailable. Learn more
l when the label is applied to email and Office fi
+ Add all users and groups in your organization
+ Add any authenticated users
+ Add users or groups
+ Add specific email addresses or domains

21 Enable "Content Marking"



iption

g

files and emails

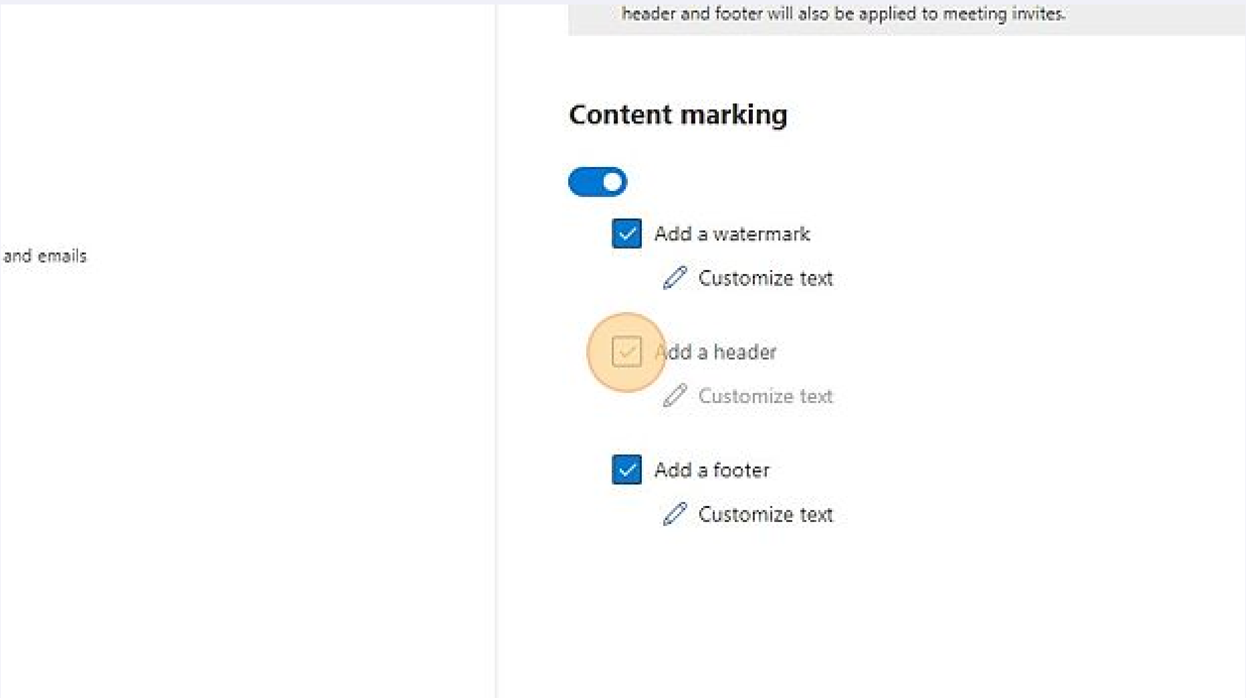
Content marking

Add custom headers, footers, and watermarks to content that

ⓘ All content marking will be applied to documents but only the header and header and footer will also be applied to meeting invites.

Content marking

22 Enable the desired markings.



header and footer will also be applied to meeting invites.

and emails

Content marking

☑ Add a watermark

Customize text

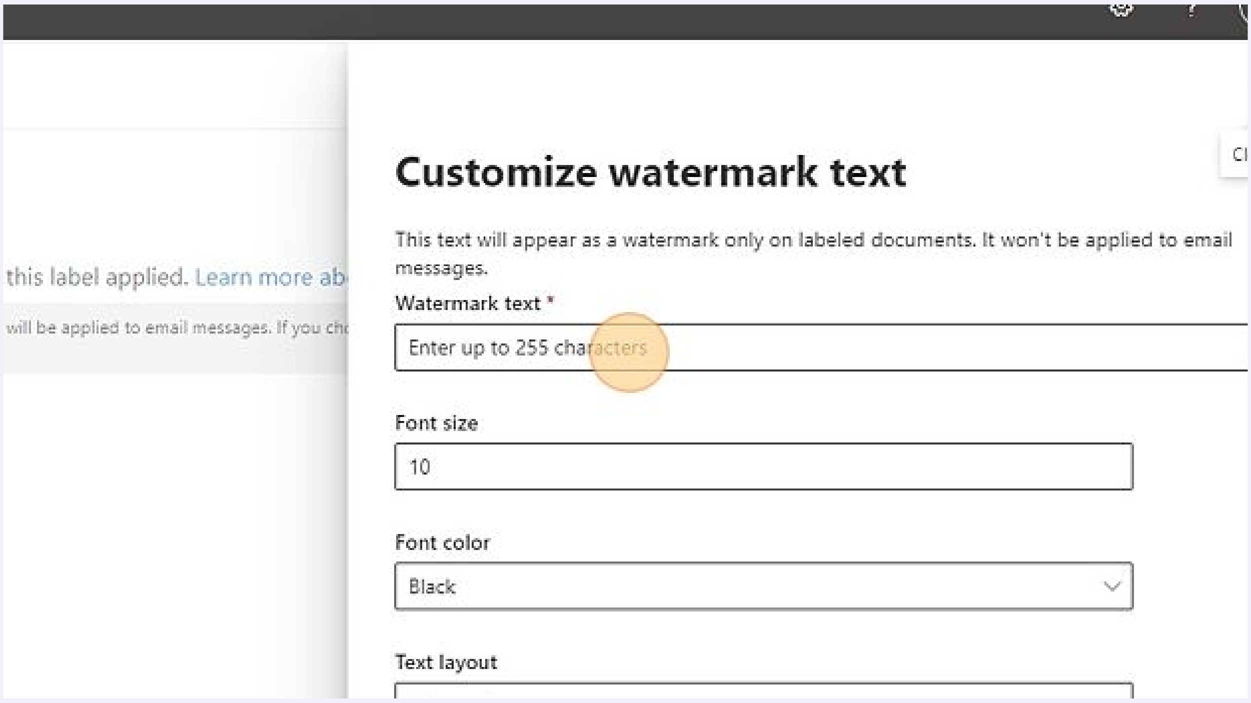
□ Add a header

Customize text

☑ Add a footer

Customize text

23 Customize the text to your liking.



this label applied. Learn more ab

will be applied to email messages. If you ch

Customize watermark text

This text will appear as a watermark only on labeled documents. It won't be applied to email messages.

Watermark text *

Enter up to 255 characters

Font size

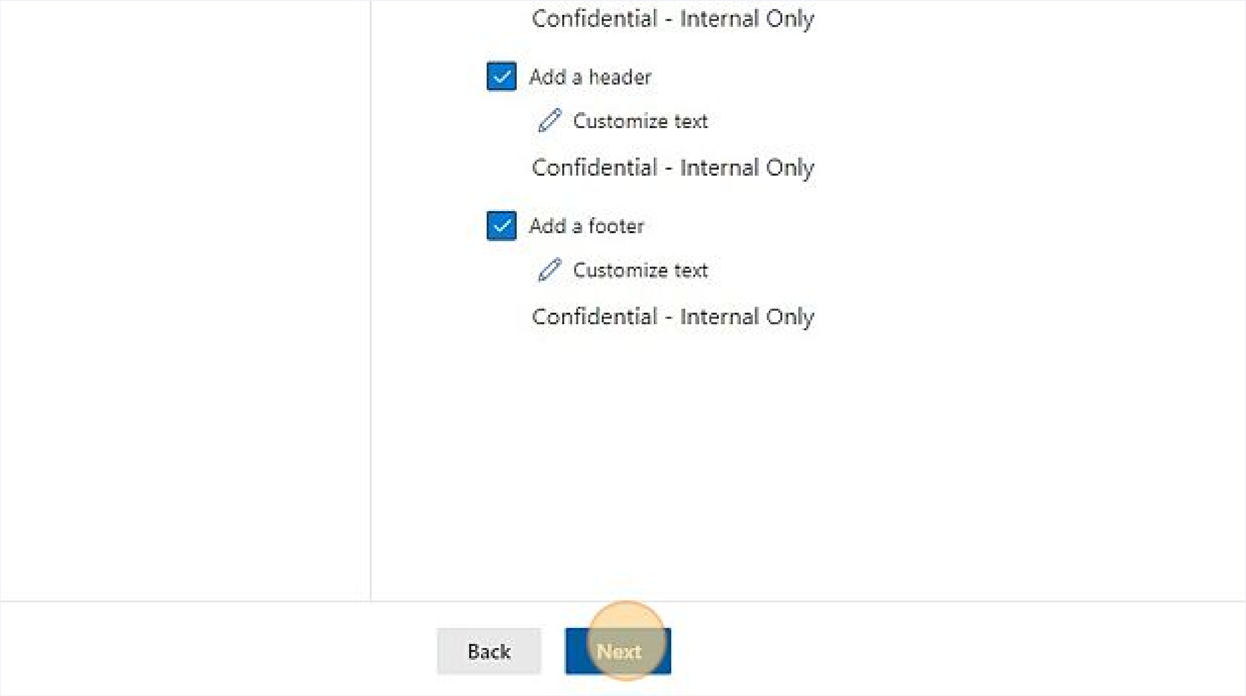
10

Font color

Black

Text layout

24 When you are done editing, click "Next"



Confidential - Internal Only

☑ Add a header

Customize text

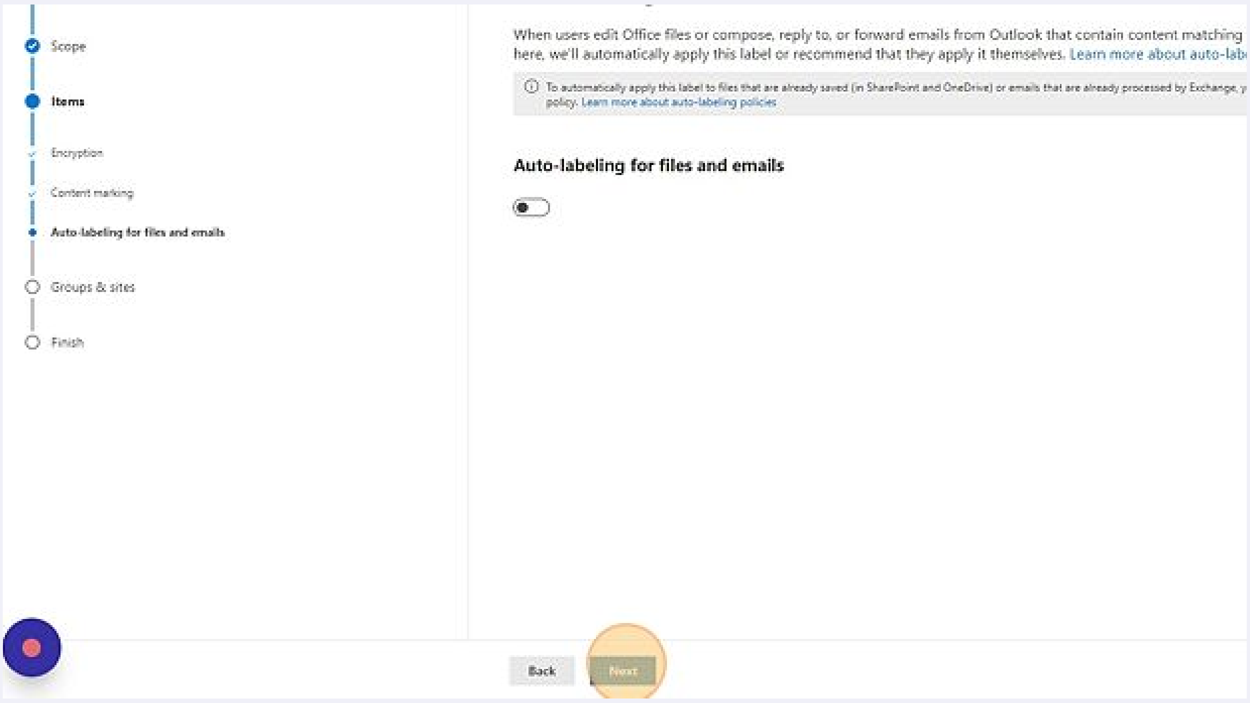
Confidential - Internal Only

☑ Add a footer

Customize text

Confidential - Internal Only

25 Select auto labeling, if appropriate.



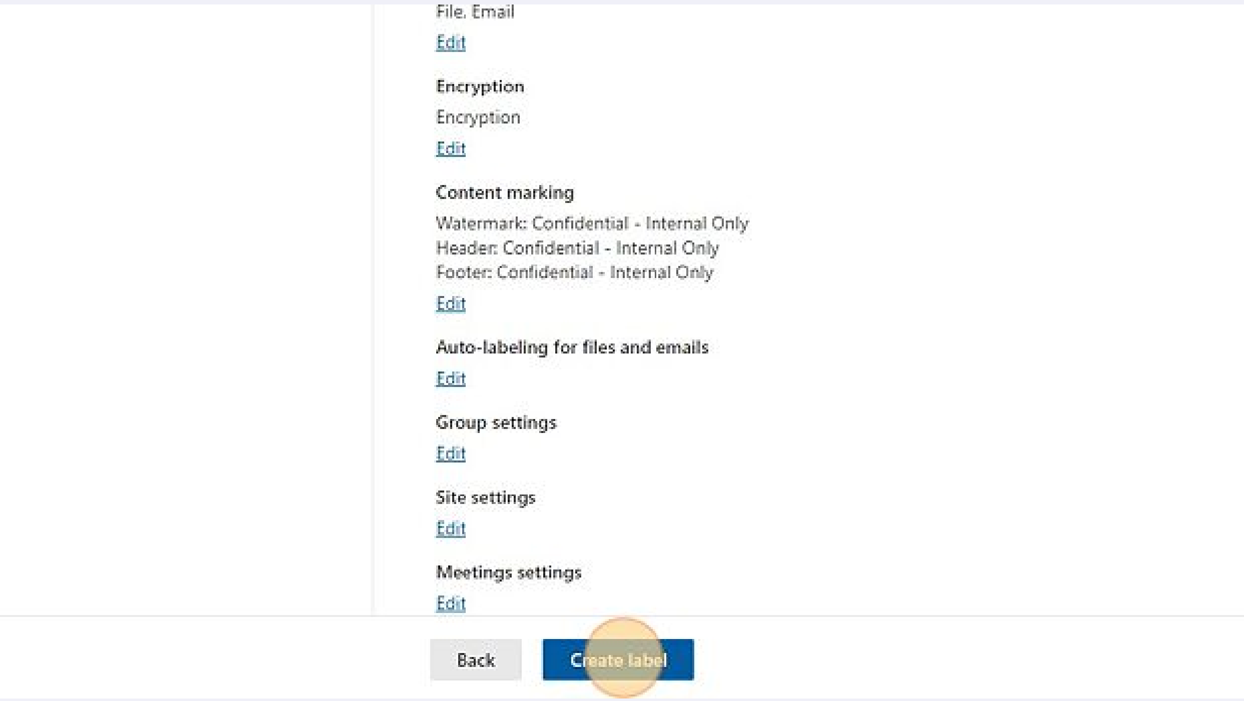
When users edit Office files or compose, reply to, or forward emails from Outlook that contain content matching here, we'll automatically apply this label or recommend that they apply it themselves. Learn more about auto-lab

ⓘ To automatically apply this label to files that are already saved (in SharePoint and OneDrive) or emails that are already processed by Exchange, y policy. Learn more about auto-labeling policies

Auto-labeling for files and emails

○

26 Review the settings and click "Create label"



File, Email
Edit

Encryption
Encryption
Edit

Content marking
Watermark: Confidential - Internal Only
Header: Confidential - Internal Only
Footer: Confidential - Internal Only
Edit

Auto-labeling for files and emails
Edit

Group settings
Edit

Site settings
Edit

Meetings settings
Edit