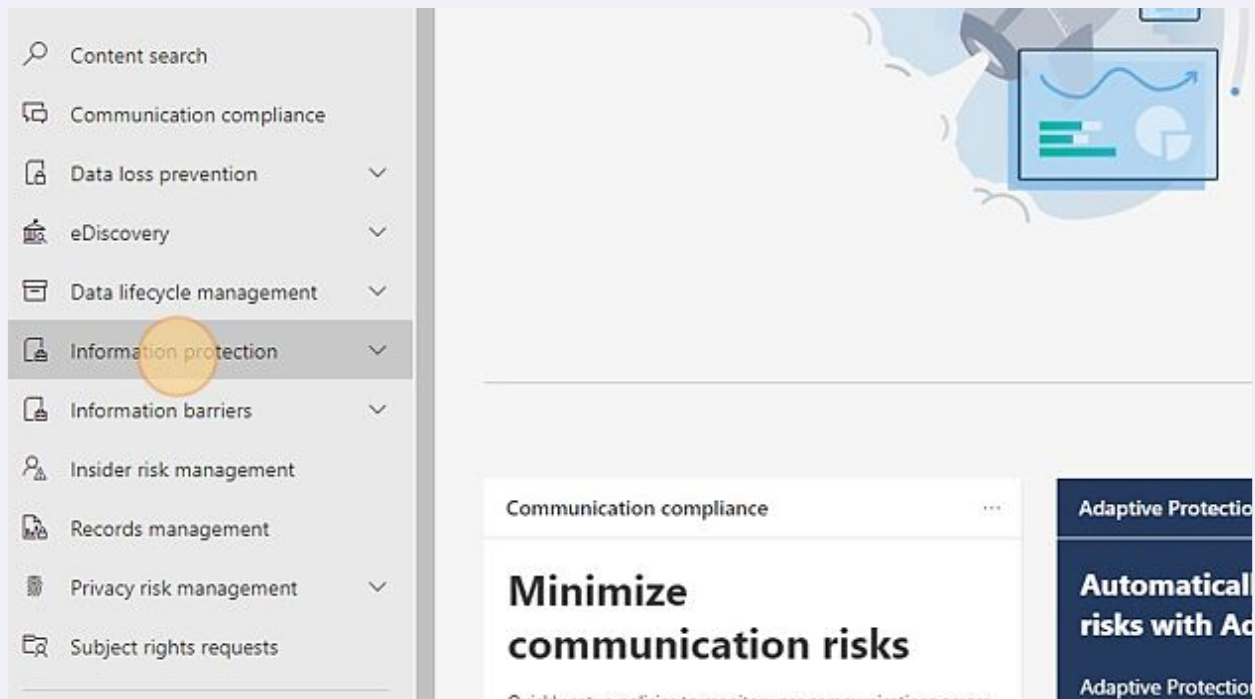


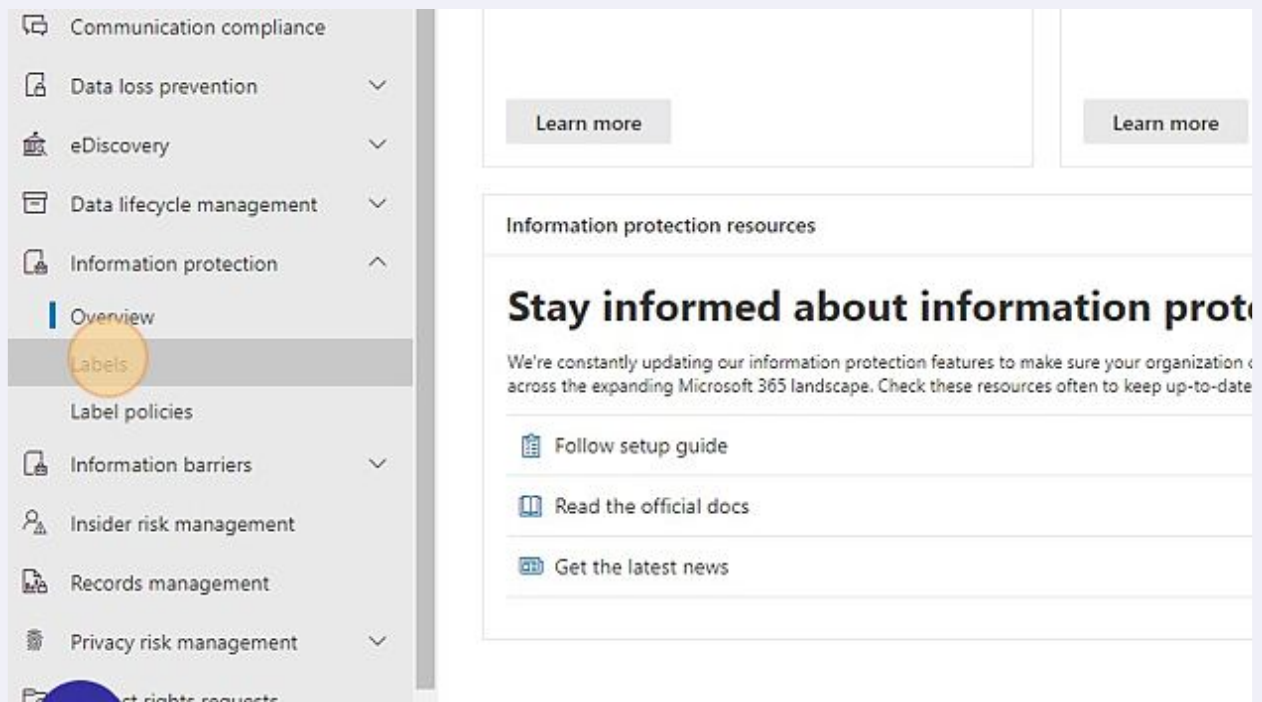
How to Publish Sensitivity Labels in Microsoft 365

1 Navigate to compliance.microsoft.com

2 Click "Information protection"



3 Click "Labels"



The screenshot shows the left-hand navigation pane of the Microsoft 365 Information Protection center. The 'Labels' option is highlighted with an orange circle. The main content area on the right shows 'Information protection resources' with a heading 'Stay informed about information protection' and a list of links: 'Follow setup guide', 'Read the official docs', and 'Get the latest news'.

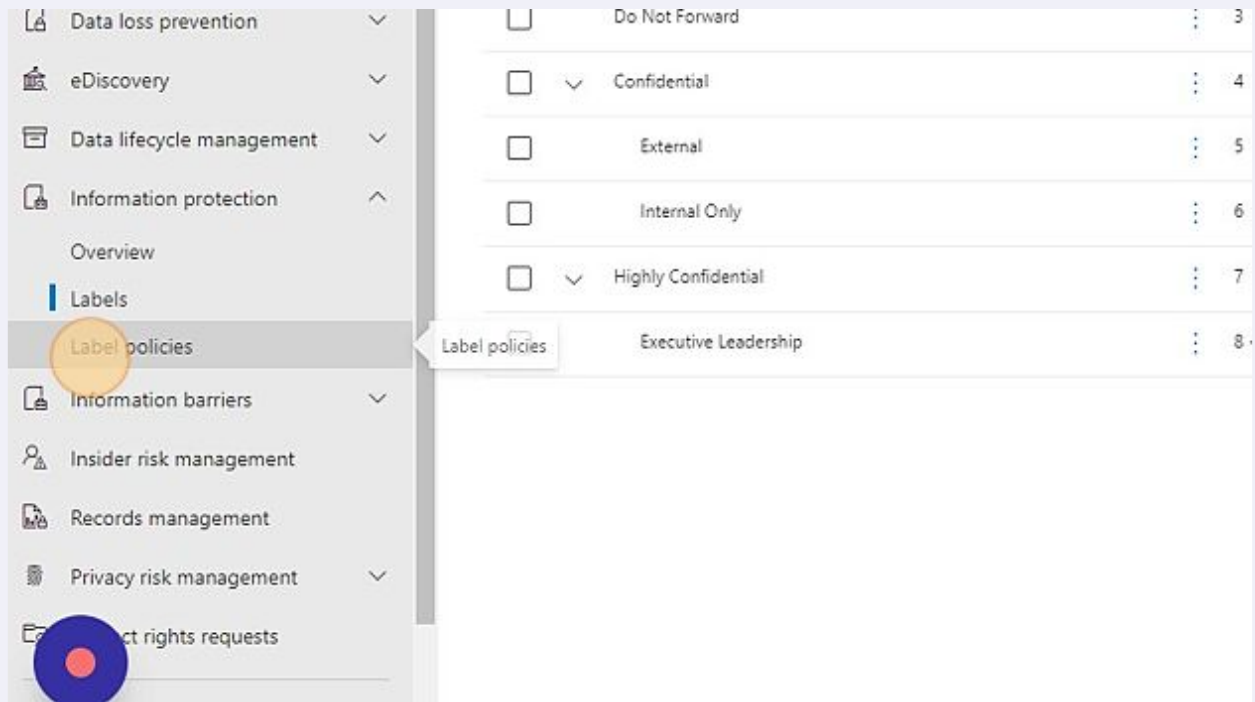
4 Review the labels that you have created and want to publish.

files, add content marking, and control user access to specific sites. [Learn more about sensitivity labels](#)

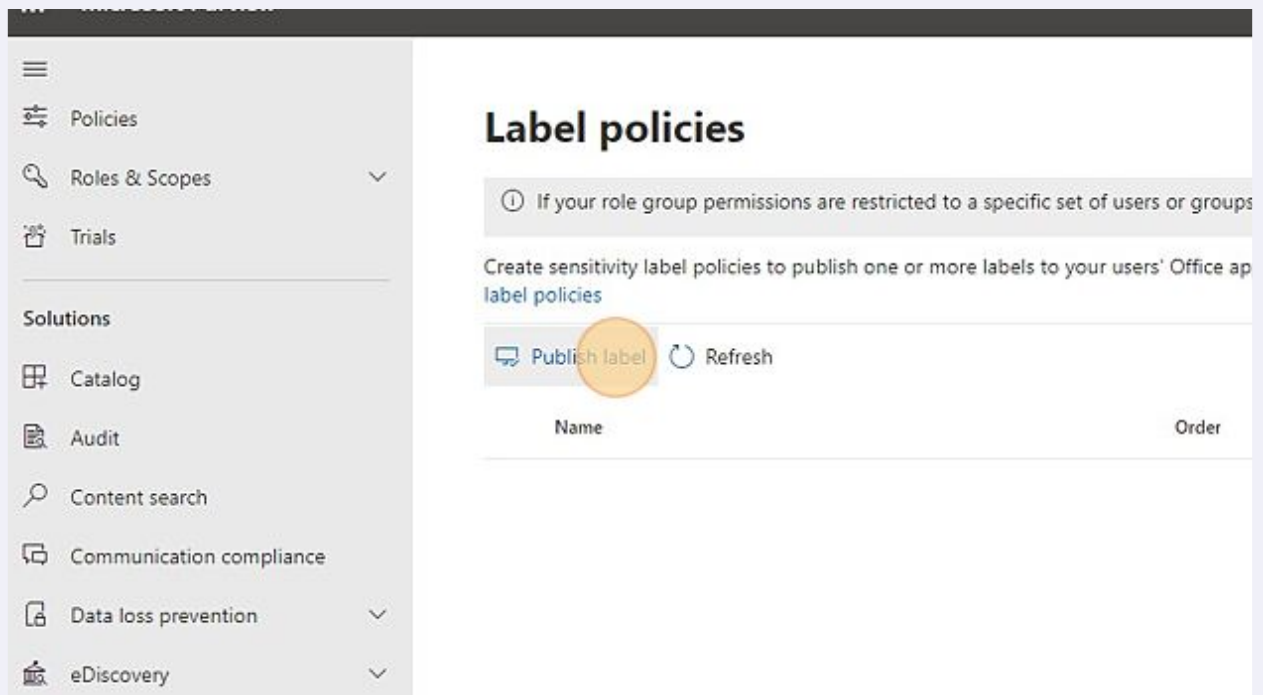
[+ Create a label](#) [Publish label](#) [Refresh](#)

	Name	Order	Scope	Created by	Last
<input type="checkbox"/>	Public	0 - lowest	File, Email, Site, UnifiedGroup, Schema...	Mark Connelly	Mar
<input type="checkbox"/>	General	1	File, Email, Site, UnifiedGroup, Schema...	Mark Connelly	Mar
<input type="checkbox"/>	Do Not Reply All	2	File, Email	Mark Connelly	Mar
<input type="checkbox"/>	Do Not Forward	3	File, Email	Mark Connelly	Mar
<input type="checkbox"/>	Confidential	4	File, Email, Site, UnifiedGroup, Schema...	Mark Connelly	Mar
<input type="checkbox"/>	External	5	File, Email, Site, UnifiedGroup, Schema...	Mark Connelly	Mar
<input type="checkbox"/>	Internal Only	6	File, Email, Site, UnifiedGroup, Schema...	Mark Connelly	Mar
<input type="checkbox"/>	Highly Confidential	7	File, Email, Site, UnifiedGroup, Schema...	Mark Connelly	Mar
<input type="checkbox"/>	Executive Leadership	8 - highest	File, Email, Site, UnifiedGroup, Schema...	Mark Connelly	Mar

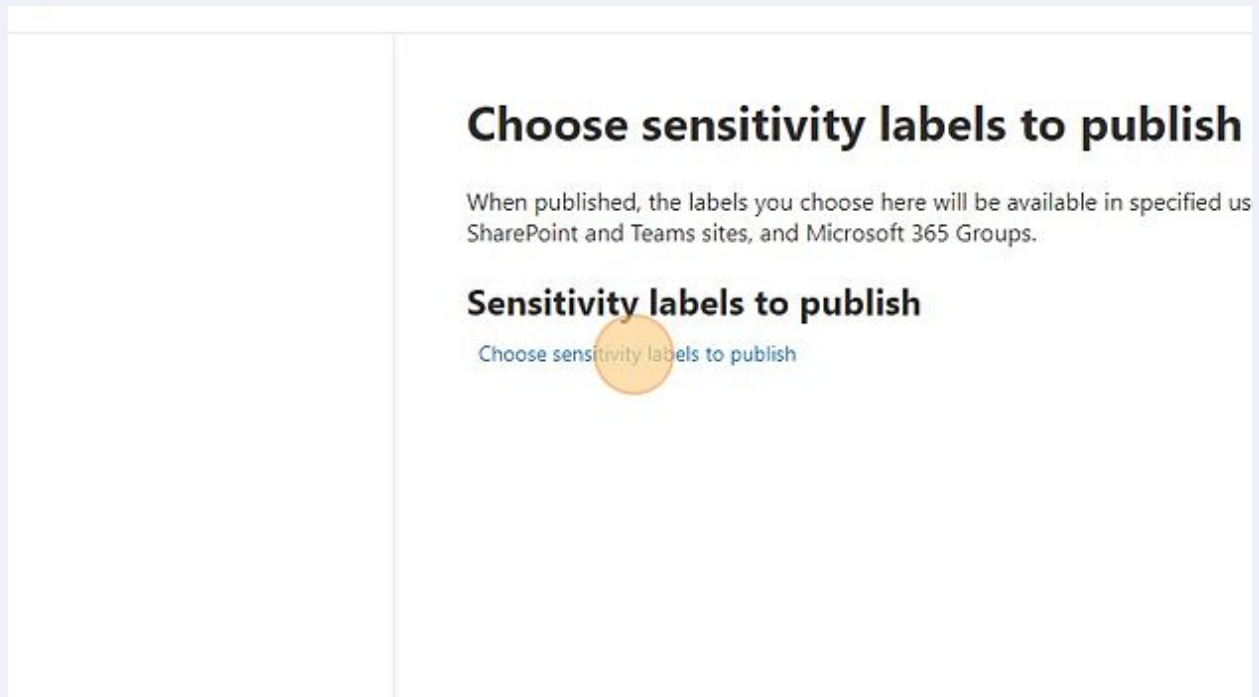
5 Click "Label policies"



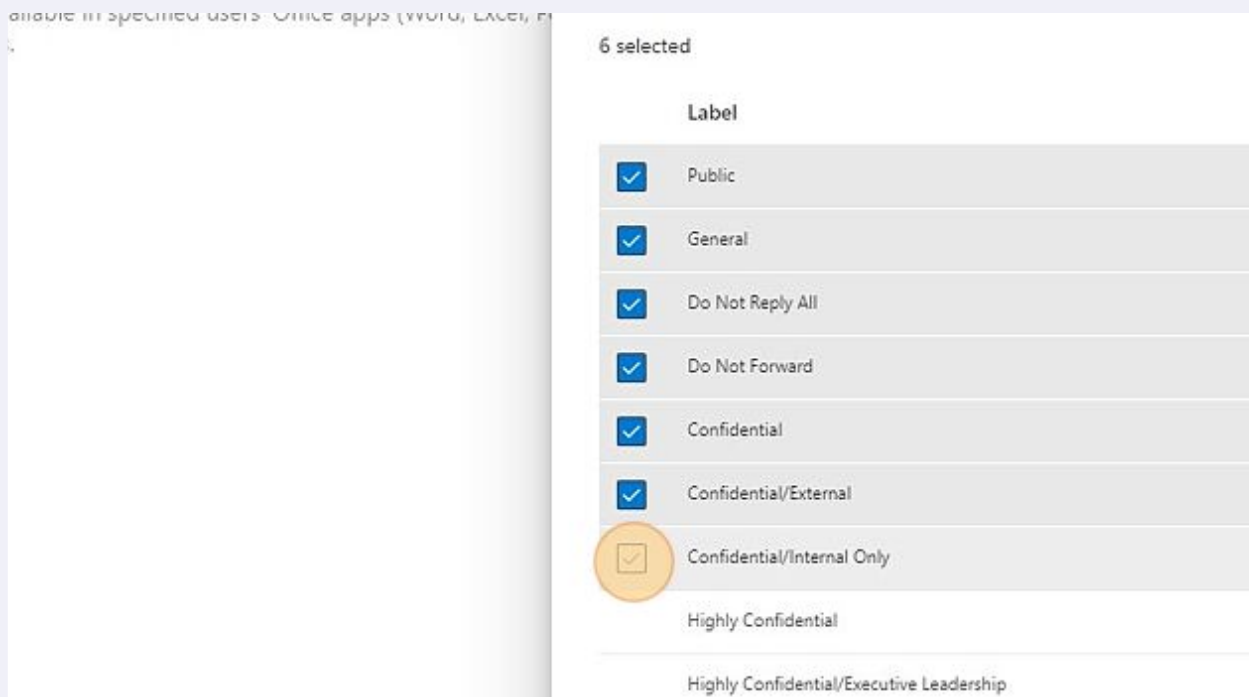
6 Click "Publish label"



- 7 Click "Choose sensitivity labels to publish"



- 8 Select the labels that you want to publish.



9 Click "Add"

A screenshot of a web interface for configuring sensitivity labels. On the left is a large empty white box. On the right is a list of labels with checkboxes: 'Do Not Forward', 'Confidential', 'Confidential/External', and 'Confidential/Internal Only' are all checked. Below these are 'Highly Confidential' and 'Highly Confidential/Executive Leadership'. At the bottom right, there is a blue 'Add' button and a grey 'Cancel' button. An orange circle highlights the 'Add' button.

10 Click "Next"

A screenshot of a web interface for publishing sensitivity labels. On the left is a vertical navigation menu with radio buttons for 'Admin units (preview)', 'Users and groups', 'Settings', 'Name', and 'Finish'. The 'Settings' option is selected. The main content area has a heading 'Sensitivity labels to publish' and a list of labels: 'Public', 'General', 'Do Not Reply All', 'Do Not Forward', 'Confidential', 'Confidential/External', and 'Confidential/Internal Only'. Below the list is an 'Edit' link. At the bottom left is a blue circular icon with a red dot. At the bottom right is a blue 'Next' button. An orange circle highlights the 'Next' button.

11 Select all users for your scope.

Publish to users and groups

The labels you selected will be available for the users, distribution groups, mail-enabled security groups, and Microsoft 365 groups. Choose here.

① If your role group permissions are restricted to a specific set of users and groups, you'll only be able to publish labels for those users and groups. [Learn more about role group permissions.](#)

Status	Location		Included
<input checked="" type="checkbox"/> On	 Users and groups		All Choose user or group

12 Click "None"

Default settings for documents

Apply a default label to documents

The label you choose will automatically be applied to Word, Excel, and PowerPoint documents. Always select a different label to better match the sensitivity of their content.

Default label

13 Apply the "General" label by default.

preview)

roups

ss

Apply a default label to documents

The label you choose will automatically be applied to Word, Excel, and PowerPoint documents. You can also choose to have documents always select a different label to better match the sensitivity of their documents.

Default label

None
None
Public
General
Do Not Reply All
Do Not Forward
Confidential
Confidential/External
Confidential/Internal Only

14 Click the "Name" field.

ate policy

Name your policy

Name *

Enter a name for your sensitivity label policy

Enter a description for your sensitivity label policy

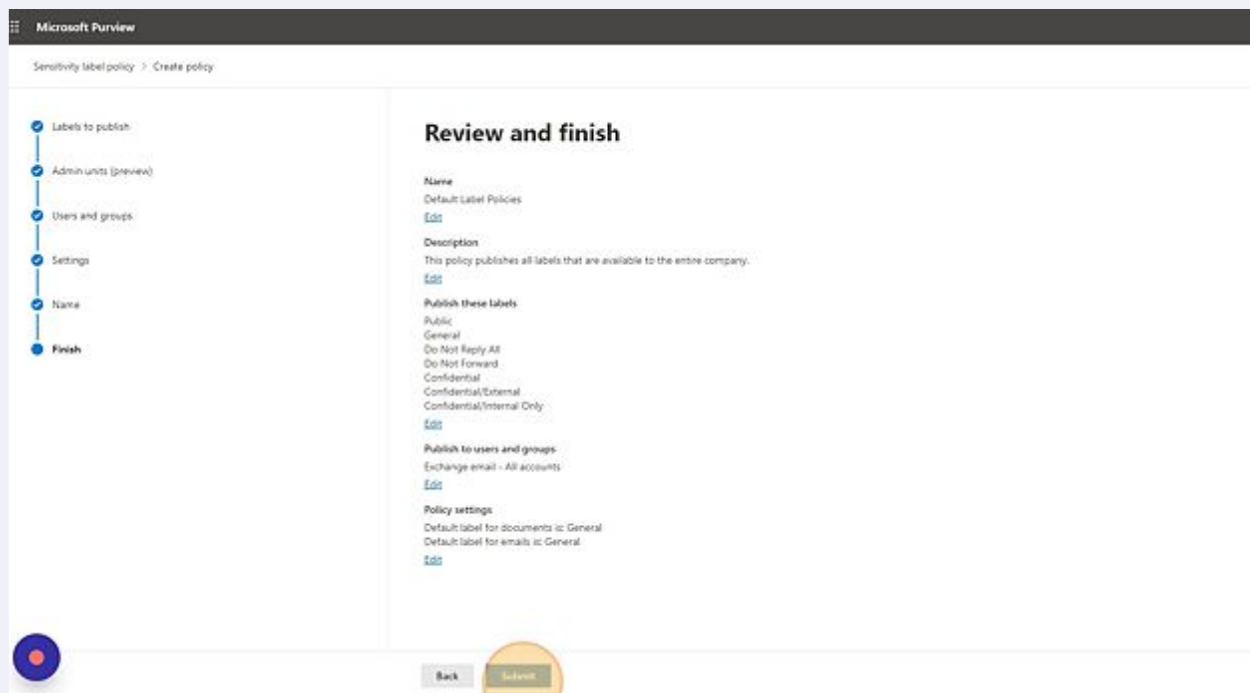
Description

- 15 Type "Default Label Policies" This policy publishes all labels that are available to the entire company."

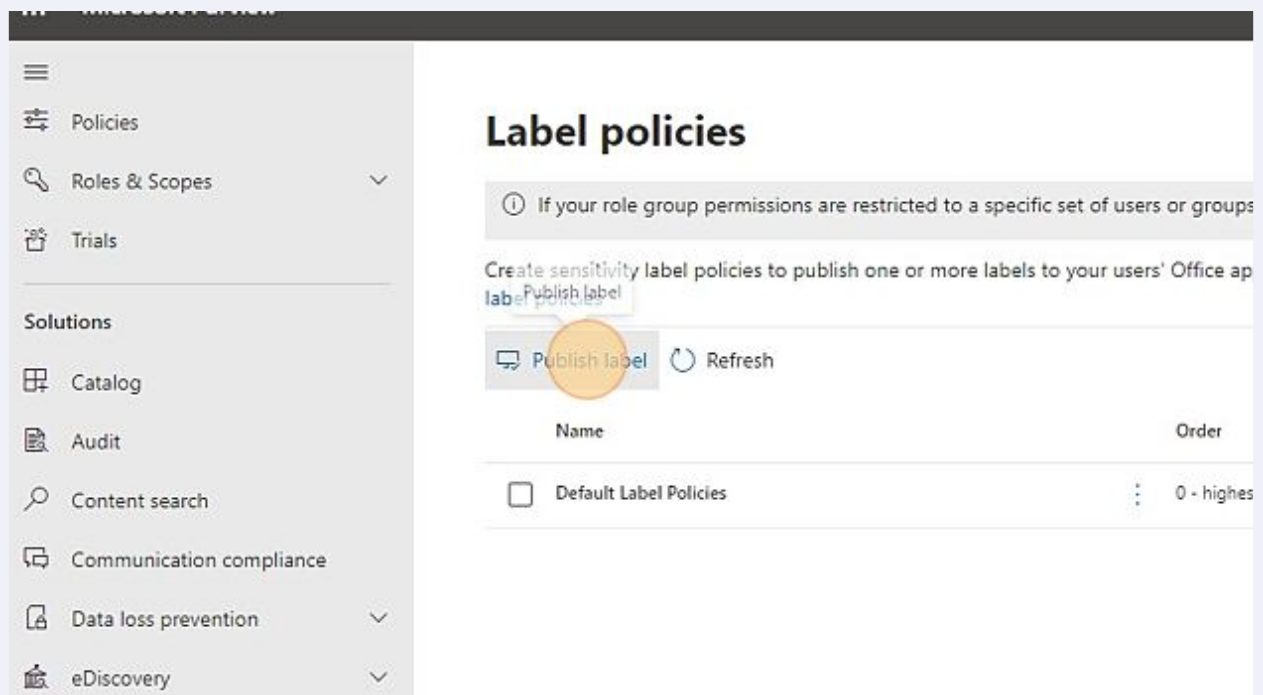
- 16 Name: Default Label Policies
Description: This policy publishes all labels that are available to the entire company."

The screenshot shows the 'Name your policy' step in the Microsoft Purview 'Create policy' wizard. On the left, a vertical progress bar lists the steps: 'Labels to publish' (checked), 'Admin units (preview)' (checked), 'Users and groups' (checked), 'Settings' (checked), 'Name' (selected with a blue dot), and 'Finish' (unselected). The main area is titled 'Name your policy' and contains two input fields. The first field, labeled 'Name *', contains the text 'Default Label Policies'. The second field, labeled 'Enter a description for your sensitivity label policy', contains the text 'This policy publishes all labels that are available to the entire company.' Below the description field is a large orange circle, likely a placeholder for a logo or image.

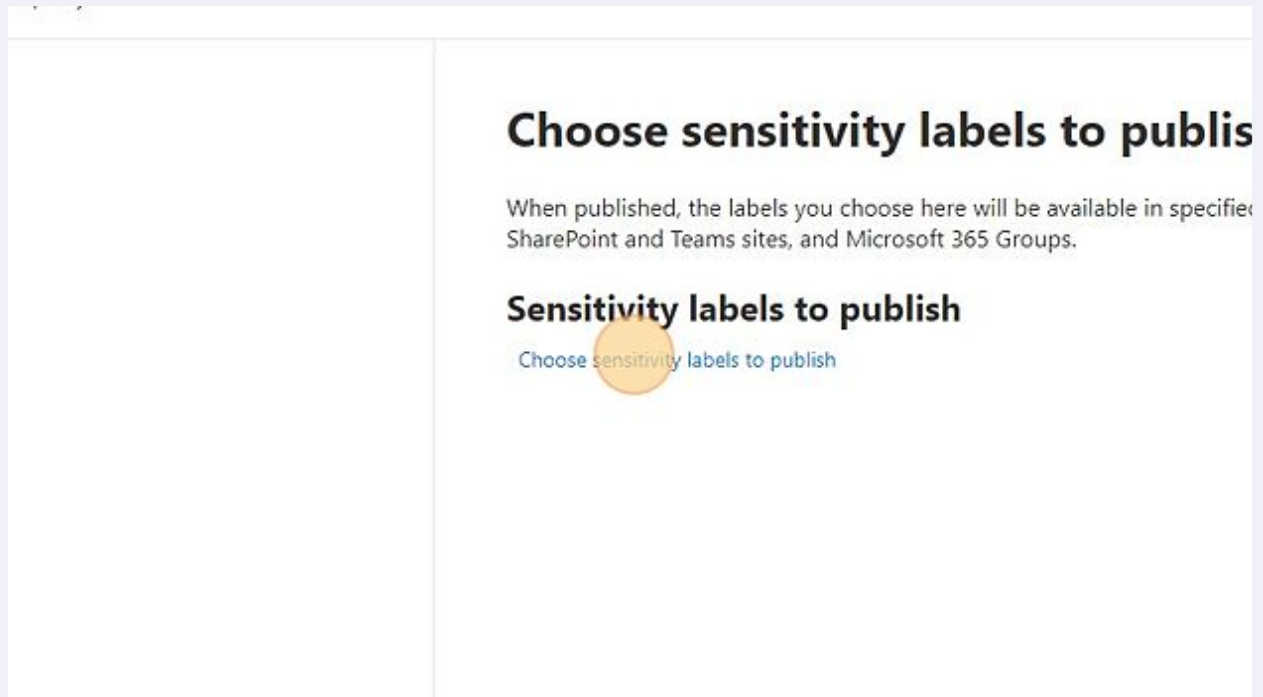
17 Review your settings and click "Submit"



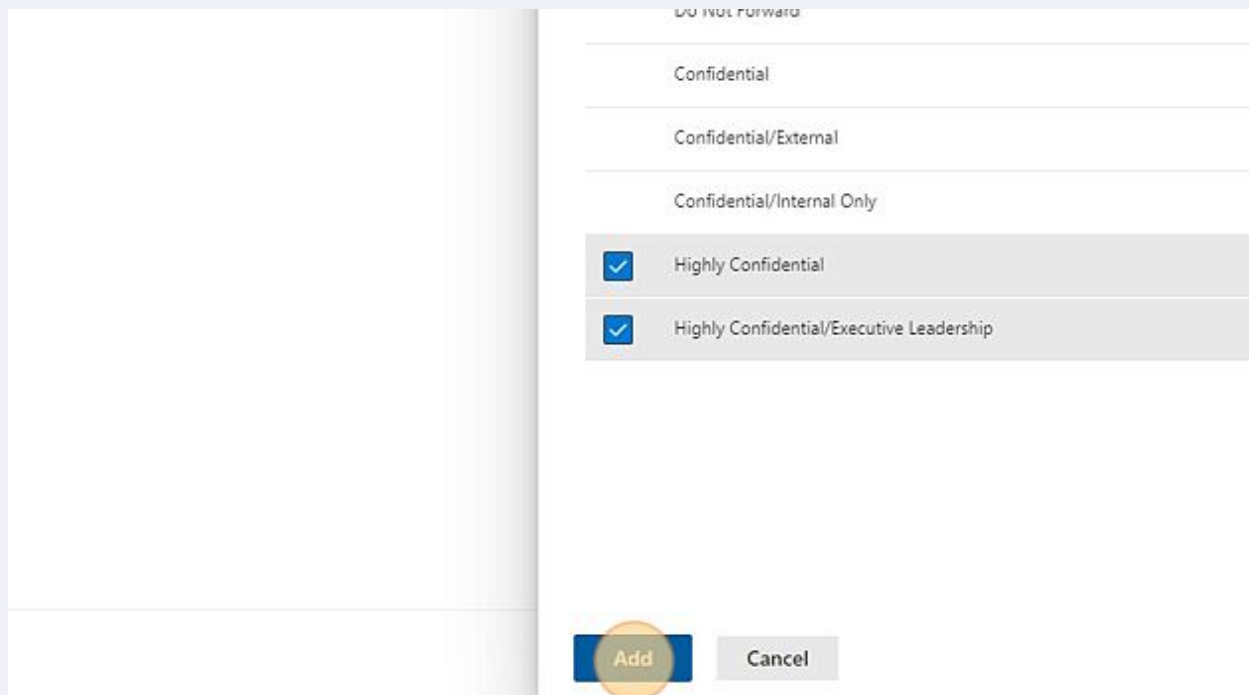
18 Click "Publish label" to publish the "Confidential" label set.



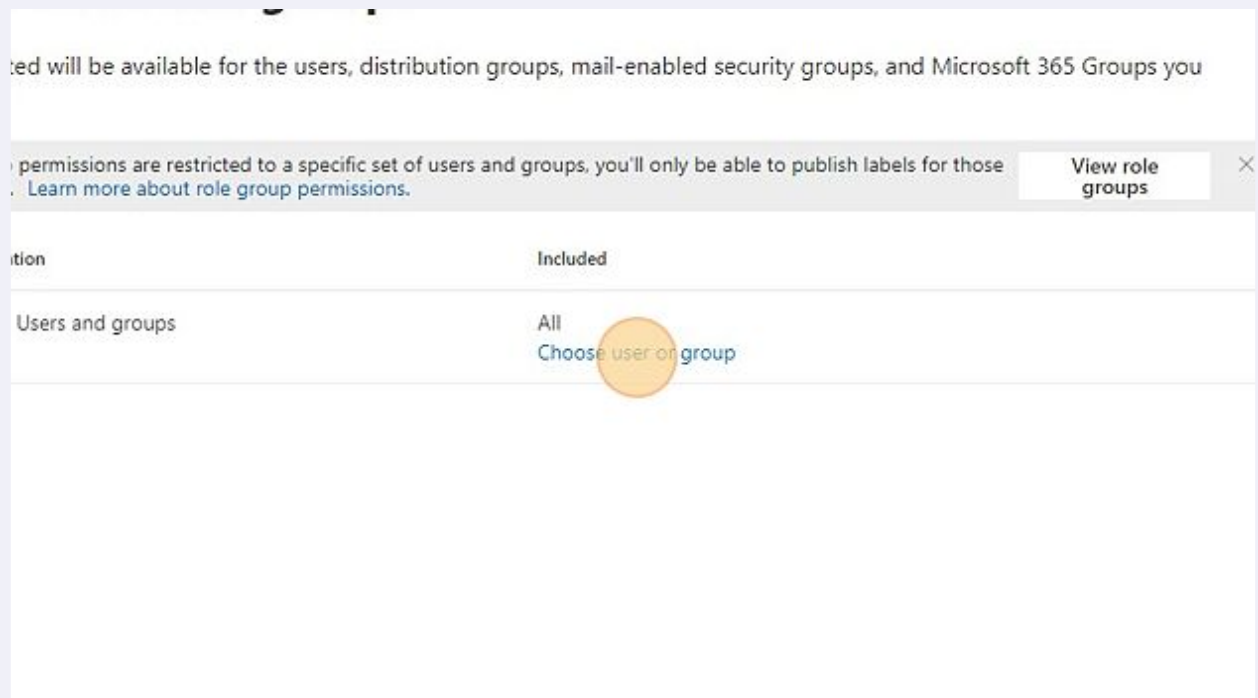
- 19 Click "Choose sensitivity labels to publish"



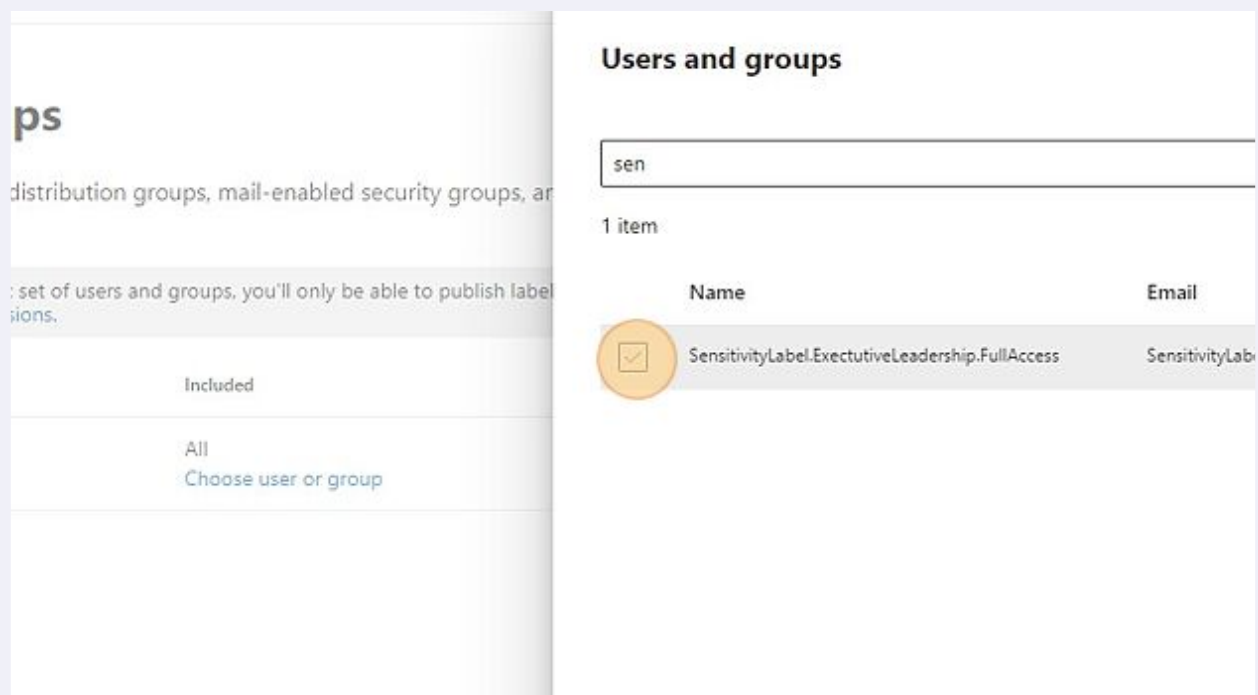
- 20 Select your highly confidential labels and click "Add"



21 Click "Choose user or group"



22 Select the security group you have scoped for this label.



Users and groups

sen

1 item

Name	Email
 SensitivityLabel.ExecutiveLeadership.FullAccess	SensitivityLab

23 Click "Users must provide justification to remove a label or lower its classification"

Microsoft Purview

Sensitivity label policy > Create policy

Labels to publish

Admin units (preview)

Users and groups

Settings

Labels

Help

Policy settings

Configure settings for the labels included in this policy.

- ☒ **Users must provide a justification to remove a label or lower its classification**
Users will need to provide a justification before removing a label or replacing it with changes and justification text.
- ☐ **Require users to apply a label to their emails and documents**
Users will be required to apply labels before they can save documents or send emails.
Support and behavior for this setting varies across apps and platforms. [Learn more](#)
- ☐ **Require users to apply a label to their Power BI content**
Users will be required to apply labels to unlabeled content they create or edit in Power BI.
- ☐ **Provide users with a link to a custom help page**
If you created a website dedicated to helping users understand how to use labels, you can provide a link to it here.

24 Enter a name and description.

Microsoft Purview

Sensitivity label policy > Create policy

Labels to publish

Admin units (preview)

Users and groups

Settings

Name

Finish

Name your policy

Name *

Highly Confidential - Executive Leadership Labeling Policy

Enter a description for your sensitivity label policy

This label is only available to users with access to content encrypted by this [label](#)

25 Review your settings and click "Submit"

The screenshot shows the 'Review and finish' step in the Microsoft Purview 'Create policy' wizard. On the left, a progress bar shows steps: 'Labels to publish', 'Admin units (preview)', 'Users and groups', 'Settings', 'Name', and 'Finish' (highlighted). The main area displays the policy details for 'Highly Confidential - Executive Leadership Labeling Policy'. It includes a description, a list of labels to publish ('Highly Confidential', 'Highly Confidential/Executive Leadership'), users and groups to publish to ('Exchange email - 1 account'), and policy settings ('Users must provide justification to remove a label or lower its classification'). At the bottom, there are 'Back' and 'Submit' buttons. An orange circle highlights the 'Submit' button.

Microsoft Purview

Sensitivity label policy > Create policy

Labels to publish

Admin units (preview)

Users and groups

Settings

Name

Finish

Review and finish

Name
Highly Confidential - Executive Leadership Labeling Policy
[Edit](#)

Description
This label is only available to users with access to content encrypted by this label
[Edit](#)

Publish these labels
Highly Confidential
Highly Confidential/Executive Leadership
[Edit](#)

Publish to users and groups
Exchange email - 1 account
[Edit](#)

Policy settings
Users must provide justification to remove a label or lower its classification
[Edit](#)

[Back](#) [Submit](#)

26 Your labeling policies should now appear in the list.

The screenshot shows the 'Create sensitivity label policies' page in Microsoft Purview. It has a header with the title and a sub-header. Below the header are 'Publish label' and 'Refresh' buttons. A table lists the created policies. An orange circle highlights the 'Highly Confidential - Executive Leadership Labeling Policy' row.

Create sensitivity label policies to publish one or more labels to your users' Office apps (like Outlook and Word), SharePoint label policies

[Publish label](#) [Refresh](#)

	Name		Order	Created by
<input type="checkbox"/>	Default Label Policies	⋮	0 - lowest	Mark Connelly
<input type="checkbox"/>	Highly Confidential - Executive Leadership Labeling Policy	⋮	1 - highest	Mark Connelly