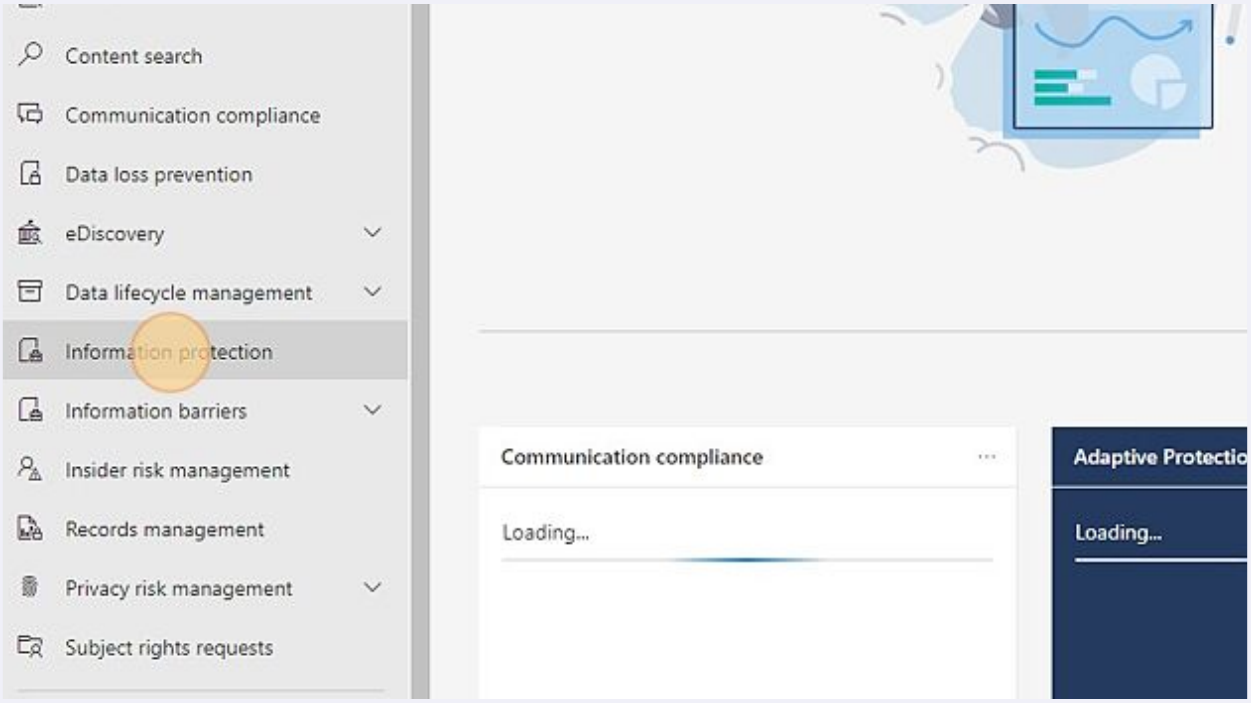
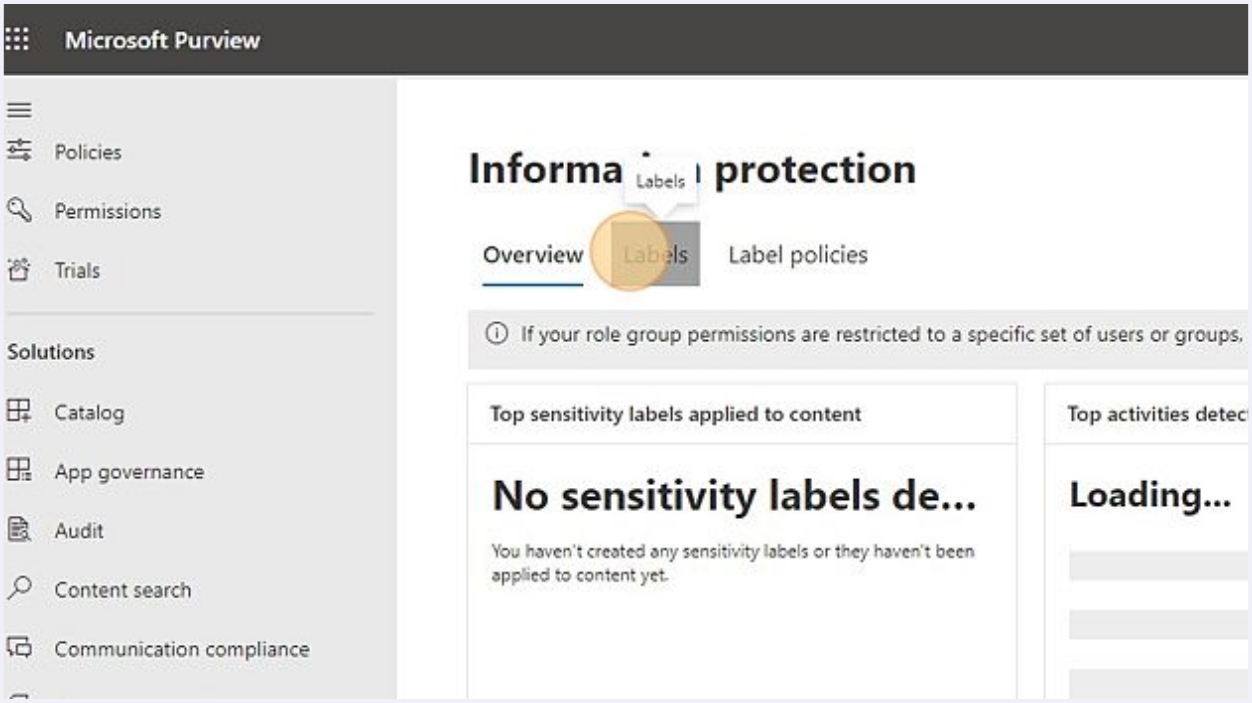
How to Create a General Sensitivity Label in Microsoft 365

1 Navigate to compliance.microsoft.com

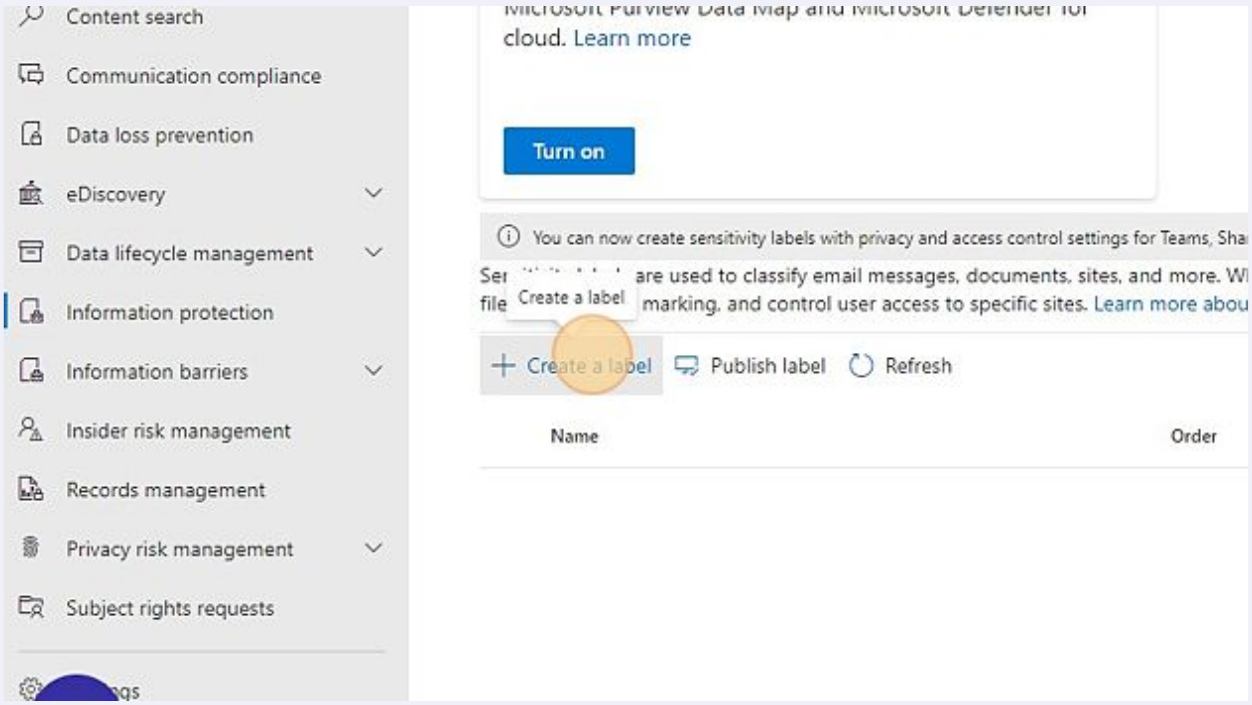
2 Click "Information protection"



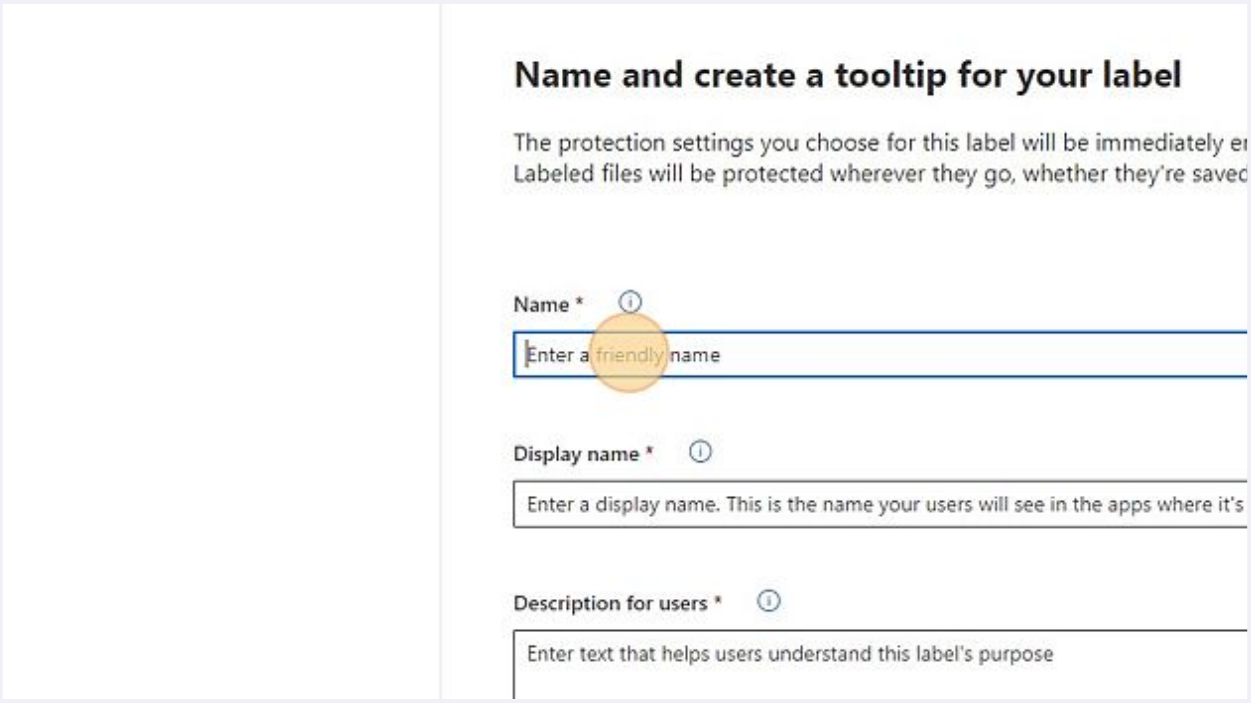
3 Click "Labels"



4 Click "Create a label"

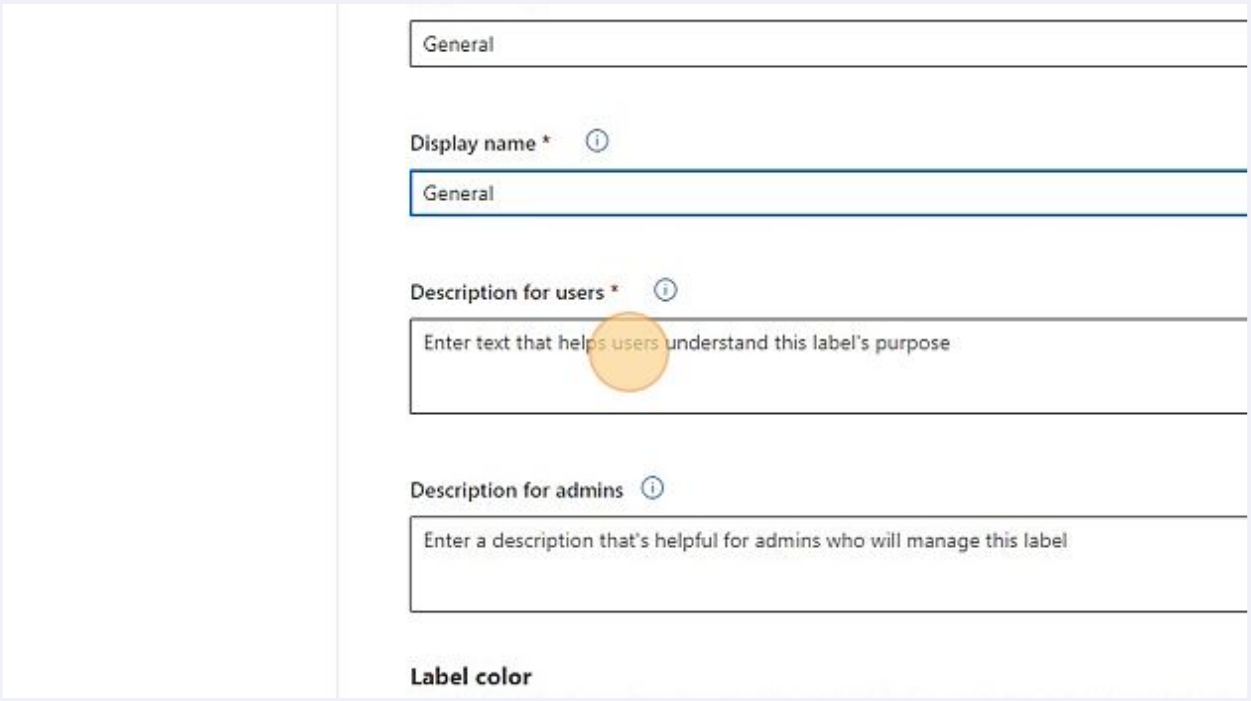


5 Type "General" into the "Name" field.



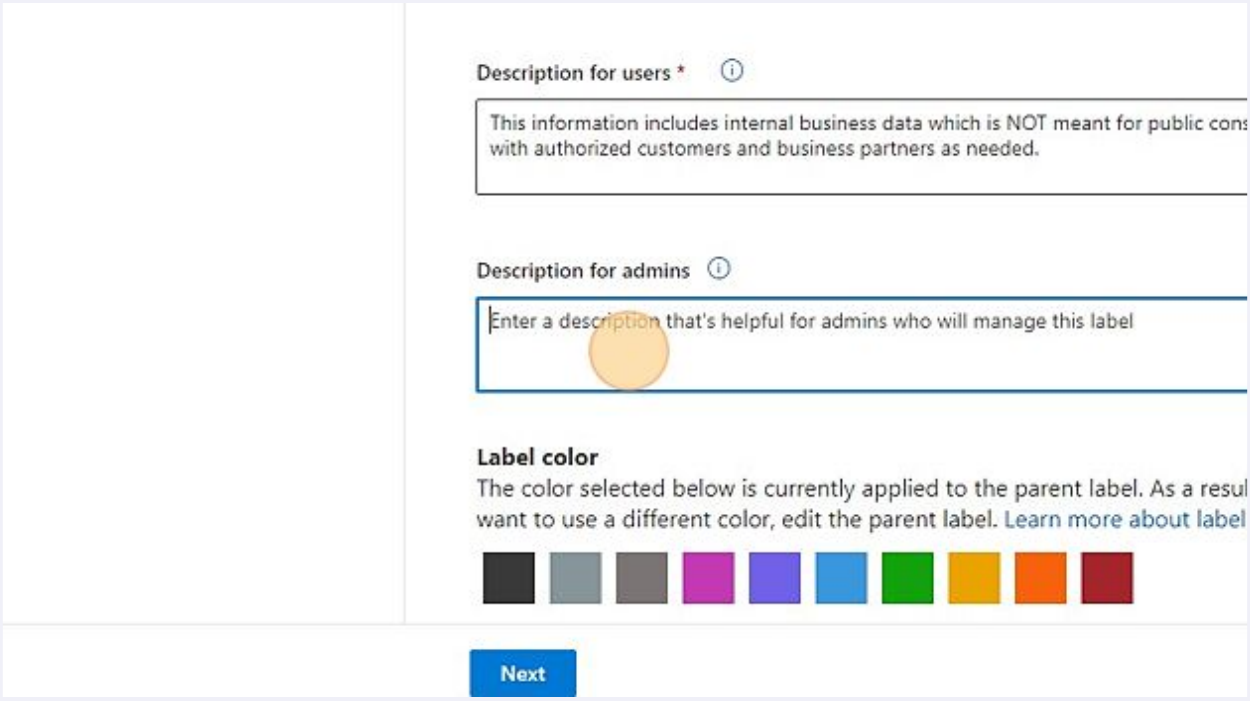
6 Enter this in the "Description for users" field

"This information includes internal business data which is NOT meant for public consumption. This information can be used by all employees and can be shared with authorized customers and business partners as needed."

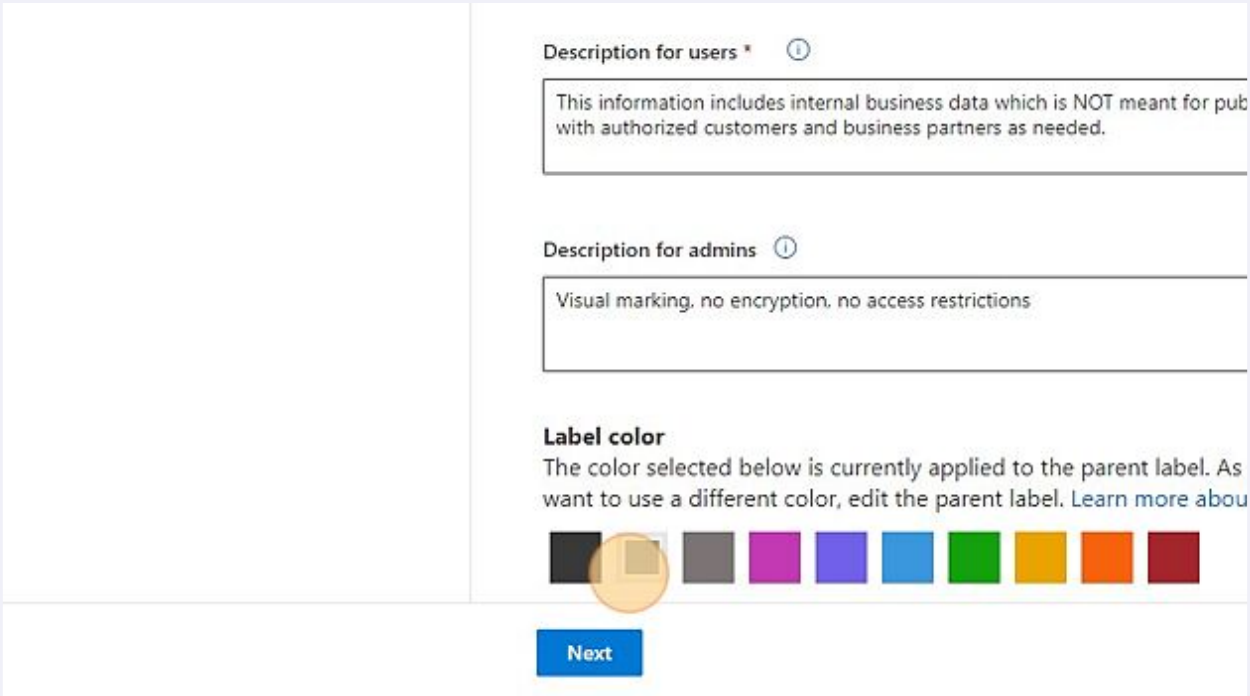


7 Click the "Description for admins" field.

"No visual marking, no encryption, no access restrictions"

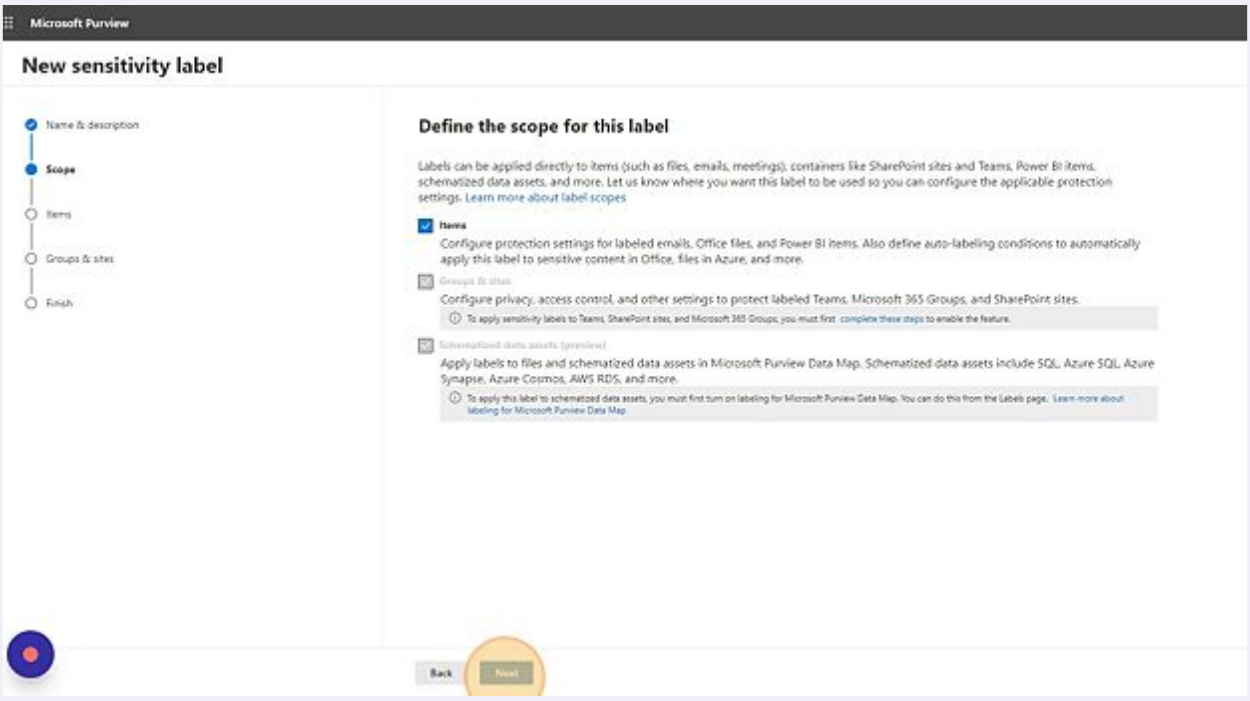


8 Select "Gray" as the color.

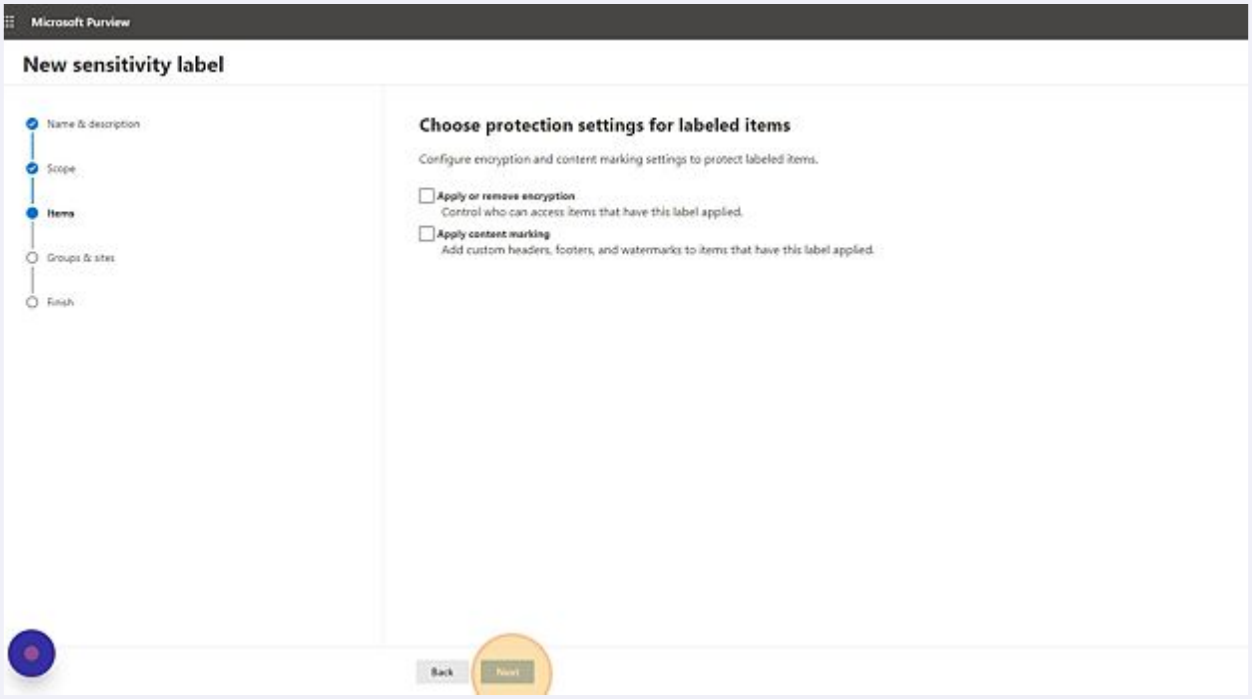


9 Click "Next"

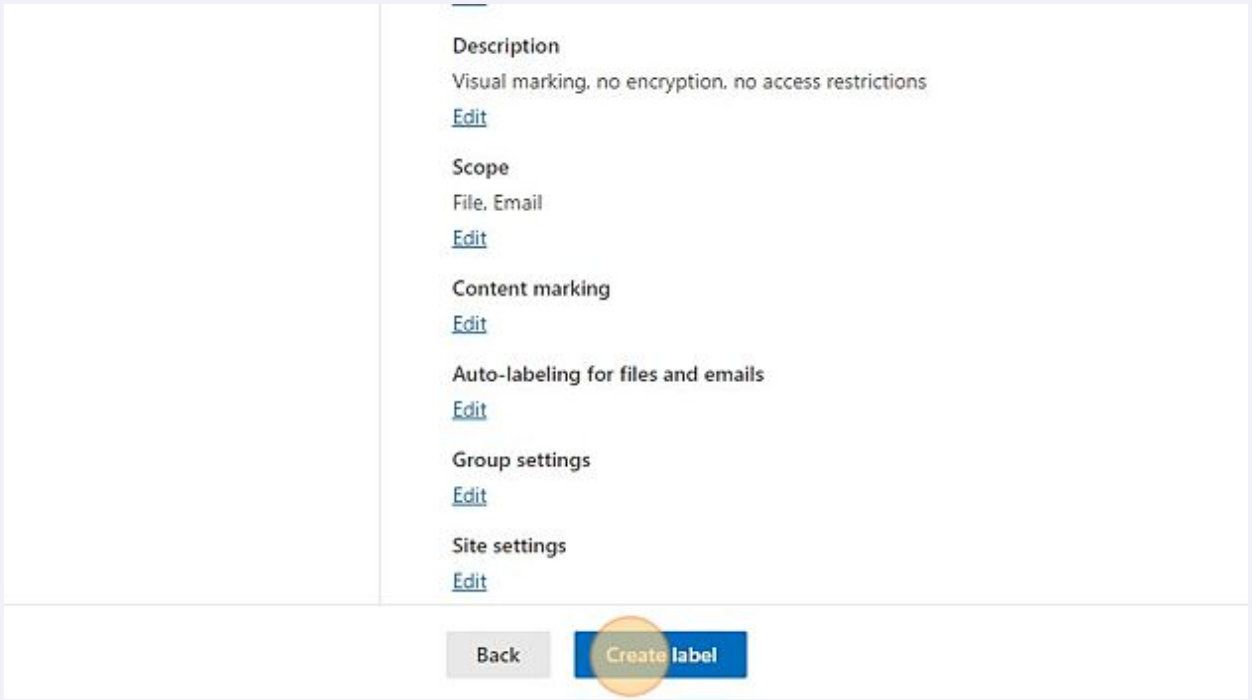
10 Select the scope for the label and click "Next"



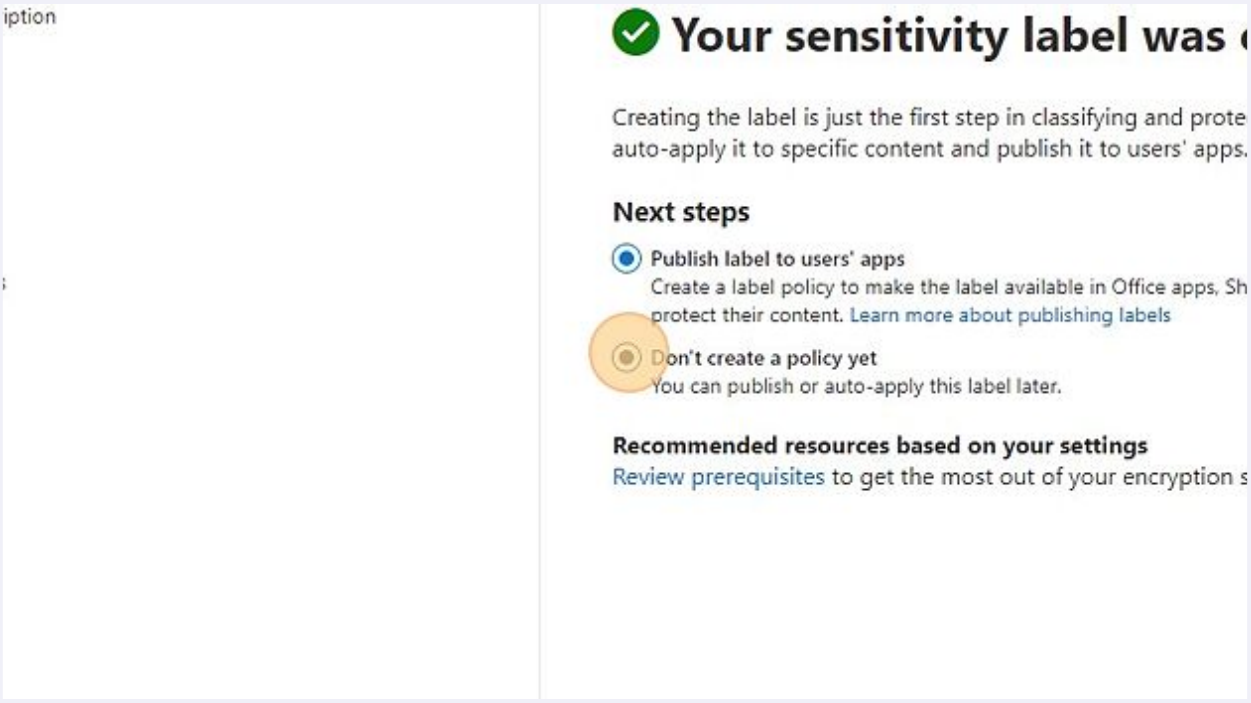
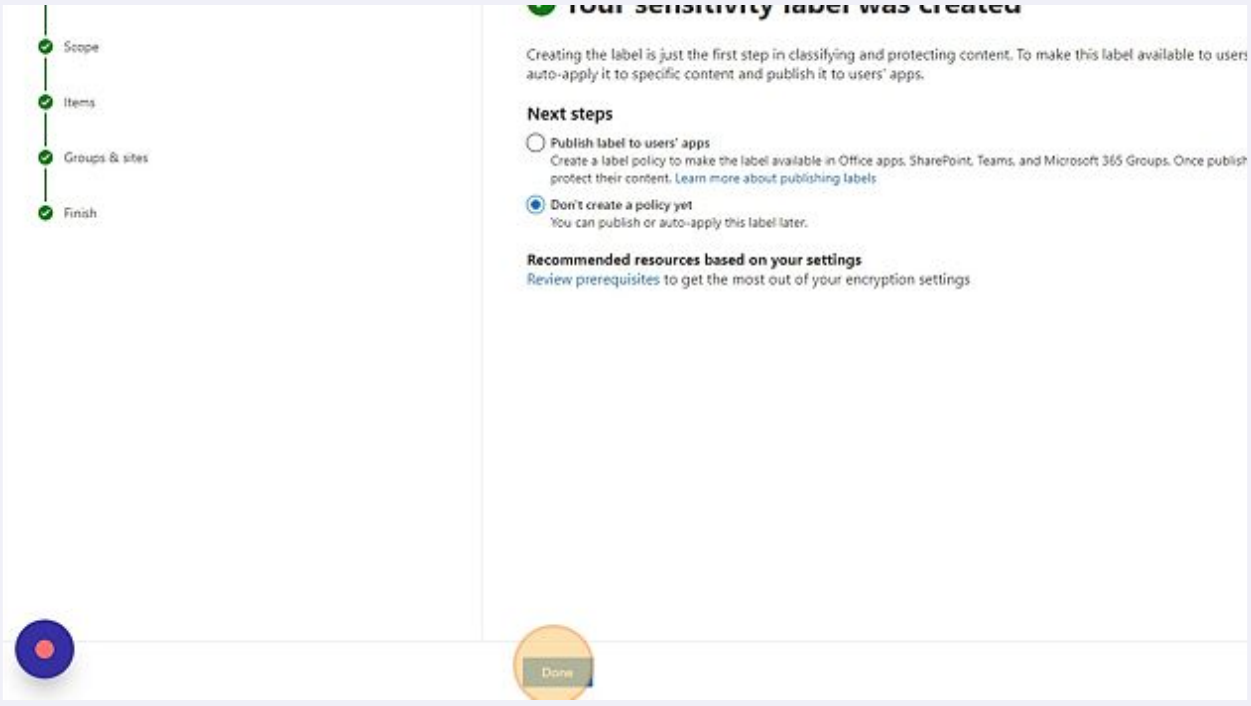
11 No protections are required for the General label.



12 Review settings and click "Create label"



13 Click "Don't create a policy yet
You can publish or auto-apply this label later."



14 Click "Done"