ENABLEMENT STRATEGY AND APPROACH

MY TIP SHEETS

Microsoft Purview Data Lifecycle Management (DLM)

Microsoft Purview Records Management (RM)

CONSIDERATIONS & APPROACH FOR PURVIEW RETENTION

RECORDS RETENTION SCHEDULE TO PURVIEW FILE PLAN CONSIDERATIONS

Assess software readiness	Is your retention schedule ambiguous or is it "software ready"? E.g., Decide how you will trigger retention for each record series and whether it can be automated.
Retention labels are a tenant-wide definition	To avoid potential future re-work, assess the entirety of your retention schedule(s) and how it will map to your File Plan before starting.
Consolidate where possible	There are technical and practical limitations on the number of retention labels. Look for ways to consolidate and simplify your schedule(s) before mapping into the File Plan.
Do not expose users to more labels than are necessary	Limit the number of retention labels published to end-users to minimize manual mislabeling and end-user label fatigue.
Align record categories to information architecture	Establishing an information architecture that aligns with record categories can simplify end-user adoption and provides the opportunity for automation (Functional classification).
Naming conventions	Retention label names cannot be changed after-the-fact. Choose your names carefully.
Organize	Use the File Plan descriptors (category, subcategory, reference Id, etc.) to organize retention labels across your File Plan.

INCREMENTAL CROSS-LOCATION RETENTION APPROACH

PRIORITIZE LOCATIONS

Taking a location-based approach for retention controls can provide the opportunity to gradually assess the operational and technical impacts

Example	Exchange Online mailbox items	OneDrive files	SharePoint Online files	Microsoft Teams files	Teams chats	Teams channel conversations
Delete after 2 years	📦					📦
Retention to align with record function	🏷️🏷️🏷️	🏷️🏷️	🏷️🏷️🏷️	🏷️🏷️🏷️		
Delete after 3 months					📦	
Retain 5 years past modification then delete			📦	📦		
Delete 2 years after last modification		📦				

EXAMPLE ONLY

Take an incremental approach including both retention policies and retention labels. Progress from manual and default to auto-applied over time.

LEGEND:

📦 Retention policy

🏷️ Retention label

FOUNDATIONAL KNOWLEDGE FOR PURVIEW RETENTION CONTROLS

START BY CHOOSING YOUR RETENTION LABEL TYPES

RETENTION LABEL TYPES

CAPABILITY OF LABEL	STANDARD RETENTION LABEL	RECORD RETENTION LABEL	REGULATORY RECORD RETENTION LABEL
Can prevent document's content from being edited	No	Yes, while it's locked	Yes, always
Can prevent document metadata from being edited	No	Yes, if set at tenant level	Yes, always
Can prevent document from being deleted	Yes, if set at tenant level	Yes, always	Yes, always
Can be manually applied	Yes	Yes	Yes
Can be defaulted	Yes	Yes	Yes BE CAREFUL!!!!!
Can be auto-applied	Yes	Yes	No
Can be removed from a document	Yes	Only by a container admin when locked	No
Can be copied within the same container	Yes	Yes	Yes
Can be moved within the same container	Yes	Yes	Yes
Can be moved to another container	Yes	Only if never unlocked	No

Gray box in table above indicates an advanced license capability

⚠️ A SPECIAL NOTE ABOUT REGULATORY RECORD RETENTION LABELS

RULE 1: Choose this label type carefully, there's no backing out of this decision

RULE 2: Doublecheck your label settings - there are only 2 settings that can change after creation:
- Retention label period can **only be extended**
- Label Policy scope locations can **only be added**

RULE 3: You cannot select a regulatory record label in a replace label action at the end of the retention period

CONFIGURATION INSIGHTS

RETENTION LABEL (STANDARD & RECORD LABELS) — RETENTION POLICY — RETENTION & LABEL POLICIES

	Retention Label name ★	Retention Label type	Retention Label period	Retention Label start	Behavior during retention period	Behavior at end of retention period	Disposition Reviewers	Label Policy name ★	Retention Policy name ★	Retention Policy start	Retention Policy period	Scope locations	Policy Scope type	Adaptive Scope name ★
SETTING CAN CHANGE AFTER CREATION	✗	✗	✓ Unless based on labeled date	✗	✗ Except RM tenant settings can change	✗ Except you CAN change replacement label and PA flow	✓	✗	✗	✓	✓	✓	✗	✗
FORMAT / OPTIONS	Max 64 chars a-z, A-Z, 0-9, hyphen, space	Standard, Record, Reg Record	Years, Months, Days, Forever	Created, Last modified, Labeled, Event	Retain if deleted, Mark as a record, Unlock by default	Auto-delete, Start review, Replace label, Run a flow, Stop retention	Users, mail-enabled security groups	Max 64 chars	Max 64 chars	Created, Last modified	Years, Months, Days, Forever	Adaptive scope name or Static locations	Static, Adaptive	Max chars not documented

★ *Establish a naming convention before creating these in the Purview File Plan*

FOUNDATIONAL KNOWLEDGE FOR PURVIEW RETENTION CONTROLS

RETENTION POLICY
APPLIES TO **ALL** CONTENT IN A LOCATION*

RETENTION LABELS
APPLIES TO **INDIVIDUAL ITEMS** IN A LOCATION*

A Retention label is NOT ALLOWED on a Teams Chat, Teams channel message, Yammer User message, or Yammer community message

+   **=**   **?**

Use the Principles of Retention to determine how long an item should be retained for and when it can be deleted based on all retention controls applied to it.

PRINCIPLES OF RETENTION

1. Retention wins over deletion
   Continue only if conflict remains
2. Longest retention period wins
   Continue only if conflict remains
3. Explicit wins over implicit for deletions
   Continue only if conflict remains
4. Shortest deletion period wins

*You can have BOTH a retention policy published to a location and retention labels applied to items within the same location each with different retention and deletion settings.

COMMON MISCONCEPTIONS & TRUTHS

A retention label will NOT automatically take priority over a retention policy for retention duration. The principles of retention must still be followed.

There can be >1 retention policy published to a location and a retention label applied to an item in that same location. This is why the principles of retention are required.

The principles of retention rules are followed regardless of how a retention label was applied to an item (manual, default, or auto-applied).
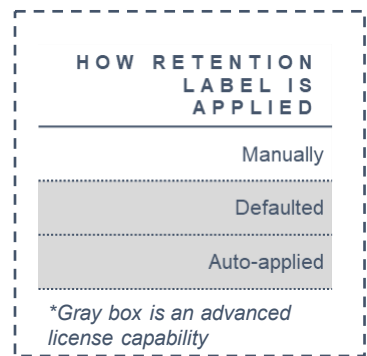
If there is an eDiscovery hold in effect for a location/item, any deletion actions for the location/item are suspended for the duration of the hold.

FOUNDATIONAL KNOWLEDGE FOR PURVIEW RETENTION CONTROLS

RETENTION LABEL PRIORITY RULES

During Retention Period ⏱	**RULE 1** (highest)	If an end-user **manually applies** a retention label to a file/email, the label will take precedence over all other methods. This means it will never be overwritten by a default label or an auto-applied label. Ever. Note: a record retention label, however applied, is always considered the highest priority label.
	RULE 2	If a retention label has been set as **default** at a document library or folder level, it will automatically apply a retention label to all documents within that level. If there are nested folders, each with their own default retention label set, the items within each folder will inherit the default retention label set at the closest folder level in the hierarchy above. Conversely, removing a retention label set as the **default** from either a document library or folder level will automatically remove the default label from all documents within EXCEPT if the default was a record retention label. Those will remain labeled (see RULE 1). If a document has a default label applied and it's moved into another folder with a different default, the old label will remain on the document. If a document has a default label applied and it' copied into another folder with a different default, the new default will apply to the document.
	RULE 3 (lowest)	An **auto-applied** label is the lowest priority label as it will only apply a retention label if an item doesn't already have a retention label applied. If there are multiple auto-apply label policies, the first policy to run and find a condition match will set the retention label assigned to the label policy on a document if it doesn't already have a retention label applied. NOTE: a Syntex model that has a retention label associated with it is considered an "auto-applied" label with the same priority as an auto-applied label.
At the end of Retention Period ⏱	**RULE 1** (highest)	If the retention label has been configured to automatically apply a different retention label at the end of the retention period, the new label will overwrite whatever retention label is currently on the file regardless of how it was applied to the file. (unless original label is a regulatory record label)
	RULE 2 (lowest)	If the retention period has been configured with a disposition review, and a disposition reviewer applies a different label during the review process, the new label will overwrite whatever label is currently on the file regardless of how it was applied to the file. (unless original label is a regulatory record label)

HOW RETENTION LABEL IS APPLIED

Manually

Defaulted

Auto-applied

Gray box is an advanced license capability

RETENTION LABEL VS SENSITIVITY LABEL

No "priority" order exists on a retention label like it does on a sensitivity label, but the priority rules above apply throughout the data lifecycle.

There can only be 1 retention label (and 1 sensitivity label) on a document/email at a time. This is why priority "rules" are required.

You **cannot** make a retention label required, but you **can** make a sensitivity label required.

Retention labels are published to **locations** and can differ by location. Sensitivity labels are published to **users** regardless of location.

PURVIEW DISPOSITION SCENARIO WORKFLOWS

NO REVIEW

SCENARIO 1

Labeled file reaches end of retention period with an **automatic delete** action configured on the label.

First-stage recycle bin → If user purges → Second-stage recycle bin — **93 days combined** → Permanent deletion

DISPOSITION REVIEW

SCENARIO 2

Labeled file reaches end of retention period with disposition review action configured on the label. Disposition reviewer **approves the deletion**.

Approves delete → Second-stage recycle bin for **93 days** → Permanent deletion

SCENARIO 3

Labeled file reaches end of retention period with disposition review action configured on the label. Disposition reviewer **extends the retention period**.

Picks new date

SCENARIO 4

Labeled file reaches end of retention period with disposition review action configured on the label. Disposition reviewer **relabels the file**.

Selects new label

SCENARIO 5

Labeled file reaches end of retention period with disposition review action configured on the label. Disposition reviewer **adds another user** to review file.

Review the file. → User reviews the file and can take the same actions as the disposition reviewer. If approved, the process returns to the disposition reviewer.

Deletion approved, workflow resumes.

AUTOMATIC ACTION

SCENARIO 6

Labeled file reaches end of retention period with "**change the label**" configured on the label. Replacement label is automatically applied.

Up to 7-day delay → Replacement retention label is applied… "Daisy-chaining" retention labels.

SCENARIO 7

Labeled file reaches end of retention period with "**Run a Power Automate flow**" configured on the label. Flow is automatically triggered.

Up to 7-day delay → Power Automate flow executes any custom business logic such as:
- Move file to an archive location
- Send email notifications
- Start custom approval process

Requires a Power Automate per user plan that includes premium connectors, separate from your Microsoft 365 compliance plan

MULTI-STAGE DISPOSITION REVIEWS

Scenarios 2 thru 5 can have up to 5 stages of disposition review configured in the label. Only after one of the stage's reviewers approves a deletion (scenario 2) will it advance to the next stage.