

Implement Retention and Sensitivity Labels

At the end of this episode, I will be able to:

1. Implement retention labels, retention label policies, and retention policies
2. Implement sensitivity labels and sensitivity label policies

Learner Objective: *Implement retention labels and retention policies as well as sensitivity labels*

Description: In this episode, you will learn about using sensitivity and retention labels and policies for use in Microsoft Purview environments.

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- Companies today are often required by laws or policies to do the following:
 - Retain content - prevent permanent deletion
 - Delete content - ensure permanent deletion
 - Available retention settings are:
 - Retain-only
 - Delete-only
 - Retain and then delete
 - The content can stay in its original location and still be subject to these labels and policies
 - What if a user deletes content that must be retained:
 - For SharePoint and OneDrive sites - copy made in Preservation Hold library
 - For Exchange mailboxes - a copy is retained in the Recoverable Items folder
 - For Teams and Viva Engage messages - copy retained in SubstrateHolds hidden folder
 - There are two approaches to retention:
 - Retention Policies
 - Retention Labels with Label Policies
 - Retention labels are often preferred because:
 - Labels travel with the content
 - Retention period can start more flexibly based on events
 - Trainable classifiers can be used
 - Default labels exist
 - More options available at the end of the retention period
 - You can also use retention labels with no action assigned
 - Retention labels can be basis for DLP
 - Sensitivity labels let you classify and protect your organization's data
 - Sensitivity labels can:
 - Provide protection settings that include encryption and content markings
 - Protect content in Office apps across different platforms and devices
 - Protect content in third-party apps and services using Defender for Cloud Apps
 - Protect containers that include apps like Teams
 - Protect meetings and chat
 - Extend sensitivity labels to Power BI
 - Extend sensitivity labels to third-party apps and services
 - Label content without using any protection settings
 - Sensitivity labels can:
 - Encrypt
 - Mark the content
 - Protect content in containers
 - Apply labels automatically
 - Set defaults
 - Sensitivity labels have a priority setting
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Additional Resources:

Learn About Retention Policies and Retention Labels
<https://learn.microsoft.com/en-us/purview/retention>

Learn About Sensitivity Labels

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