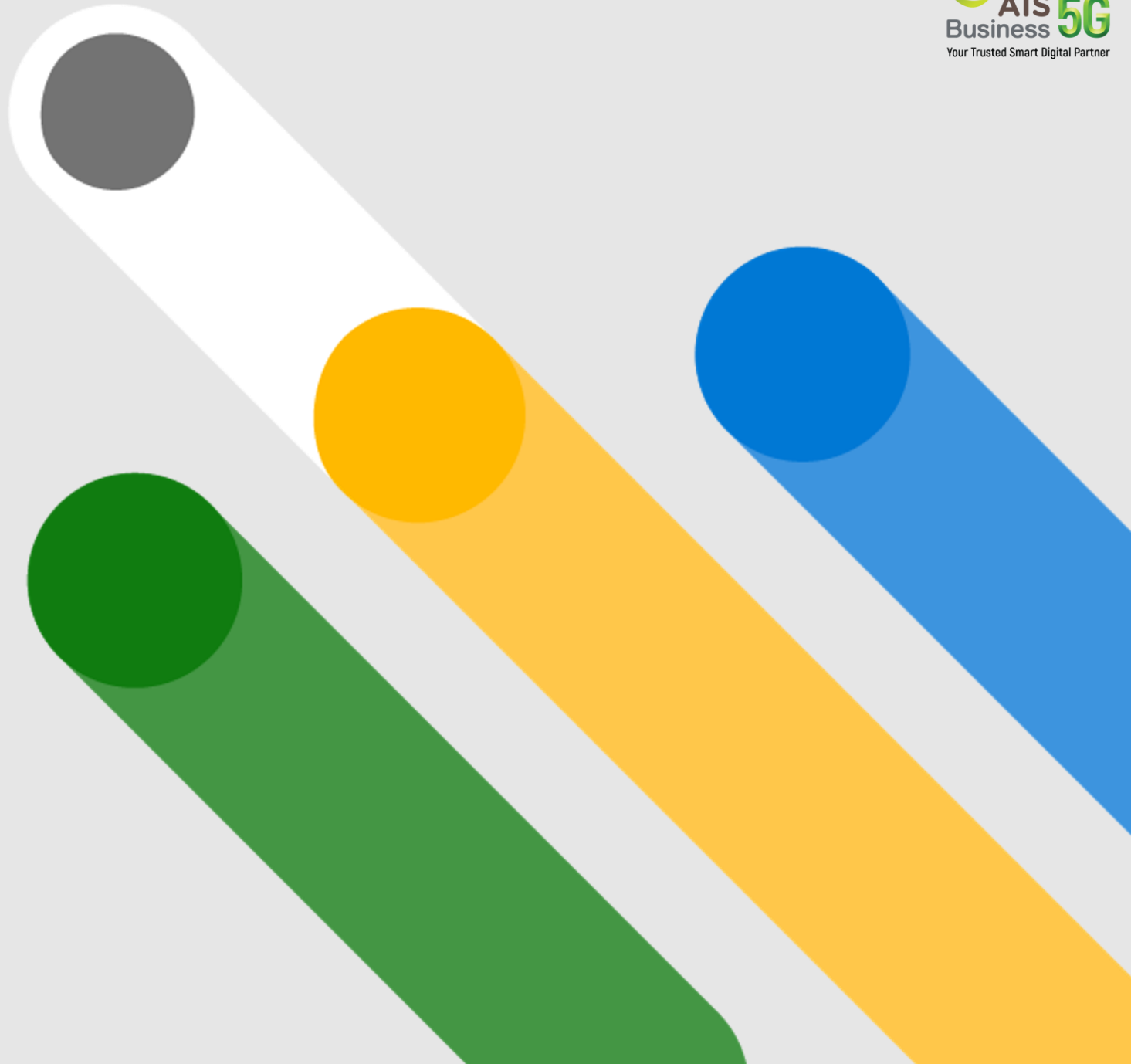


Know and protect your data with Microsoft Purview Information Protection



Protecting data is challenging

#1

Protecting and governing sensitive data is biggest concern in complying with regulations¹

63%

of organizations fear data leak/spillage during the pandemic²

88%

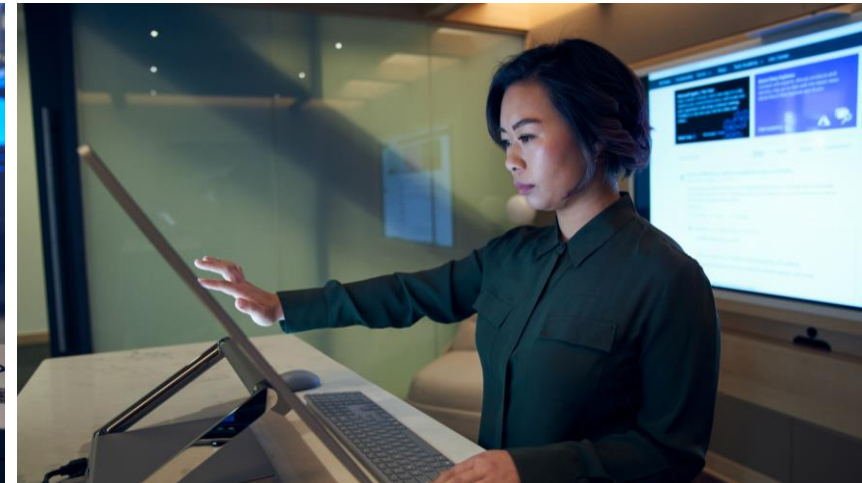
of organizations no longer have confidence to detect and prevent loss of sensitive data³

¹ Microsoft GDPR research, 2017

² Microsoft COVID Security Priorities Survey 2020

³ Forrester. Security Concerns, Approaches and Technology Adoption. December 2018

Information protection and governance challenges



Rapid shift in how people work



Balance security with productivity



Cost of breaches and regulations



Struggle with 'dark data'



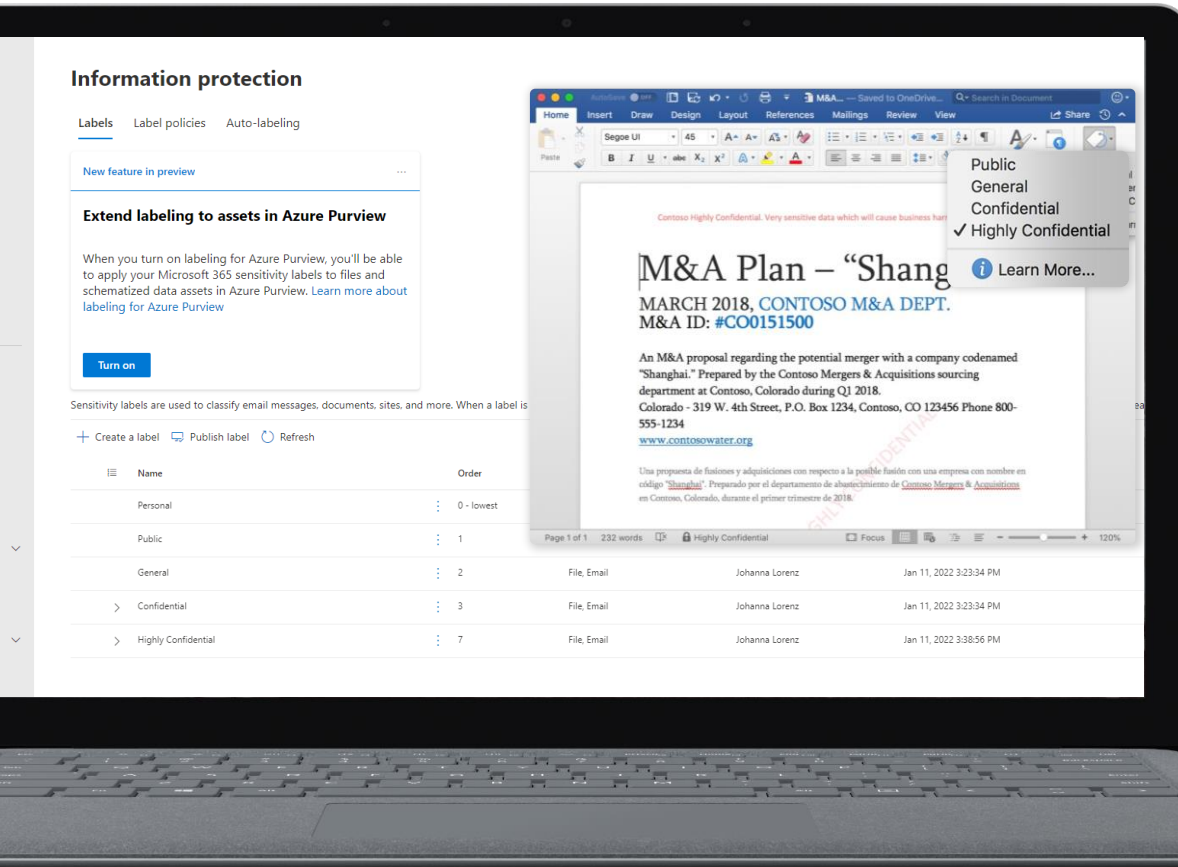
Complex patch work of 'bolt-on' solutions



Correlating various signals to assess risk

Microsoft Purview Information Protection

A built-in, intelligent, unified, and extensible platform and solution to protect sensitive data



Built in

Built-in labeling and protection experience in Office apps, Office 365 services, other MS services like Power BI, Edge, and Windows



Intelligent

Accuracy in classification via ML based trainable classifiers exact data match and named entities



Unified

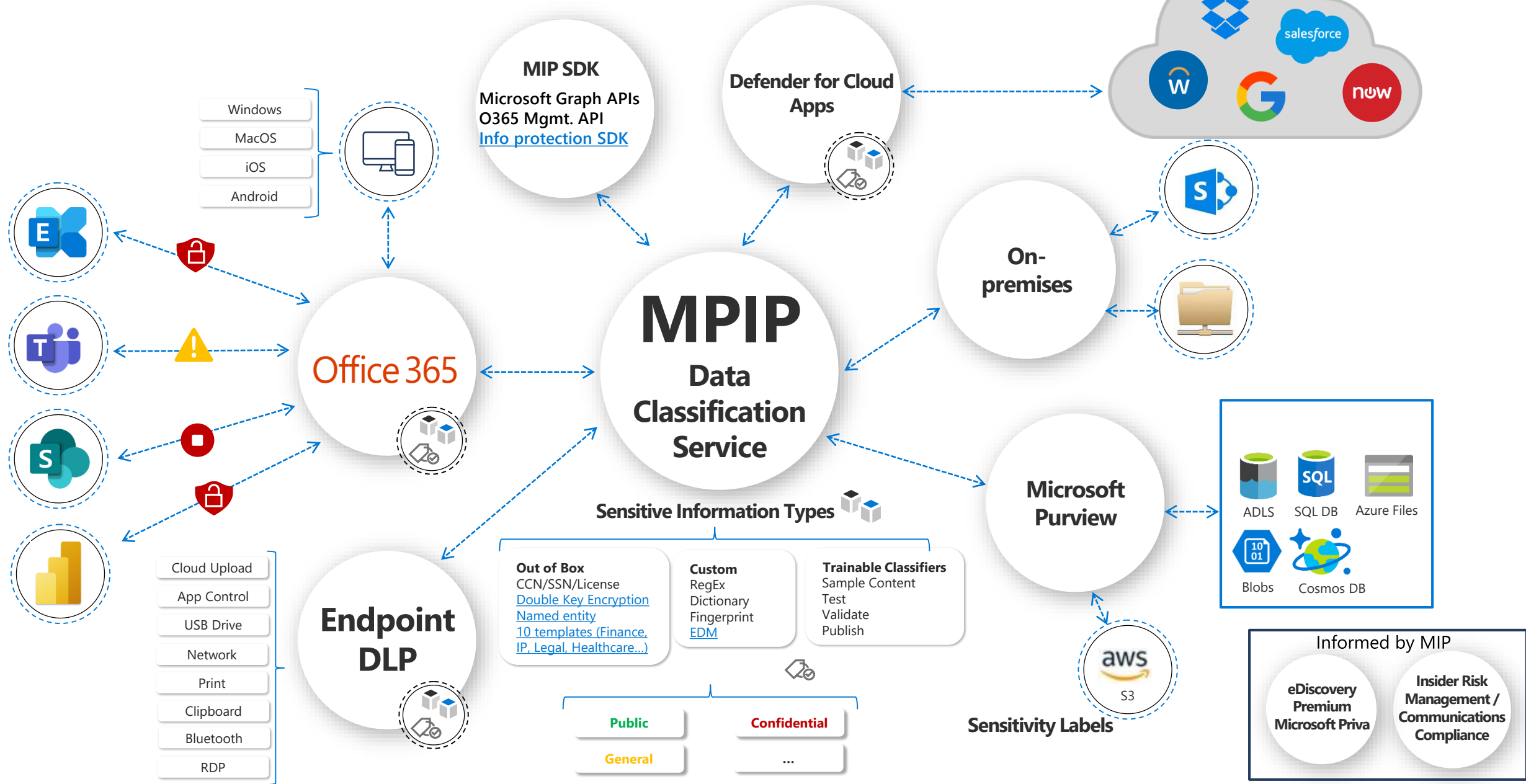
Single admin console to configure and manage your policies and view analytics across on-premises, Office apps, Microsoft 365 services, third-party services (via Microsoft Defender for Cloud Apps), and devices



Extensible

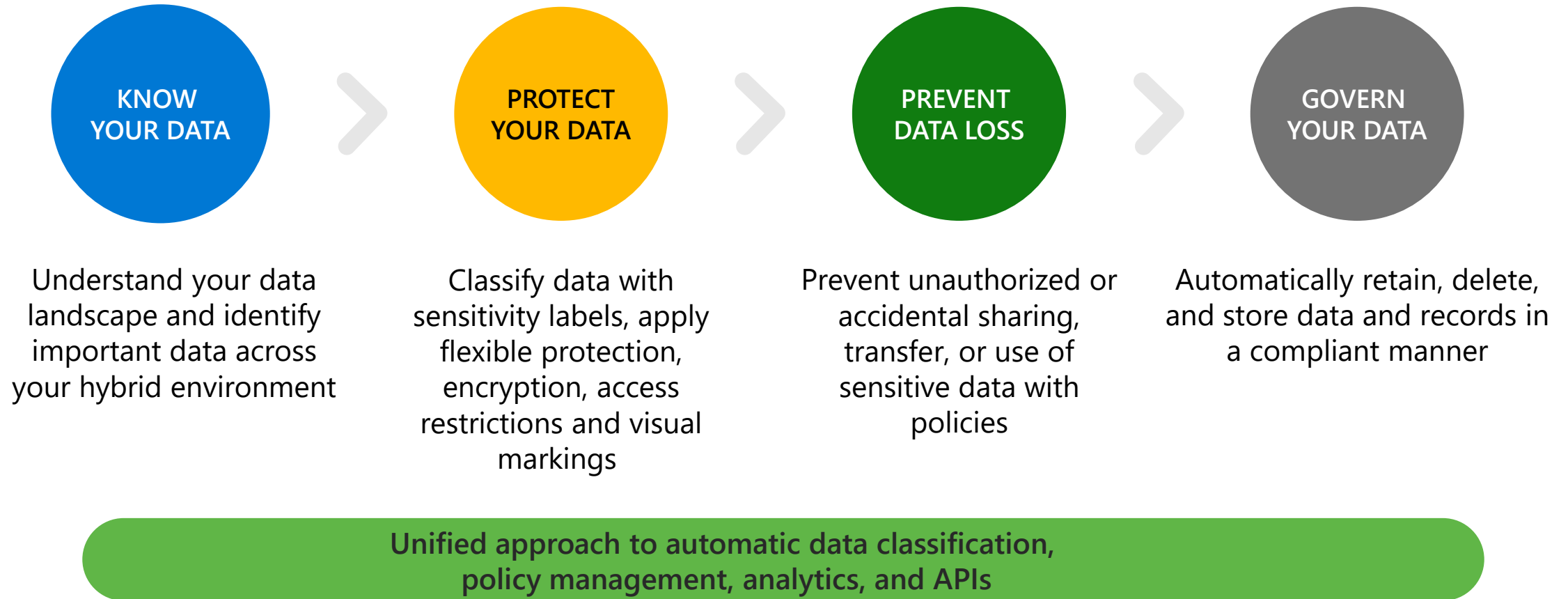
MIP SDK extends the protection experience, in a consistent way, to popular non-Microsoft apps and services

Microsoft Purview Information Protection



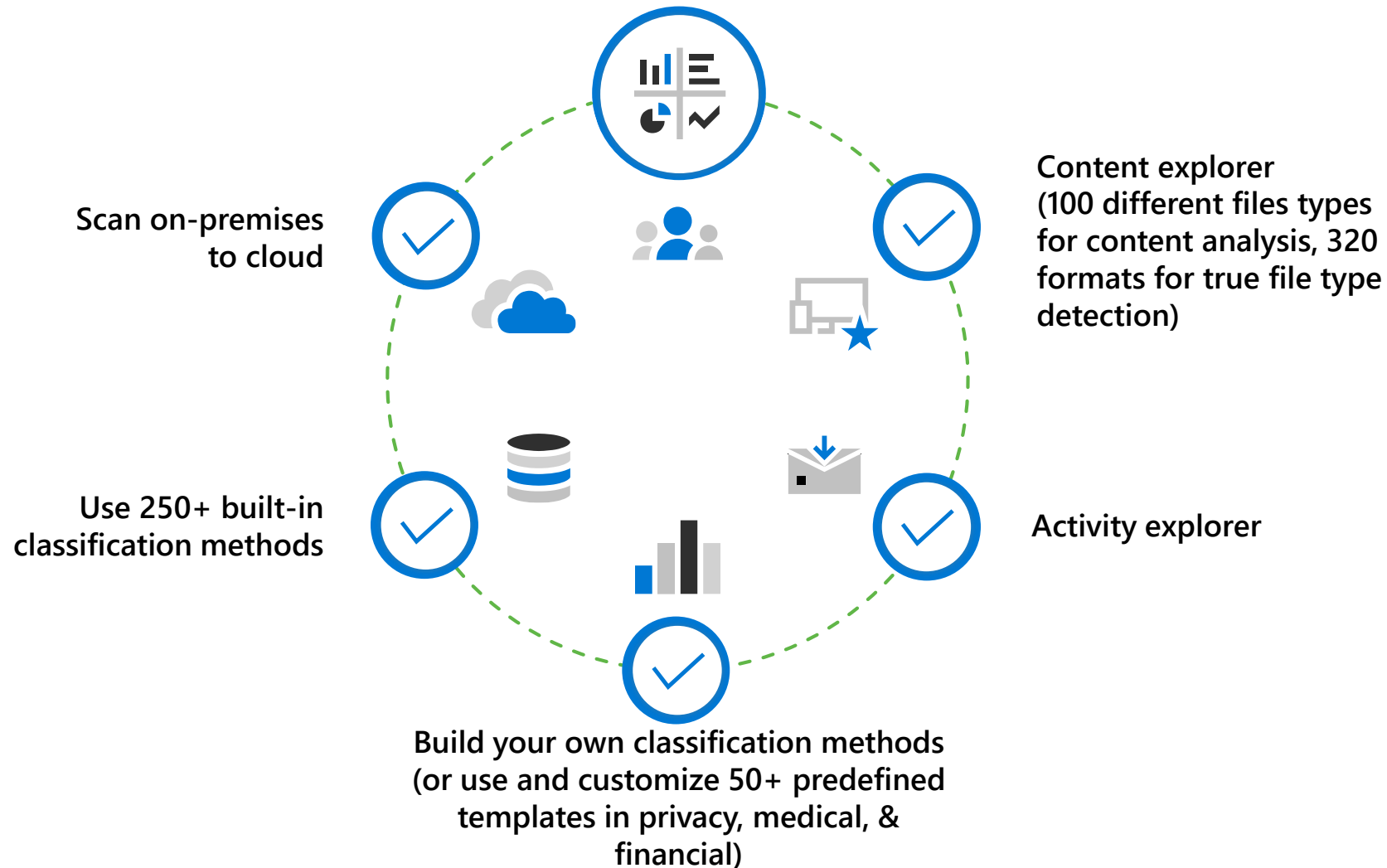
Information protection & governance

Protect and govern data wherever it lives



Flexible options to know your data

Understand what's sensitive, what's business critical & across your environment



NEW AND RECENT BUILT-IN CLASSIFIERS

- [Named entity detection region specific](#) (full names, physical addresses, medical terms & conditions)
- 10 advanced policy authoring templates (GDPR, HIPAA, GLBA, & more)
- 9 ML-trainable classifiers (Finance, Tax, Legal, IP, Healthcare, & more)

Protect your data

Classify data and apply unified sensitivity labels to sensitive data



Customizable



Persists as container metadata or file metadata



Enables protection policies like DLP based on labels



Manual or Automated Labels



Label data at rest, data in use, or data in transit



Extensible: readable by other systems



NEW AND RECENT ADVANCEMENTS

- Protect content with Sensitivity Labels using double-key encryption
- Autolabeling on SPO/ODB and EXO DIT with additional conditions & increased scopes
- Enhanced simulation mode