

CM303 – Protection and Retention of Content in O365

The Microsoft Information Protection (MIP) Primer

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Introductions...



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Today's Agenda

What is MIP?

The vision and the tooling

Protecting your content...

Azure Information Protection (AIP)

Preserving your content...

Advanced Data Governance (ADG)

"Unified Labeling"?

What this actually means...



Where does this conversation fit in...

IT Governance

(Broad, organization-wide)

Application Governance

(Application-specific, aligns with IT Governance goals)

SharePoint

OneDrive

Office 365

Other
Applications

Data Governance

(Content-specific, aligns with IT Governance goals)

Retention/
Expiration

Records
Mgmt

Classification

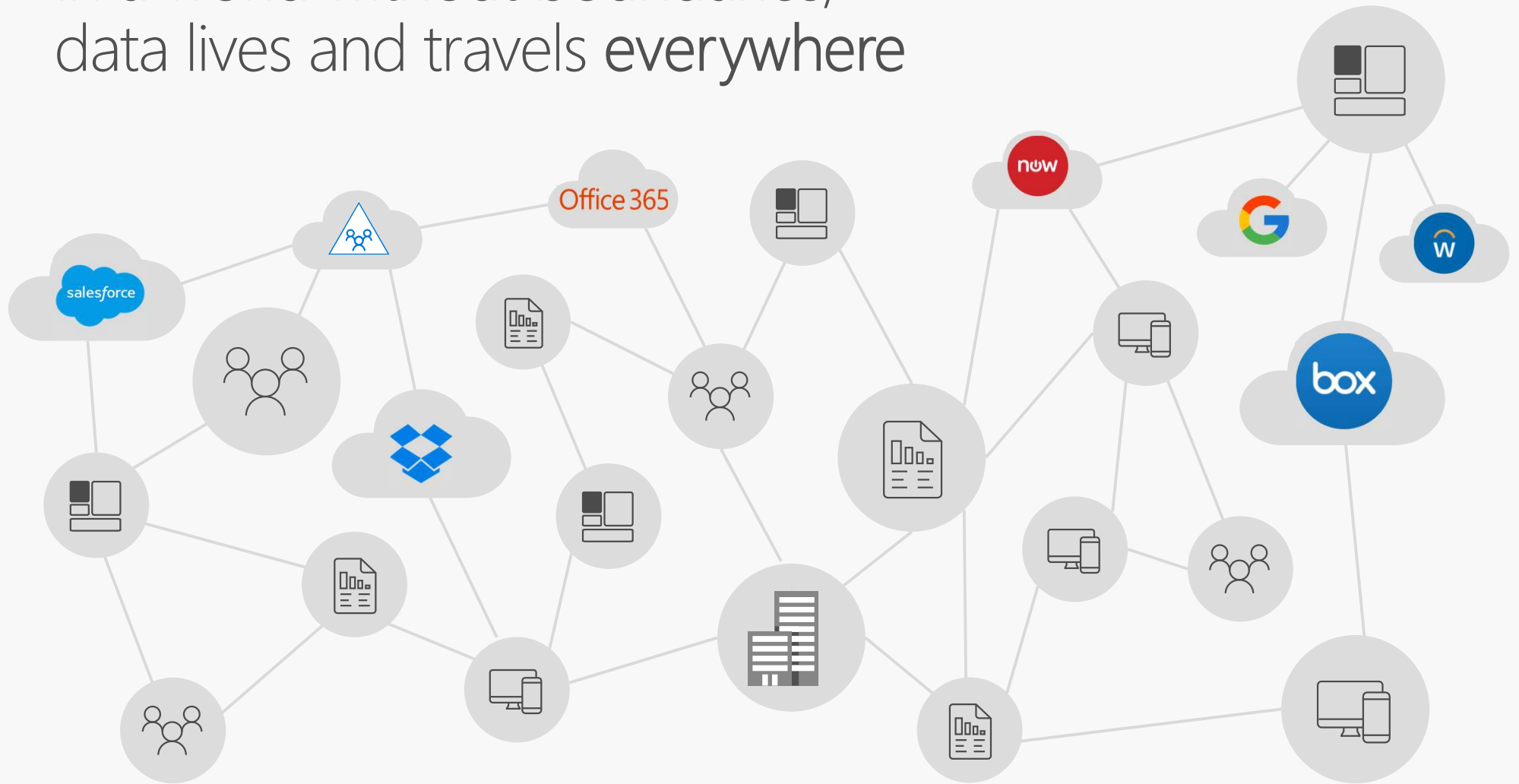
Data
Protection

"ADG"

"AIP"



In a world without boundaries,
data lives and travels **everywhere**



Microsoft Information Protection

Protect your sensitive data – wherever it lives or travels



Discover



Classify



Protect



Monitor

Across



Devices



Apps



Cloud services

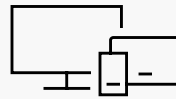


On-premises

Microsoft Information Protection – the way it was



**Office 365
Information Protection**



**Windows
Information Protection**



**Azure
Information Protection**

What

Preserve or remediate emails & documents

Protect files and documents

Classify & Protect emails & documents

Where

Office 365 Apps & Services

Windows Clients & Devices

Office Clients, 3rd party Apps & Services, On Premises

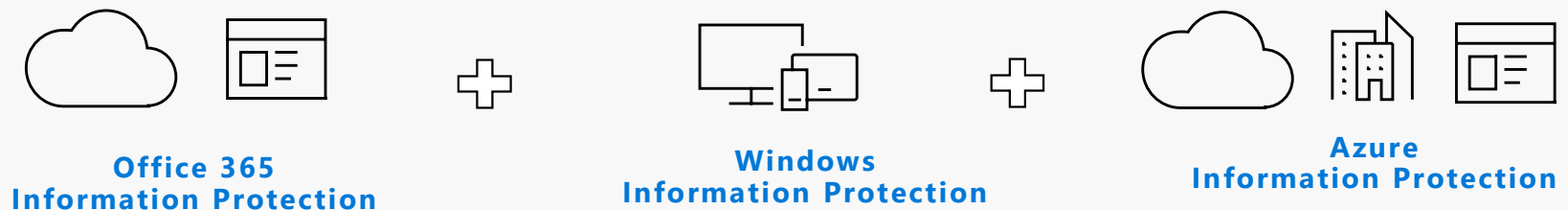
How

Office 365 Security Console

Intune Portal

AIP Portal

Microsoft Information Protection – starting today



What Consistent content detection and classification to protect and preserve sensitive data

Where Office 365 apps & services, Windows clients & desktops, mobile, on premises + 3rd party apps and services

How Microsoft 365 Security and Compliance Center

Comprehensive set of capabilities

AZURE INFORMATION PROTECTION

Classify, label & protect files – beyond Office 365, including on-premises & hybrid

MICROSOFT CLOUD APP SECURITY

Visibility into 15k+ cloud apps, data access & usage, potential abuse

OFFICE 365 DATA LOSS PREVENTION

Prevent data loss across Exchange Online, SharePoint Online, OneDrive for Business

OFFICE 365 MESSAGE ENCRYPTION

Send encrypted emails in Office 365 to anyone inside or outside of the company

WINDOWS INFORMATION PROTECTION

Separate personal vs. work data on Windows 10 devices, prevent work data from traveling to non-work locations

OFFICE 365 ADVANCED DATA GOVERNANCE

Apply retention and deletion policies to sensitive and important data in Office 365

MICROSOFT INFORMATION PROTECTION

Discover | Classify | Protect | Monitor

CONDITIONAL ACCESS

Control access to files based on policy, such as identity, machine configuration, geo location

OFFICE APPS

Protect sensitive information while working in Excel, Word, PowerPoint, Outlook

SHAREPOINT & GROUPS

Protect files in libraries and lists

AZURE SECURITY CENTER INFORMATION PROTECTION

Classify & label sensitive structured data in Azure SQL, SQL Server and other Azure repositories

SDK FOR PARTNER ECOSYSTEM & ISVs

Enable ISVs to consume labels, apply protection

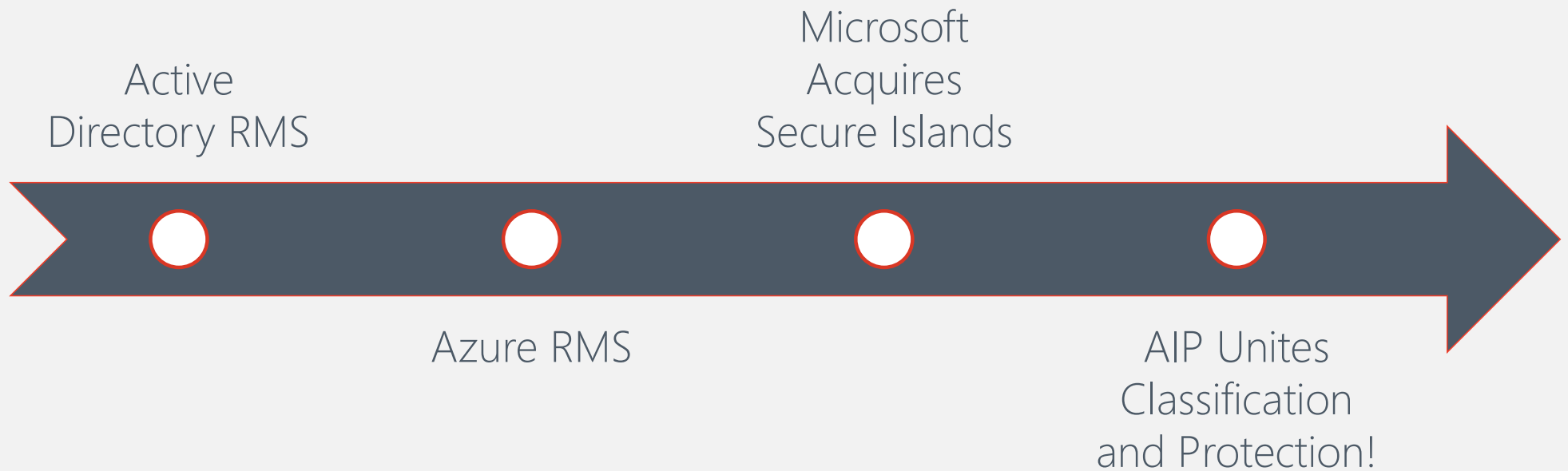
ADOBE PDFs

Natively view and protect PDFs on Adobe Acrobat Reader

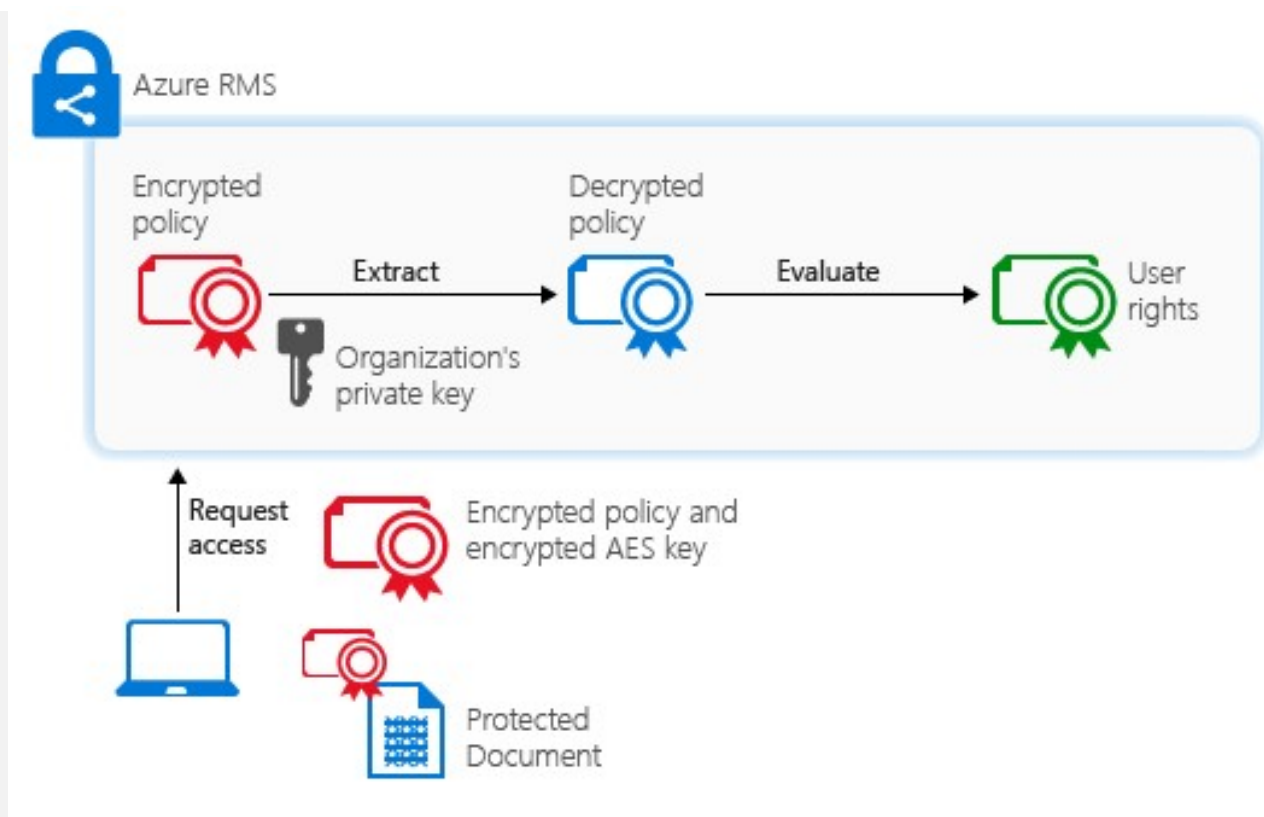
Azure Information Protection (AIP)



How we got here...



The Plumbing...



<https://docs.microsoft.com/en-us/azure/information-protection/how-does-it-work>

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SENSITIVITY LABELS **PERSIST WITH THE DOCUMENT**

Document labeling – what is it?

Metadata written into document files

Travels with the document as it moves

In clear text so that other systems can read it

Can be used to apply a protection action or data governance action

Can be customized per the organization's needs



AutoSave Off Document1 - Word Maayan Naaman Rand

File Home Insert Draw Design Layout References Mailings Review View Help Search

Clipboard Font Paragraph Styles Editing Voice

Calibri (Body) 11 A Aa AaBbCcDd AaBbCcDd AaBbCcDd 1 Normal 1 No Spac... Heading 1

Non-Business Public General Confidential

Video provides a powerful way to help you prove your point. When you paste in the embed code for the video you want to add. You can also type a keyword to search online for the video that best fits your document. To make your document look professionally produced, Word provides header, footer, cover page, and text box designs that complement each other. For example, you can add a matching cover page, header, and sidebar. Click Insert and then choose the elements you want from the different galleries. Themes and styles also help keep your document coordinated. When you click Design and choose a new Theme, the pictures, charts, and SmartArt graphics change to match your new theme. When you apply styles, your headings change to match the new theme. Save time in Word with new buttons that show up where you need them. To change the way a picture fits in your document, click it and a button for layout options appears next to it. When you work on a table, click where you want to add a row or a column, and then click the plus sign. Reading is easier, too, in the new Reading view.

You can collapse parts of the document and focus on the text you want. If you need to stop reading before you reach the end, Word remembers where you left off - even on another device. Video provides a powerful way to help you prove your point. When you click Online Video, you can paste in the embed code for the video you want to add. You can also type a keyword to search online for the video that best fits your document. To make your document look professionally produced, Word provides header, footer, cover page, and text box designs that complement each other. For example, you can add a matching cover page, header, and sidebar. Click Insert and then choose the elements you want from the different galleries. Themes and styles also help keep your document coordinated. When you click Design and choose a new Theme, the pictures, charts, and SmartArt graphics change to match your new theme. When you apply styles, your headings change to match the new theme. Save time in Word with new

Page 1 of 3 2061 words English (United States) No new recommendations 100%

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Clipboard Font Alignment Styles Cells Editing Add-ins Ideas

A5 General Non-Business Public Confidential Highly Confidential

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Sheet1


Ready 100%

Demo: Creating and Publishing AIP labels

How else can
content be labeled?

AIP Scanner capabilities

 Scans on-perm repositories: file shares, NAS or any other CIFS based repositories, or SharePoint Server

 Discover data in the scanned repositories and match it against AIP policy (detect MCE sensitive info types, custom patterns and default label)

 Labels and protects the discovered data per AIP policy

 Create a report of discovered data, including the matched conditions for found patterns



The bad news...

AIP is *not* currently well supported by SharePoint and ODFB

- Current state: <https://docs.microsoft.com/en-us/office365/securitycompliance/protect-sharepoint-online-files-with-azure-information-protection>
- Better times ahead: <https://techcommunity.microsoft.com/t5/Microsoft-SharePoint-Blog/Updates-to-SharePoint-security-administration-and-migration/ba-p/549585>



Microsoft 365 | Compliance

Home
Alerts
Monitoring & reports
Classification
Labels
Label policies
Label analytics
Sensitive info types
Policies
Data governance
Cases
Permissions

Labels

85k

View reports

+

Edit a label to help users classify their content.

Name

Encryption

Content marking

Data loss prevention

Site and group settings

Auto labelling

Confidential

Editing Site and group settings

Select the settings you want to take effect when this label is applied to an Office 365 group or SharePoint site. Note that the settings aren't applied to files, so they don't impact downloaded copies of files. [Learn more about site and group protection](#)

Site and group settings

☒ On

Privacy of Office 365 group-connected team sites

Private - only members can access the site

External users access

☐ Let users outside the organization email the Office 365 group

☐ Let Office 365 group owners add people outside the organization to the group

Unmanaged devices

Restrict site access from devices that aren't compliant or joined to a domain. After this setting here, you need to use Powershell to limit or block access for the site. [Learn more](#)

☐ Allow full access from desktop apps, mobile apps, and the web

☒ Allow limited, web only access

☐ Block access

Save

Cancel

Feedback

Classifying SharePoint sites and Groups

The screenshot shows the SharePoint 'Create site' wizard in a web browser. The browser's address bar shows the URL: `https://mippreviewtenant26.sharepoint.com/_layouts/15/sharepoint.aspx`. The page has a dark blue header with 'Office 365' and 'SharePoint' tabs, and a search bar. The main content area is titled 'Get a team site connected to Office 365 Groups' and includes a description: 'Use this design to collaborate with your team. Share documents, track events in a shared calendar, and manage project tasks.' Below this is a preview of the site design on a desktop and mobile device. The right-hand sidebar contains configuration fields: 'Site name' (Contoso Merges and Acquisition), 'Group email address' (ContosoMergesandAcquisition), 'Site address' (https://mippreviewtenant26.sharepoint.com/sites/ContosoMergesan...), and 'Site description' (Tell people the purpose of this site). The 'Sensitivity' dropdown is highlighted with a yellow box and set to 'Confidential'. The 'Privacy settings' dropdown is set to 'Private - only members can access this site'. At the bottom are 'Next' and 'Cancel' buttons.

Office 365 | SharePoint

Search in SharePoint

+ Create site

Following

MIPIgniteDemoSite

Featured links

Edit

No featured links yet

As an admin, you can add links that are useful for everyone in your organization.

Frequent

IgniteDemoSite

There's no recent

Get a team site connected to Office 365 Groups

Use this design to collaborate with your team. Share documents, track events in a shared calendar, and manage project tasks.

Site name

Contoso Merges and Acquisition

The site name is available.

Group email address

ContosoMergesandAcquisition

The group alias is available.

Site address

https://mippreviewtenant26.sharepoint.com/sites/ContosoMergesan...

Site description

Tell people the purpose of this site

Sensitivity


Confidential





Privacy settings


Private - only members can access this site


Next Cancel



Classifying SharePoint sites and Groups


 Office 365 | SharePoint



   


 Your organization doesn't allow you to download, print, or sync using this device. To use these actions, use a device that's joined to a domain or marked compliant by Intune. For help, contact your IT department. [More info.](#)

 **Contoso Merges and Acquisition**
Private group | Confidential

 Microsoft Admin  1 member

 Search this site

 New 

Published  Edit

[Home](#)

[Conversations](#)

[Documents](#)


[Notebook](#)


[Pages](#)

[Site contents](#)

[Recycle bin](#)


[Edit](#)

News
 Add





Keep your team updated with News on your team site

From the new team site home page you'll be able to quic...



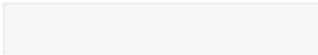


Quick links







 [Learn about a team site](#)

 [Learn how to add a page](#)

Activity



Documents [See all](#)

 New   Upload  ...  All Documents 

DEMO:
Creating Azure Information Protection Labels



Advanced Data Governance (ADG)



Understanding O365 "Retention Labels"

The screenshot displays the Office 365 Security & Compliance interface. On the left is a navigation pane with options like Home, Alerts, Permissions, Classifications, Labels, Label policies, Sensitive information types, Data loss prevention, Data governance, Threat management, Data privacy, Search & investigation, and Reports. The main area is titled 'Label settings' and includes a 'Create a label to help users classify their content.' section with 'Name your label' and 'Label settings' options. Below this is a 'Review your settings' section. To the right, the 'When this label is applied to content...' section shows a 'Retain the content' option. Below this is a 'Documents' table listing various files and folders. A 'Test Doc.rtf' file is selected, and a right-hand pane shows the 'Apply label' dropdown menu with options like 'None', 'High Business Impact (HBI)', 'Low Business Impact (LBI)', 'Medium Business Impact (MBI)', and 'My New Label'.

Office 365 | Security & Compliance

Create a label to help users classify their content.

☒ Name your label

☐ Label settings

☐ Review your settings

Retention ①

☒ Retain the content

When this label is applied to content...

Documents

Name	Modified	Modified By	Sign-off status
General	September 25, 2017	MOD Administrator	
HBI Stuff	September 11	MOD Administrator	
My Other Channel	September 25, 2017	MOD Administrator	
2018-01-24_17-11-17.png	April 16	MOD Administrator	
<input checked="" type="checkbox"/> Test Doc.rtf	August 23, 2017	Adele Vance	

Apply label

High Business Impact (HBI)

None
Clear the label

High Business Impact (HBI)
Retain for 7 years

Low Business Impact (LBI)
Delete after 2 years

Medium Business Impact (MBI)
Retain for 3 years

My New Label

Test Label 2
Retain for 22 years

Understanding ADG “Labels” in O365

They are created centrally and “published”

Sets of labels can be published to O365 (Outlook, OneDrive and SharePoint)

They can be applied to Docs and Emails only

You don’t “label” an entire mailbox, Site or Group

Only one label can be applied per item

Can be auto-applied or manually applied

Options for “auto-apply” are based on DLP rules or keyword matching

Auto-applied labels require E5/M5/G5 license

Can be just tags or can also enforce retention

Retention can be based off date created/modified, label declaration or an event

Can be used for declaration of records



Using Retention Policies

Office 365

Security & Compliance

Classifications

Data loss prevention

Data governance

Dashboard

Import

Archive

Retention

Events

Supervision

Threat management

Mail flow

Data privacy

Create a policy to retain what you want and get rid of what you don't.

✔ Name your policy

● Settings

● Choose locations

● Review your settings

Decide if you want to retain content, delete it, or both

Do you want to retain content?

☒ Yes, I want to retain it

For this long... 7 years

Retain the content based on when it was created

Do you want us to delete it after this time?

☐ Yes

☒ No

☐ No, just delete content that's older than

1 years

Need more options?

☐ Use advanced retention settings

Back

Next

Cancel

Create a policy to retain what you want and get rid of what you don't.

✔ Name your policy

✔ Settings

● Choose locations

● Review your settings

Choose locations

☐ Office 365 groups

☐ Skype for Business

☐ Exchange public folders

☒ Teams channel messages

☒ Teams chats

All

Choose teams

None

Exclude teams

All

Choose users

None

Exclude users

Back

Next

Cancel

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Feedback

“Retention Policies” in O365

Don't confuse with “Labels”

Both Labels and Retention Policies can enforce retention and deletion based on Create/modified date, custom keywords/conditions or DLP Sensitive Types

Only Labels can base retention on “declaration date” (of the Label)

Labels can be automated (E/M/G5) or user-selectable but retention policies are pushed from an Admin only

Can comply with SEC 17a-4 requirements

Retention policies can be “locked” to restrict even admins from removing or weakening the retention period and conditions

Used to be known as “preservation policies”



DEMO:
*Creating, Monitoring and Managing
Retention Labels*



Unified Labeling (?)



Two labels to rule them all...

Sensitivity Labels

- Leverages Azure Information Protection
- Protection *travels* with the doc
- Restricts who can open the doc, and what they can do with it
- Applied manually through Office clients
- Applied automatically using “sensitive information types”

Retention Labels

- Leverages SharePoint and Exchange features
- *Only* applies to content in O365
- Ensures content is retained for an appropriate time
- Applied Manually through SharePoint and Exchange interfaces
- Applied automatically using “sensitive information types”

Data protection & data governance go hand-in-hand

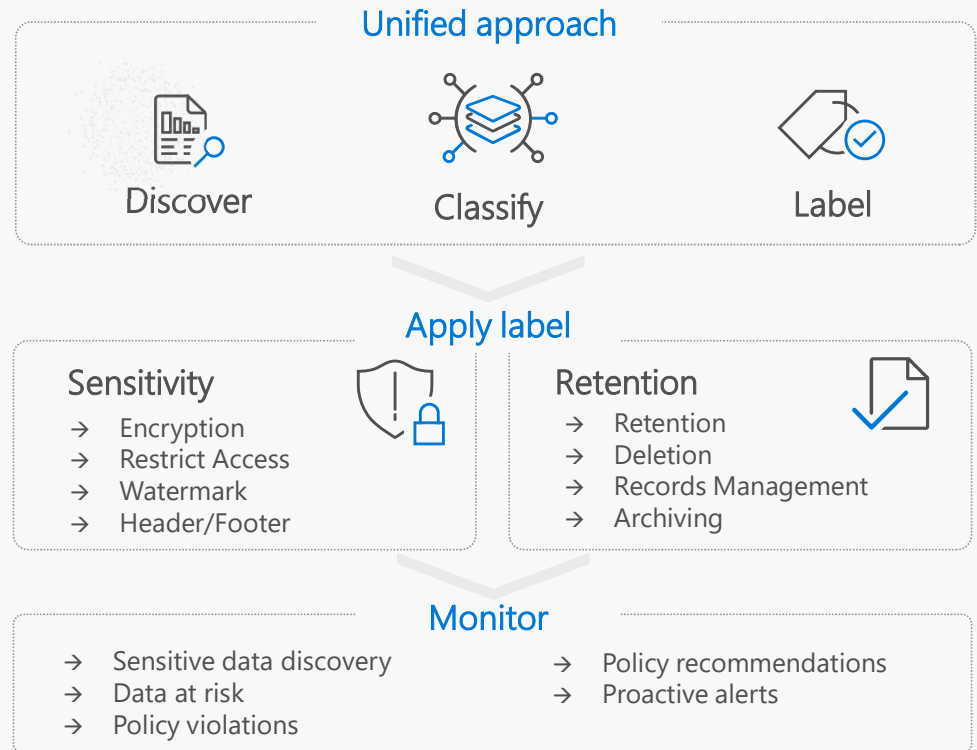
Comprehensive policies to protect and govern your most important data – throughout its lifecycle

Unified approach to discover, classify & label

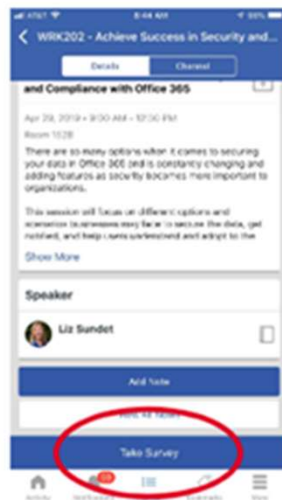
Automatically apply policy-based actions

Proactive monitoring to identify risks

Broad coverage across locations



Please Don't Forget to Fill Out Your Session Surveys!



1

Click on the 'Agenda' button in the app

2

Select the session you wish to review

3

Click on the 'Take Survey' button at the bottom of the page

thank you

Gracias

ευχαριστώ

Danke

Grazie

благодаря

Hvala

Obrigado

Kiitos

شكراً

Tak

Ahsante

Teşekkürler

متشكراً

Salamat Po

감사합니다

Cám ơn

شكريه

Terima Kasih

Dank u Wel

Děkuji

நன்றி

Köszönöm

ありがとう
ございます

ขอบคุณครับ

Dziękuję

谢谢

Tack

Mulțumesc

спасибо

Merci

תודה

多謝晒

дякую

Ďakujem



Sales@AvePoint.com | +1 800.661.6588



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