Data lifecycle management with Microsoft 365

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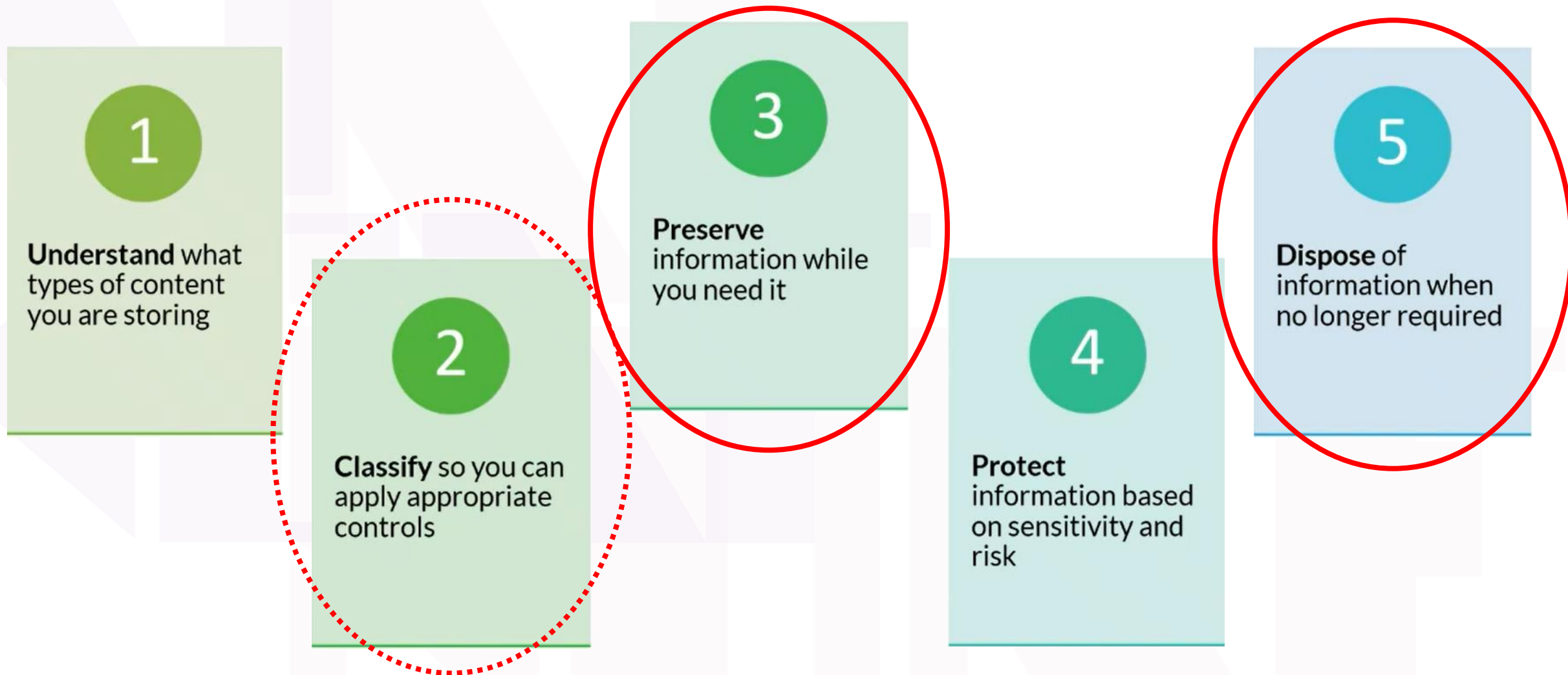(Slavko.Kukrika@Outlook.com)
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Agenda

→ Data classification

→ Retention Labels and Retention Policies

→ Applying retention labels automatically

→ Record Management

→ Questions & Answers

Data management in Microsoft 365

1 **Understand** what types of content you are storing

2 **Classify** so you can apply appropriate controls

3 **Preserve** information while you need it

4 **Protect** information based on sensitivity and risk

5 **Dispose** of information when no longer required

Data classification

Know your data types!

All stored files are (probably) not equally important

Users can manually classify content (location, manual labeling ...)

We often prefer automatic classification

Can automatically classify content by using

Sensitive info types

Exact Data Match (EDM) classifiers

Trainable classifiers

Sensitive Info Types

Commonly used method for classifying data

Identifies sensitive content through pattern matching

Microsoft 365 includes more than 300 built-in sensitive info types

Many are country or region specific (Passport number, Driver's license number, …)

Copy built-in info type to see how it is built

Create new Sensitive info type by using following primary element:
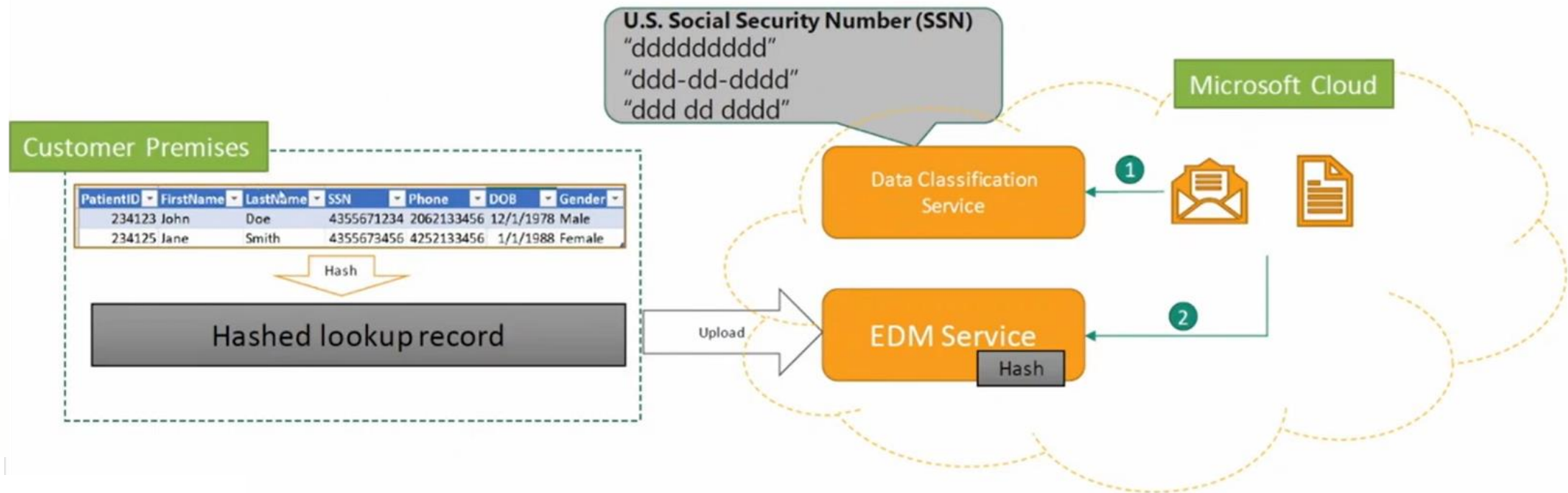
Regular expression

Keyword list

Keyword dictionary

Function

Name ↑
☐ Slovenia Driver's License Number
☐ Slovenia Passport Number
☐ Slovenia Physical Addresses
☐ Slovenia Tax Identification Number
☐ Slovenia Unique Master Citizen Number

Exact Data Match (EDM)

Use exact values to detect matches instead of generic patterns

Trainable classifiers

Sensitive info types are good for matching specific patterns in data

Trainable classifiers use a machine learning to classify less predictable formats

There are two types of trainable classifiers:

- Pre-Trained Classifiers
- Custom Trainable Classifiers

Can be used with:

- Retention auto-labeling policies
- Sensitivity auto-labeling policies
- Communication compliance

> ∨ Published (50)
>
> ☐ Agreements ↗ -
>
> ☐ Customer Complaints(preview) ↗ -
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> ☐ Discrimination ↗ -
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> ☐ Finance ↗ -
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> ☐ HR ↗ -
>
> ☐ Healthcare ↗ -
>
> ☐ IP ↗ -

Demo

**Creating Sensitive info type
Exploring Trainable classifiers**

Data Lifecycle Management

Retention Labels

Create a unified label to manage retention, deletion and disposition reviews at a granular level.
Use for documents & emails.

Retention Label Policies

Publish retention labels to locations throughout Microsoft 365.
Publish to Exchange mailboxes, SharePoint Sites, OneDrive accounts, Microsoft 365 Groups mailboxes and sites

Retention Policies

Manage retention and deletion.
Use for Microsoft Teams Chat & Channel Messages, Skype for Business, Exchange Public Folders Content
Use also for Exchange Mailboxes, SharePoint sites, OneDrive accounts, Microsoft 365 Groups mailboxes and sites

Retention Labels and Retention Label Policies

Retention Labels
Define our record types, including retention periods, disposition actions, etc.

Retention Label Policies
Publish Retention Labels to sites, mailboxes, etc. by using Retention Label Policies

Locations
The locations where we store and work with content

Budgets
ID: 0100
Retention: 5 years,
Trigger: Fiscal Year End,
Final Disposition: Destroy

Comparing Retention Labels and Retention Policies

	Retention Labels	Retention Policies
Apply Retention	X	X
Event Based Retention	X	
Manage SharePoint, OneDrive, Groups, Exchange Email Content	X	X
Manage Microsoft Teams Conversations, Skype for Business Chat, Exchange Public Folders Content		X
Manage Content as a [finalized] Record	X	
Apply Based on Sensitive Information	X	
Apply Based on Specific Words and Phrases	X	
Granularity to specific documents or emails	X	

Automatically apply Retention Labels

SharePoint Library Default Label

📁 Auto-applied to documents when added to a document library

📄 Can apply to existing documents in the library

Retention Label on a Folder

📁 Apply a retention label to a folder to apply to all documents in the folder

Auto-Apply Policies

⚙ Auto-applied based on sensitive information types

Exchange (all mailboxes only), SharePoint, OneDrive, Mirosoft 365 Group sites

🔍 Auto-applied based on a search query or a trainable classifier

Exchange, SharePoint, OneDrive, Microsoft 365 group mailboxes & sites

Demo

Creating and publishing Retention label
Applying Retention label

Apply Retention Labels with Auto-Apply Policies

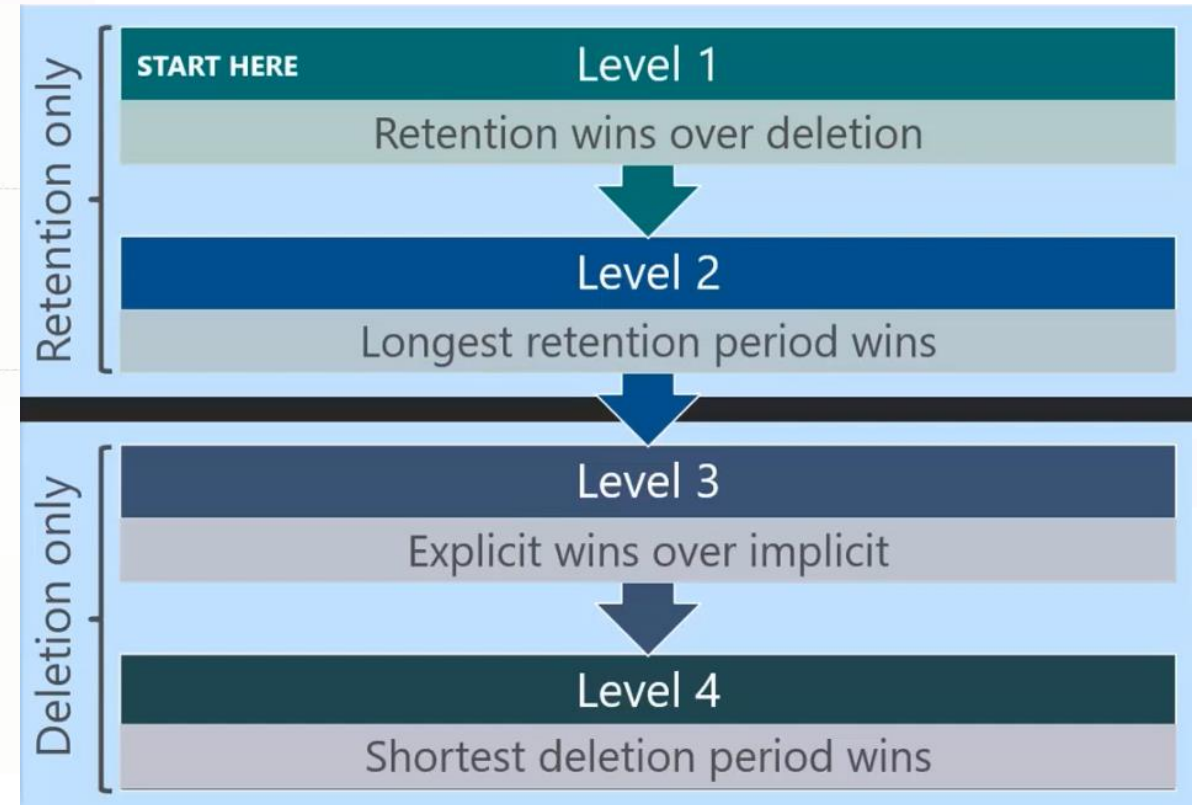| Labels are auto-applied	Label policy is synced to locations **Status = Success (On)**	Labels applied automatically to content within **7 days**

1 day

7 days

The Principles of Retention

Retention wins over deletion

Longest retention period wins

Explicit inclusion wins over implicit

Shortest deletion period wins

Retention only

START HERE — Level 1
Retention wins over deletion

Level 2
Longest retention period wins

Deletion only

Level 3
Explicit wins over implicit

Level 4
Shortest deletion period wins

Disposition Review

Notify a reviewer when items reach end of their retention period

The Reviewer can

    Permanently delete file

    Extend the retention period

    Change or remove the label

Records Management

Chosen during label creation. Can't change the label once saved

Records Management

Choose what happens during the retention period

These settings control what users can do to retained items.

During the retention period

◉ **Retain items even if users delete**
Users will be able to edit items and change or remove the label. If they delete items, we'll keep copies in a secure location. Learn more

◯ **Mark items as a record**
Users won't be able to edit or delete items, and only admins will be able to change or remove the label. For SharePoint or OneDrive files, actions are blocked or allowed based on whether the item's record status is locked or unlocked. Learn more about records

`Set-RegulatoryComplianceUI -Enabled $true`

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◯ **Mark items as a regulatory record**
Users won't be able to edit or delete items or change or remove the label. In addition, admins won't be able to modify or delete this label after it's created. They'll only be able to increase the retention period or publish it to other locations. Learn more about regulatory records

How Deletion works in SharePoint and OneDrive
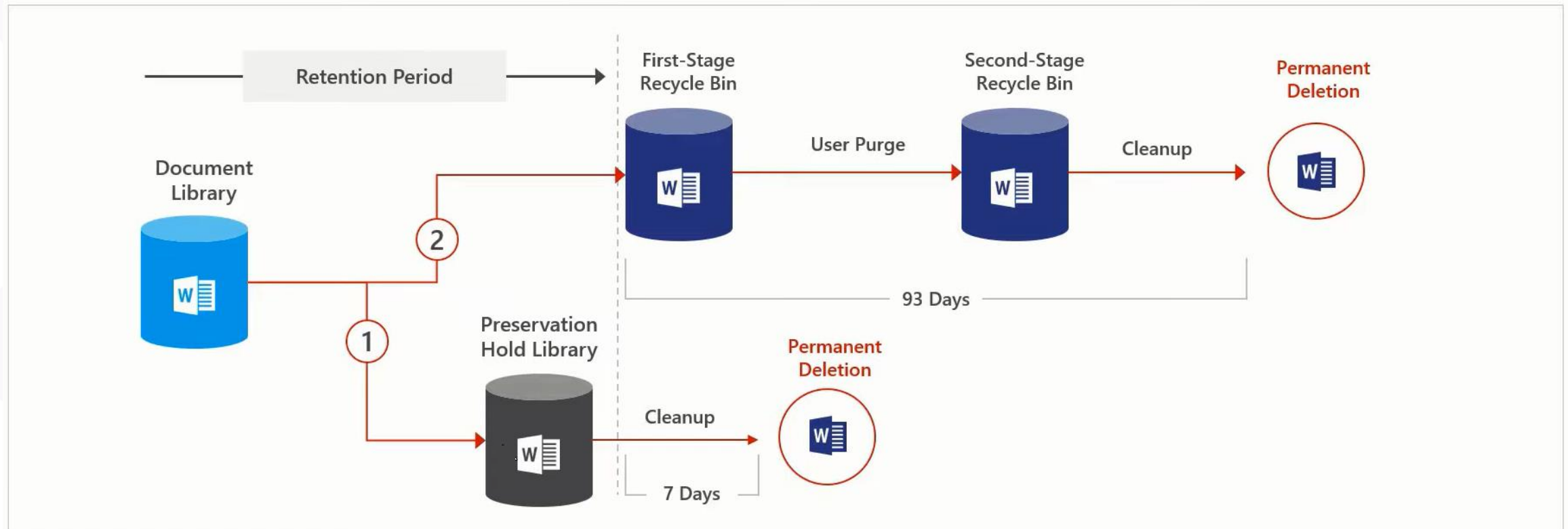
1. **If the content is modified or deleted** during the retention period
2. **If the content is not modified or deleted** during the retention period

Summary

Microsoft Purview compliance portal is used for data management

Classify data first

Create retention labels and retention policies

Publish or/and auto-apply retention labels

Use Records for data that must not be changed

Consider event based retention

Do you need disposition review

Additional information

Learn about sensitive information types

https://learn.microsoft.com/en-us/microsoft-365/compliance/sensitive-information-type-learn-about

Protect your sensitive data with Microsoft Purview

https://learn.microsoft.com/en-us/microsoft-365/compliance/information-protection

Learn about retention policies and retention labels

https://learn.microsoft.com/en-us/microsoft-365/compliance/retention

Flowchart to determine retention or deletion

https://learn.microsoft.com/en-us/microsoft-365/compliance/retention-flowchart

Learn about records management

https://learn.microsoft.com/en-us/purview/records-management

Questions?

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