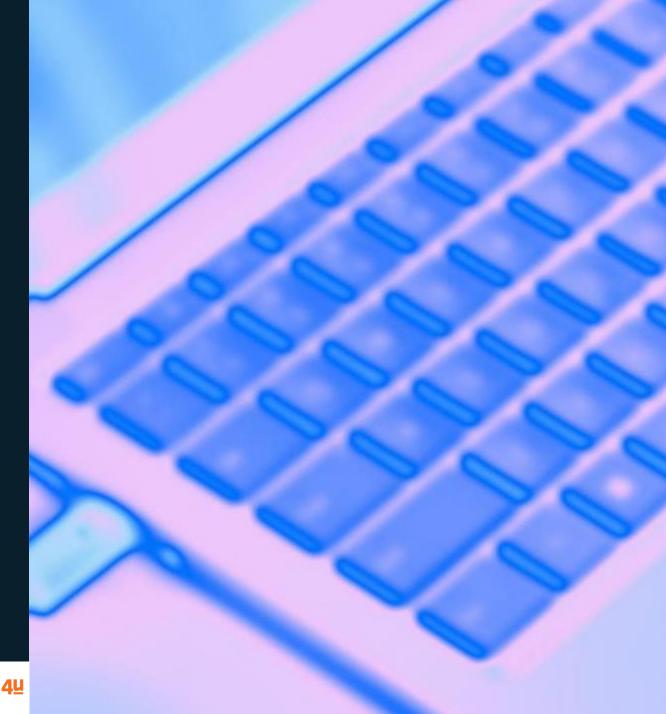


Secure data in the age of Al

Luděk Suk Microsoft









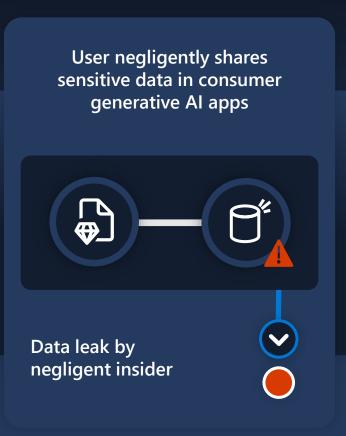




Generative AI is reshaping the world but there are associated data security risks..

User creates document without proper access controls making it easy for other users to reference it in Copilot Data oversharing by negligent insider







Integrated solutions to secure & govern your entire data estate

DATA SECURITY

Secure data across its lifecycle, wherever it lives

Information Protection
Data Loss Prevention
Insider Risk Management
Data Security Posture Management

DATA GOVERNANCE

Responsibly unlock value creation from data

Data Discovery
Data Quality
Data Curation
Data Estate Insights

DATA COMPLIANCE

Manage critical risks and regulatory requirements

Compliance Manager
eDiscovery and Audit
Communication Compliance
Data Lifecycle Management
Records Management

Unstructured & Structured data

Traditional and AI generated data

Microsoft 365 and Multi-cloud

Shared platform capabilities

Data Map, Data Classification, Data Labels, Audit, Data Connectors



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Discover

Al risks associated with data, access, and Al apps

Protect

Al and sensitive data with end-to-end security

Govern

Al usage to comply with regulatory and code-of-conduct policies

Discover

Al risks associated with data, access, and Al apps

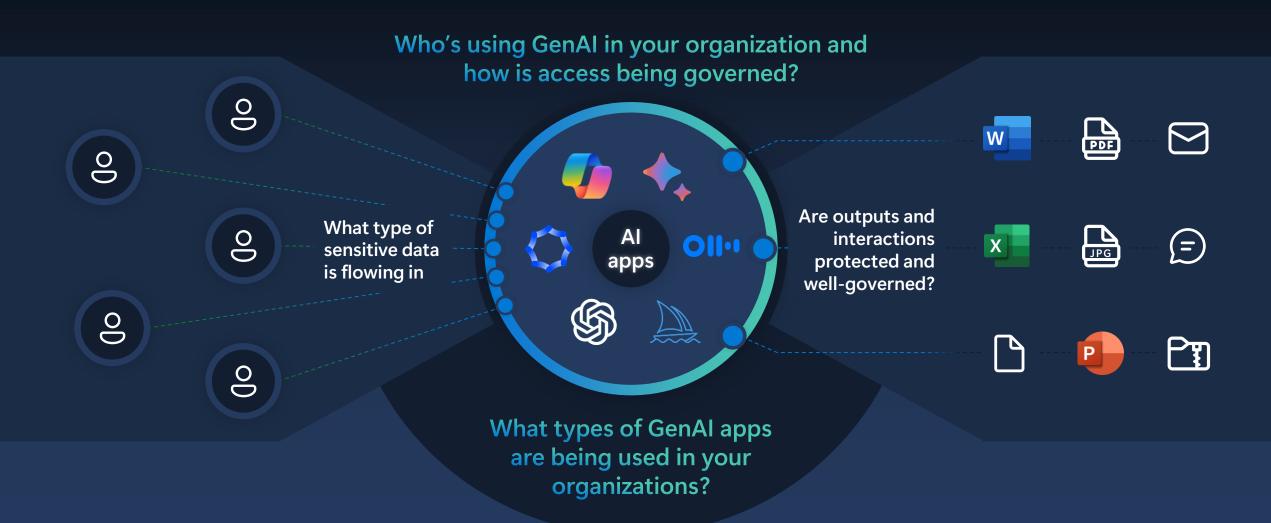
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with regulatory and code-of-conduct policies

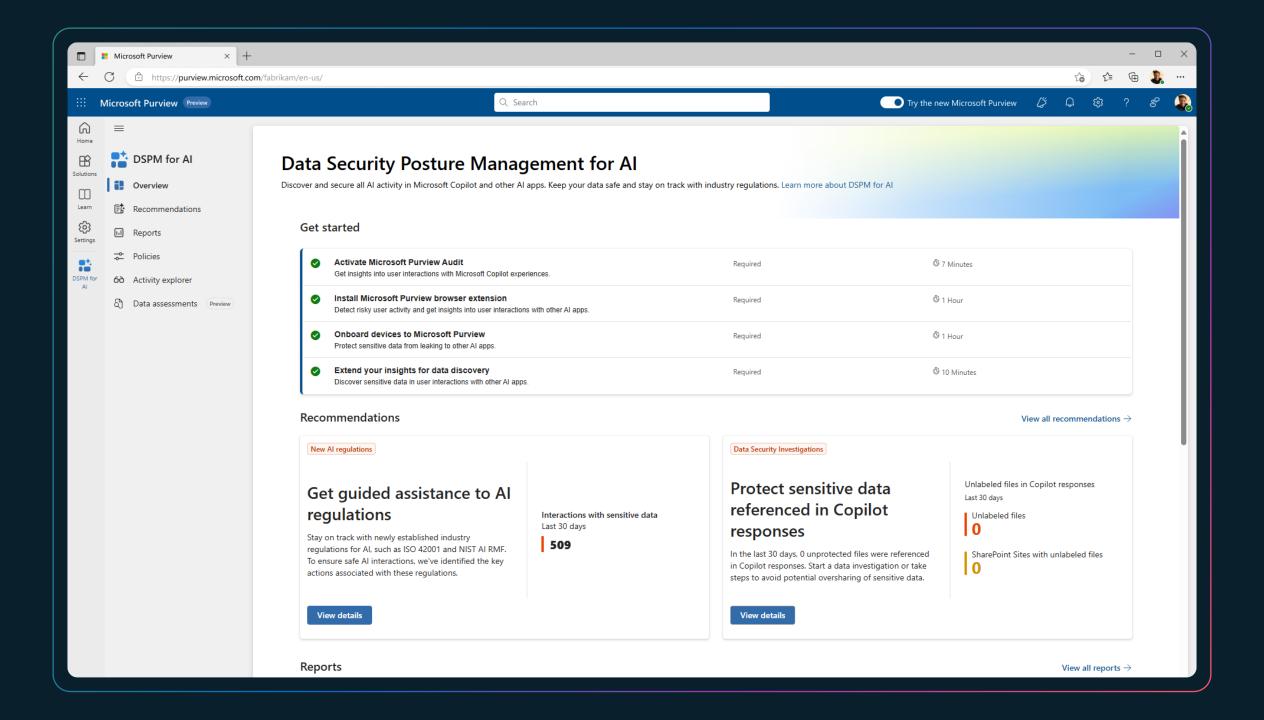
Discover AI risks associated with data, access, and AI apps

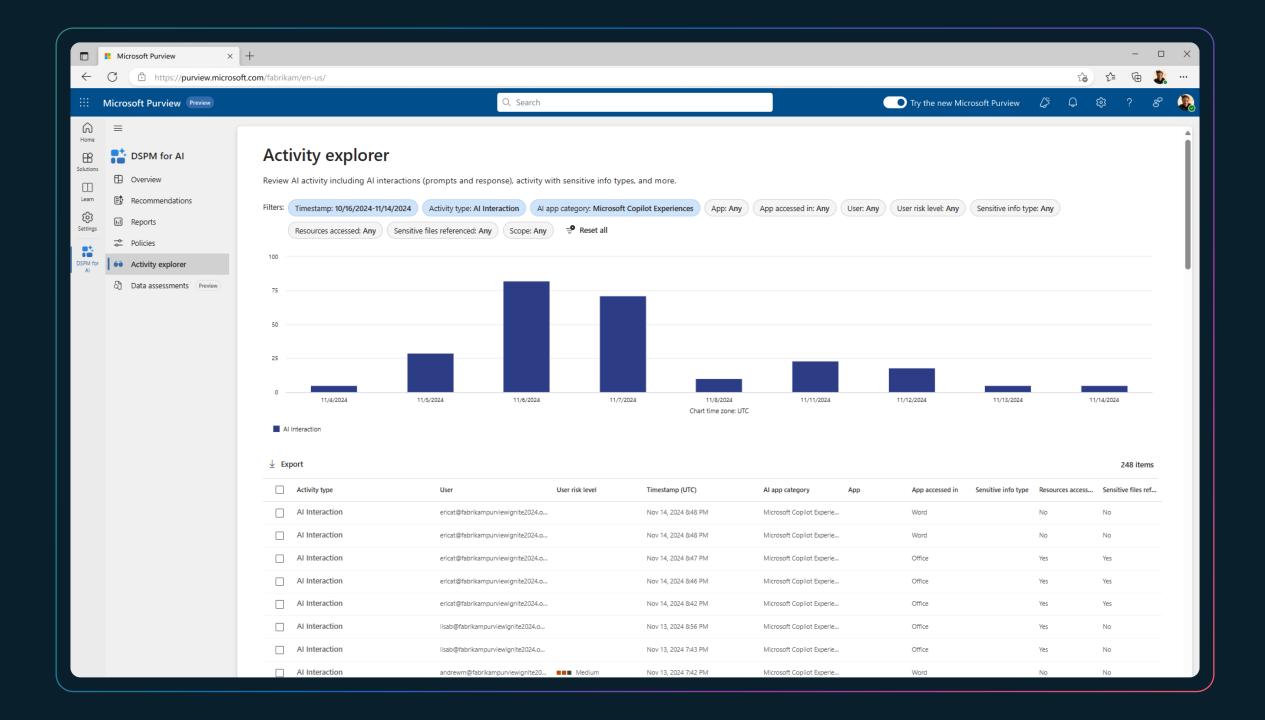


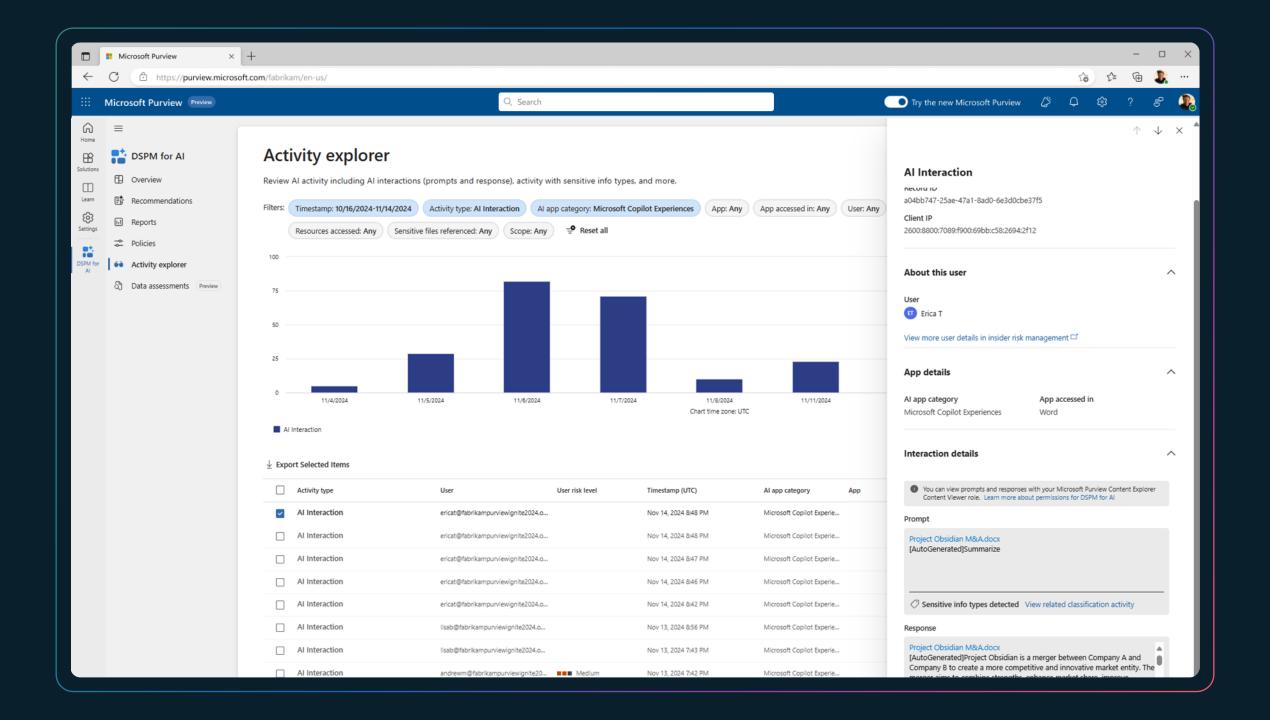


Data Security Posture Management for Al

Data security and compliance for the era of Al







11/7/2024	11/8/2024 Chart time zone: UTC	11/11/2024		Al app category Microsoft Copilot Experiences	App accessed in Word
				Interaction details	^
Tim	nestamp (UTC)	Al app category	Арр	You can view prompts and responses with your Microsoft Purview Content Explorer Content Viewer role. Learn more about permissions for DSPM for Al	
Nov	v 14, 2024 8:48 PM	Microsoft Copilot Experie		Prompt	
Nov	v 14, 2024 8:48 PM	Microsoft Copilot Experie		Project Obsidian M&A.docx	
Nov	v 14, 2024 8:47 PM	Microsoft Copilot Experie		[AutoGenerated]Summarize	
Nov	v 14, 2024 8:46 PM	Microsoft Copilot Experie			
Nov	v 14, 2024 8:42 PM	Microsoft Copilot Experie		⊘ Sensitive info types detected	View related classification activity
Nov	v 13, 2024 8:56 PM	Microsoft Copilot Experie		Response	
Nov	v 13, 2024 7:43 PM	Microsoft Copilot Experie		Project Obsidian M&A.docx [AutoGenerated]Project Obsidian is a merger between Company A and Company B to create a more competitive and innovative market entity. The merger aims to combine strengths, enhance market share, improve efficiencies, and drive growth. * **Objectives of the Merger**: The merger	
Nov	v 13, 2024 7:42 PM	Microsoft Copilot Experie			
Nov	v 13, 2024 7:41 PM	Microsoft Copilot Experie			
				Sensitive info types detected	View related classification activity

Discover

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Protect sensitive data used by Al apps



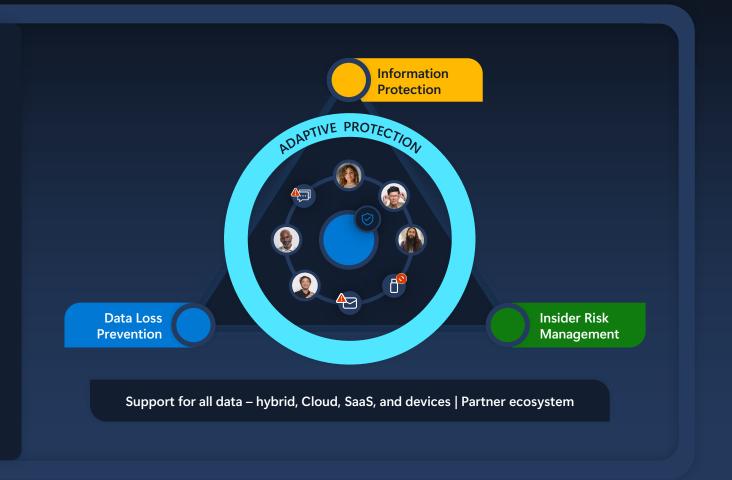
Automatically discover, classify and label sensitive data, and prevent its unauthorized use across apps, services, and devices.



Understand the user intent and context around the use of sensitive data to identify the most critical risks



Enable **Adaptive Protection** to assign high-risk users to appropriate DLP, Data Lifecycle Management, and Entra Conditional Access policies



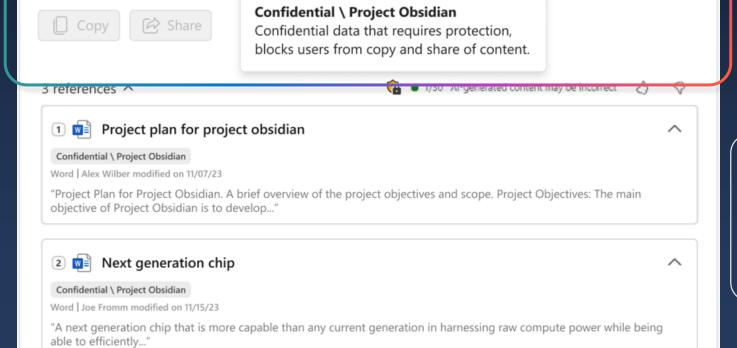
Information Protection



What are the important documents for Project Obsidian

Here are some important documents for Project Obsidian:

- "Project plan for project obsidian" is a confidential document authored by Alex Wilber about next generation chip design. It provides overview of the project objectives, scope, deliverables, timelines, and resources. 1
- "Next generation chip" is a confidential document authored by Joe Fromm discusses the design of this next generation chip. It discusses the need for building dedicated chips to power future cars and compares the advantages and disadvantages of ARM and x86 chip architectures. 2
- "Obsidian" is a presentation that is authored by and last modified Tuesday evening by Edison Gil. It was used to kick off Project Obsidian. 3
- 2023 Obsidian Resources is also related, but organization policy restricts me from discussing its content in this chat.



abel from referenced content.



Label Inheritance

Generated artifacts such as chat or files must inherit the most sensitive label from referenced content.

compares the advantages and disadvantages of Akivi and xoo chip architectures.

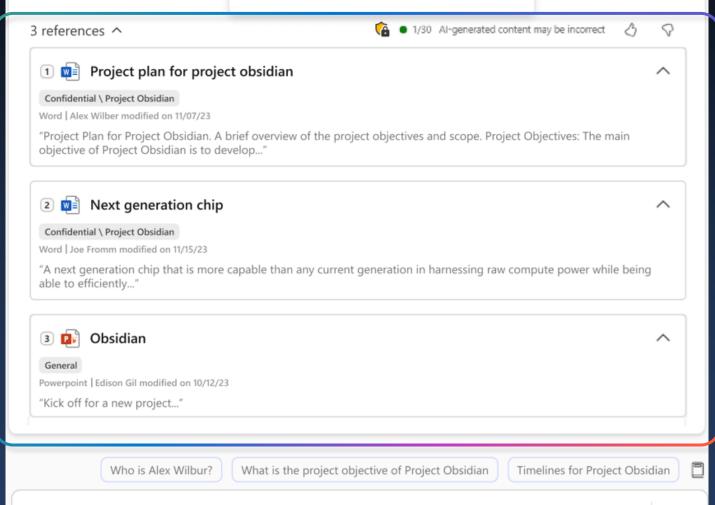
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Confidential \ Project Obsidian

Confidential data that requires protection, blocks users from copy and share of content.



Ask a work question or use / to reference people, files and more

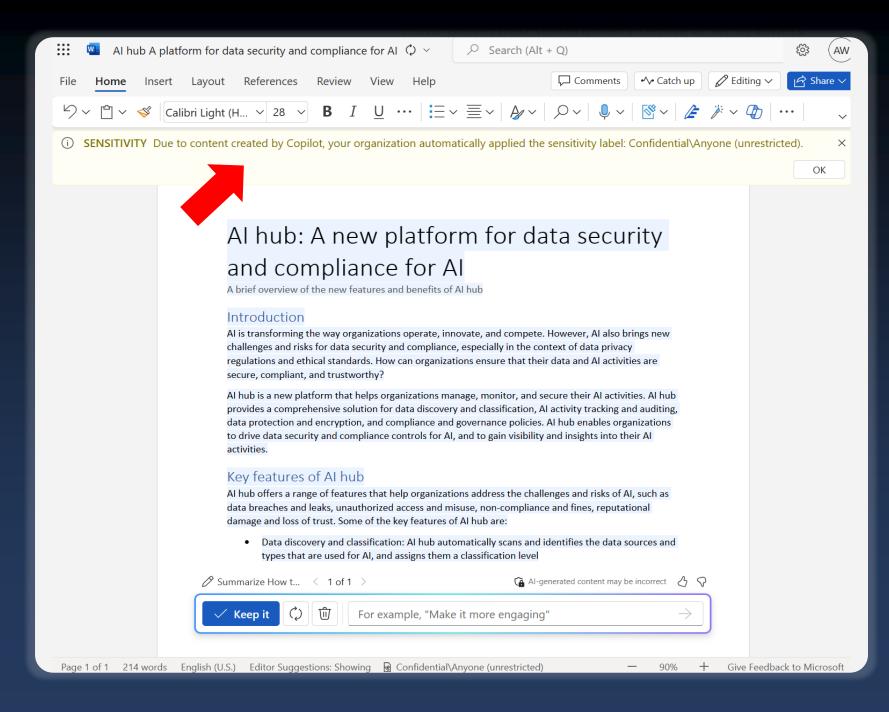


Label Visibility

Chats referencing labeled information must display the label to the user.

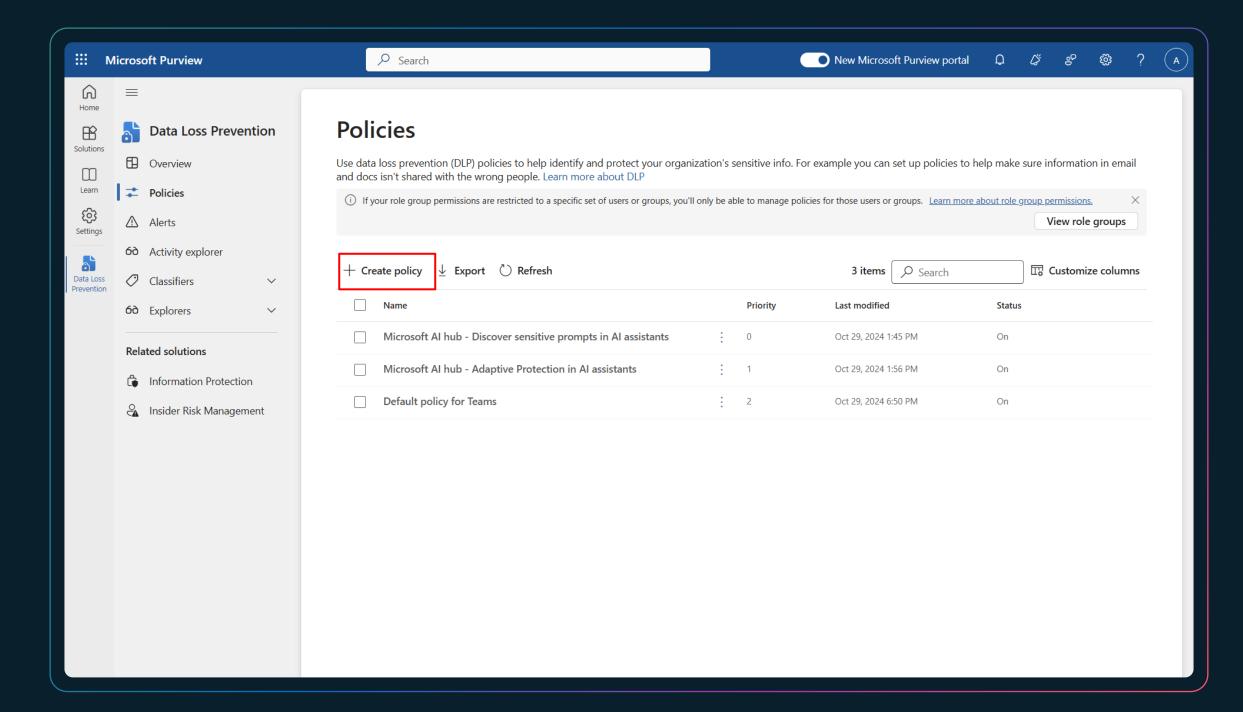
Copilot generated content inherits the sensitivity label of referenced files

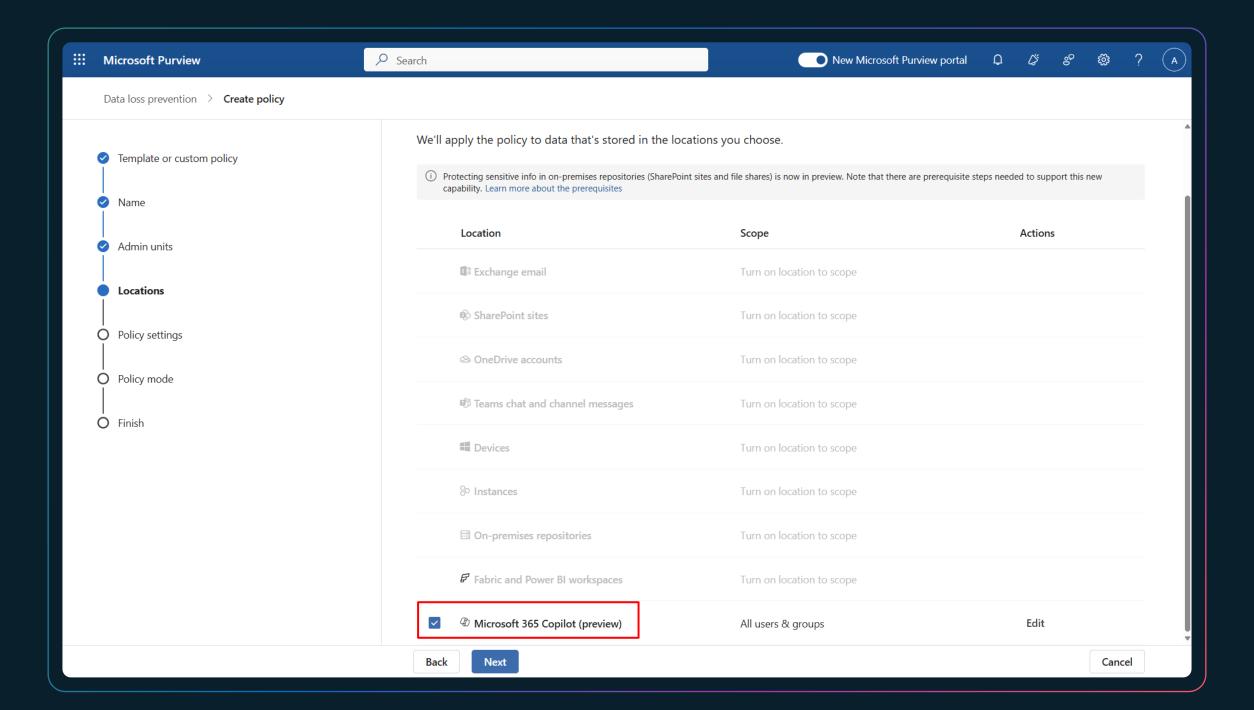
Generated contents inherit the sensitivity label from the source documents.

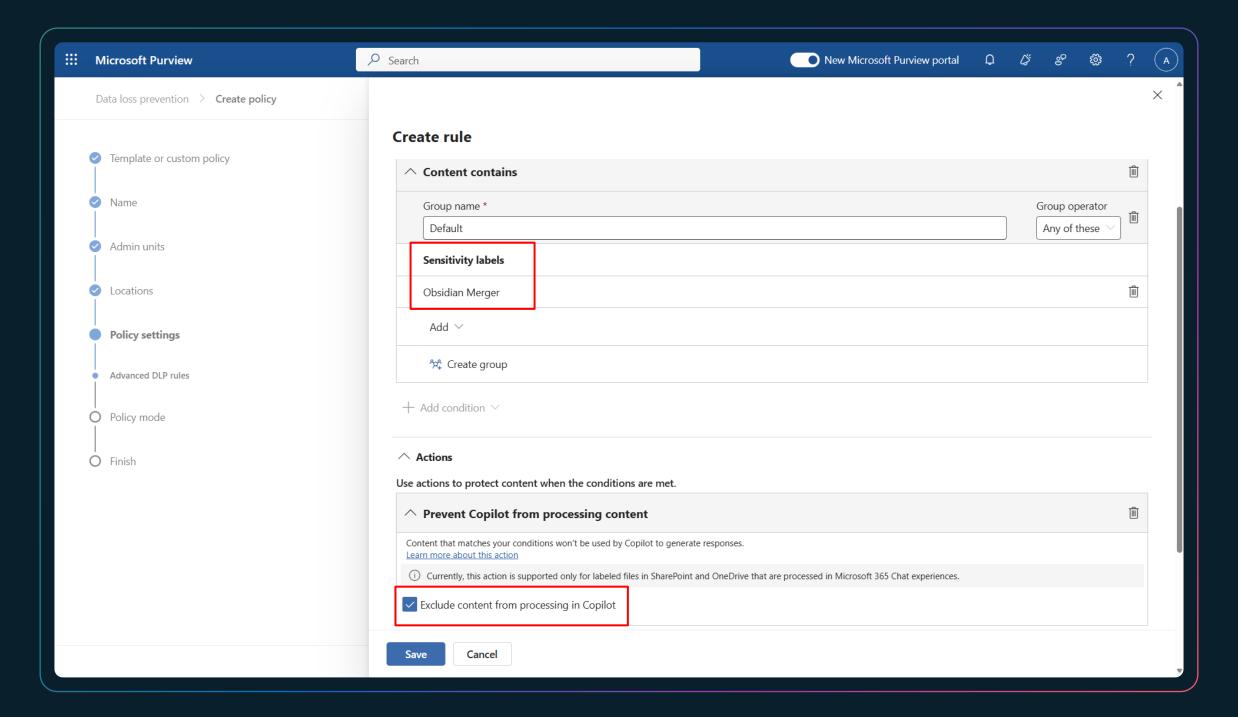


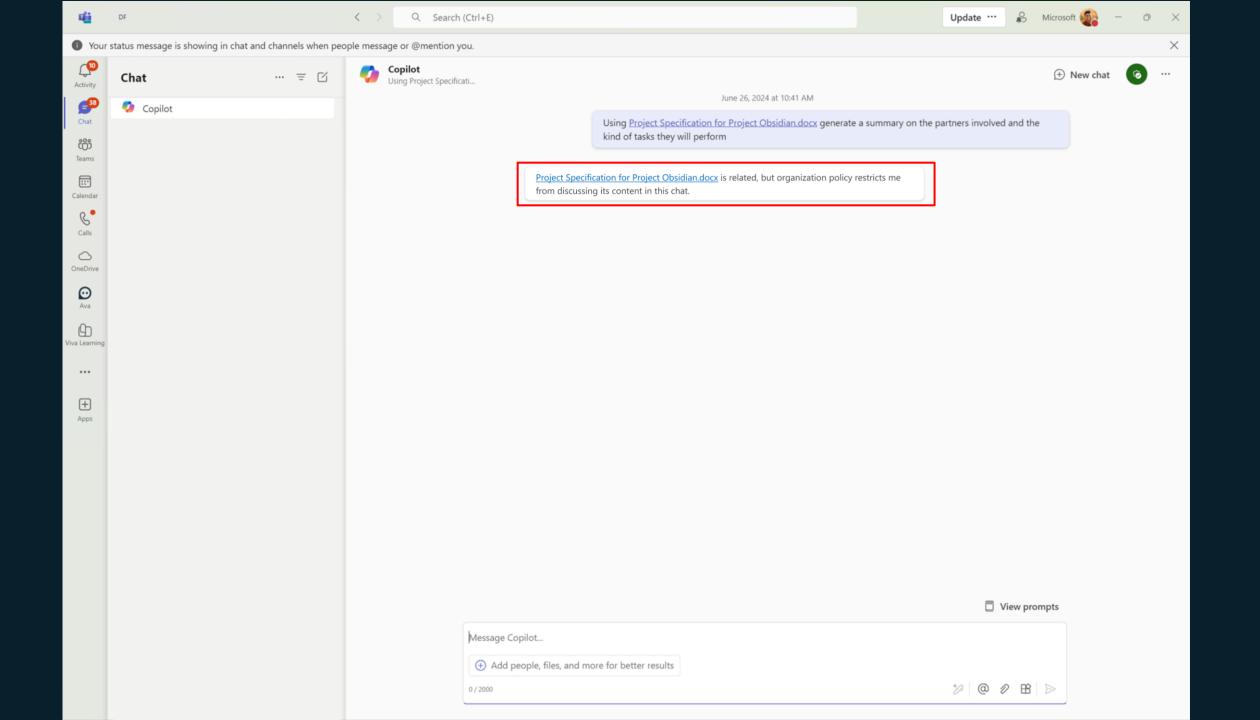
Data Loss Prevention





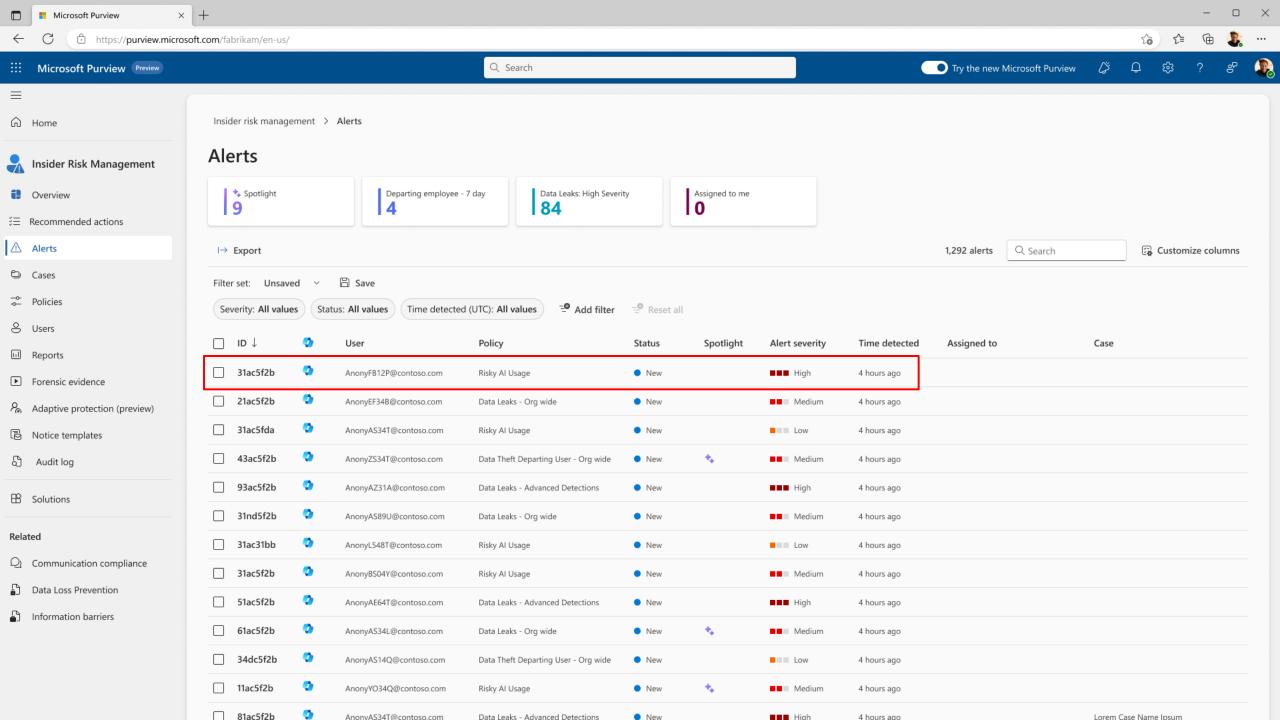


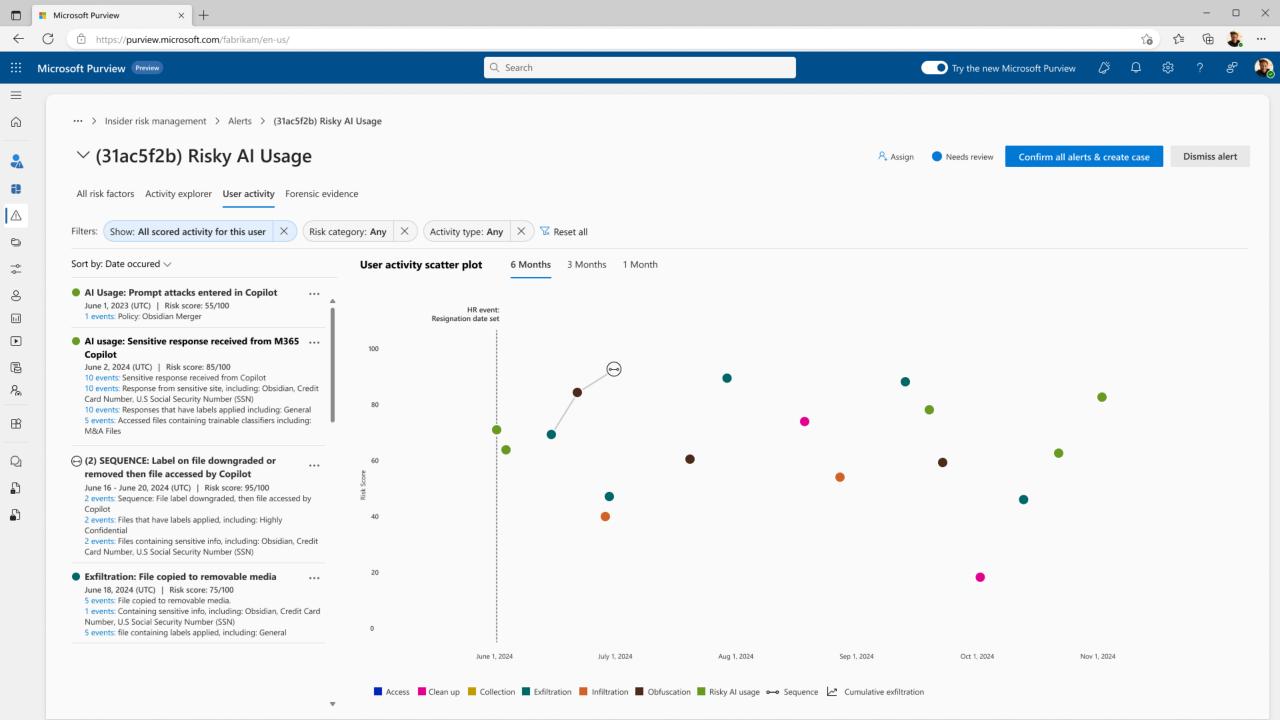


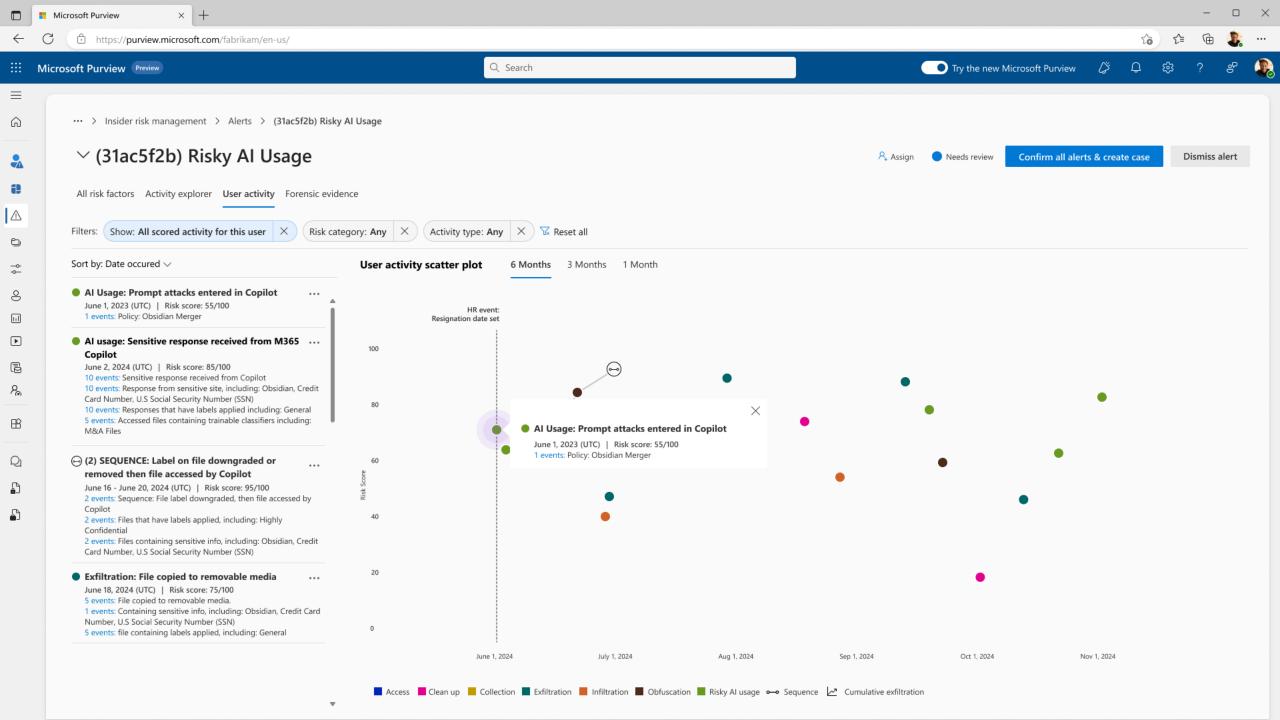


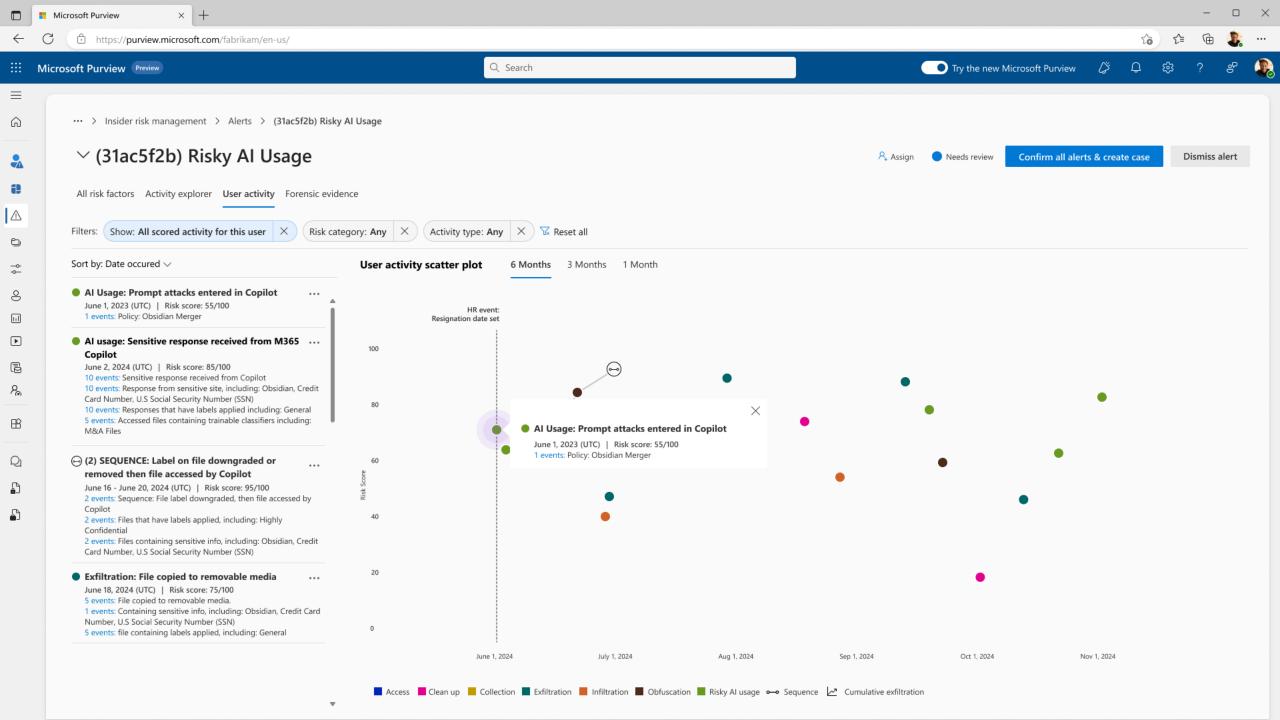
Insider Risk Management

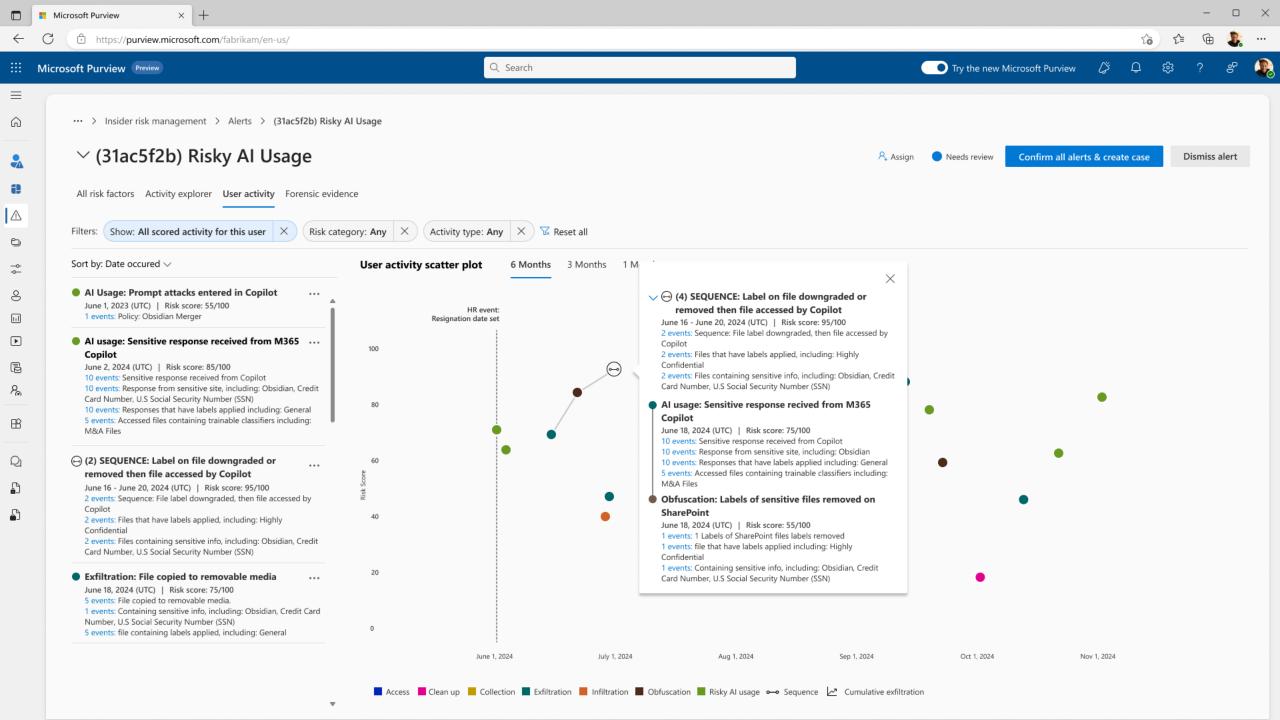


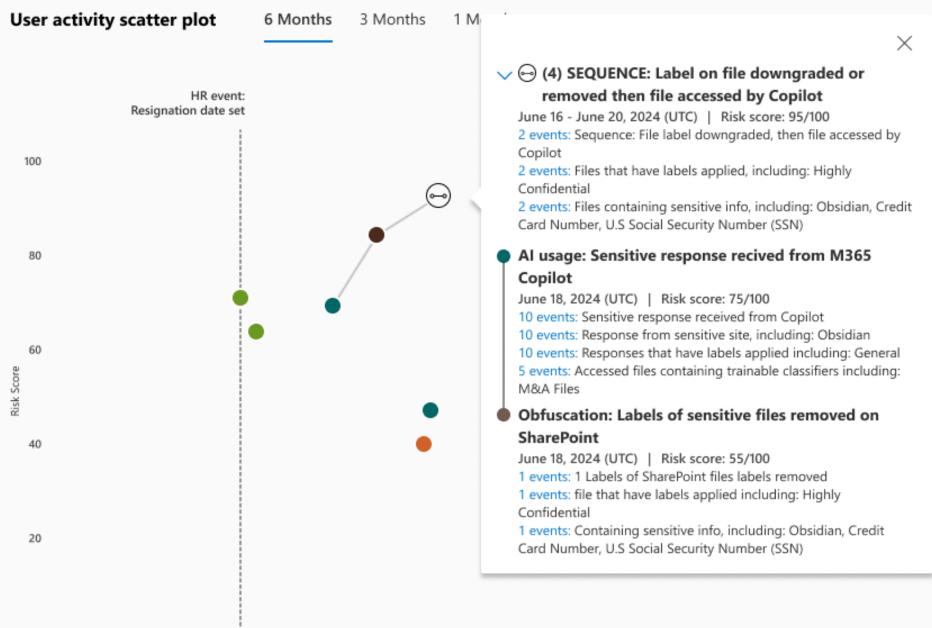


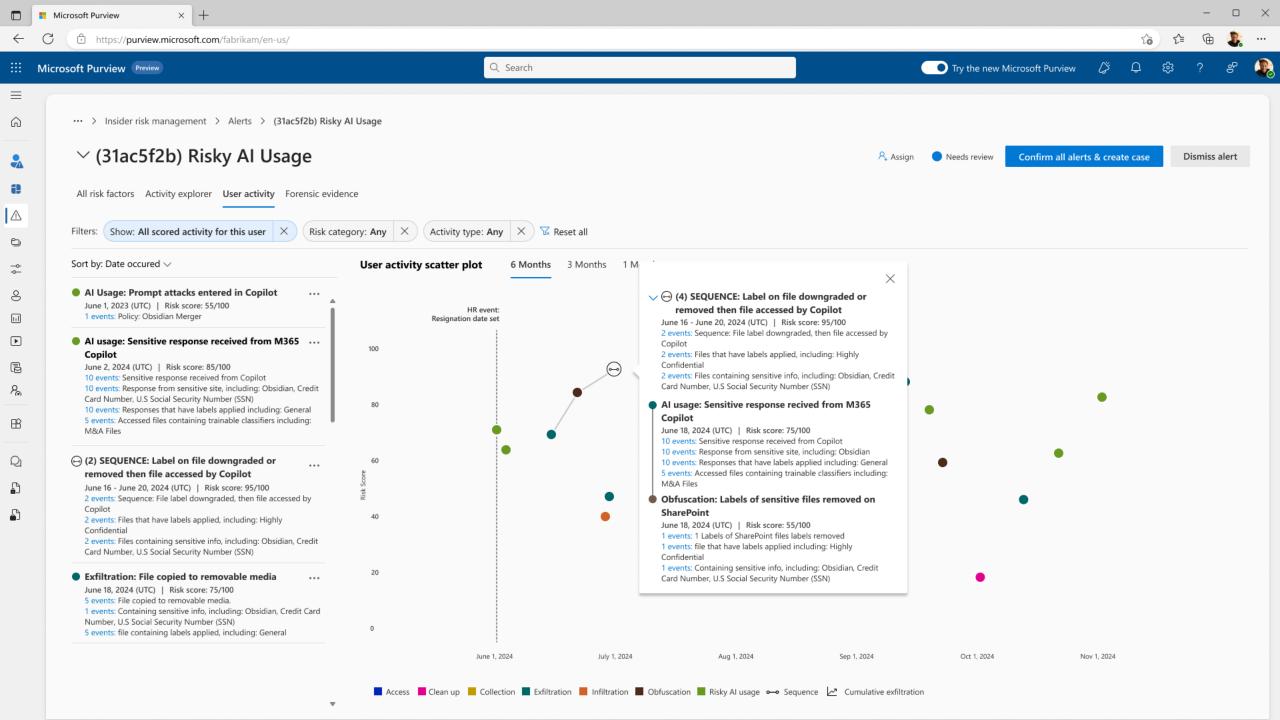












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Govern Al usage to comply with regulatory and codeof-conduct policies

Assess, implement, and strength compliance against AI regulations and standards – EU AI Act, NIST AI RMF, ISO 42001, and more







Detect regulatory or code of conduct violations in AI –

Violence, hate, self-harm, sexual, unauthorized disclosure, regulatory collusion, gift & entertainment, etc.



Manage data lifecycle of Al interactions and investigate potential incidents – Configurable retention policy for Al interactions, activities logs, eDiscovery







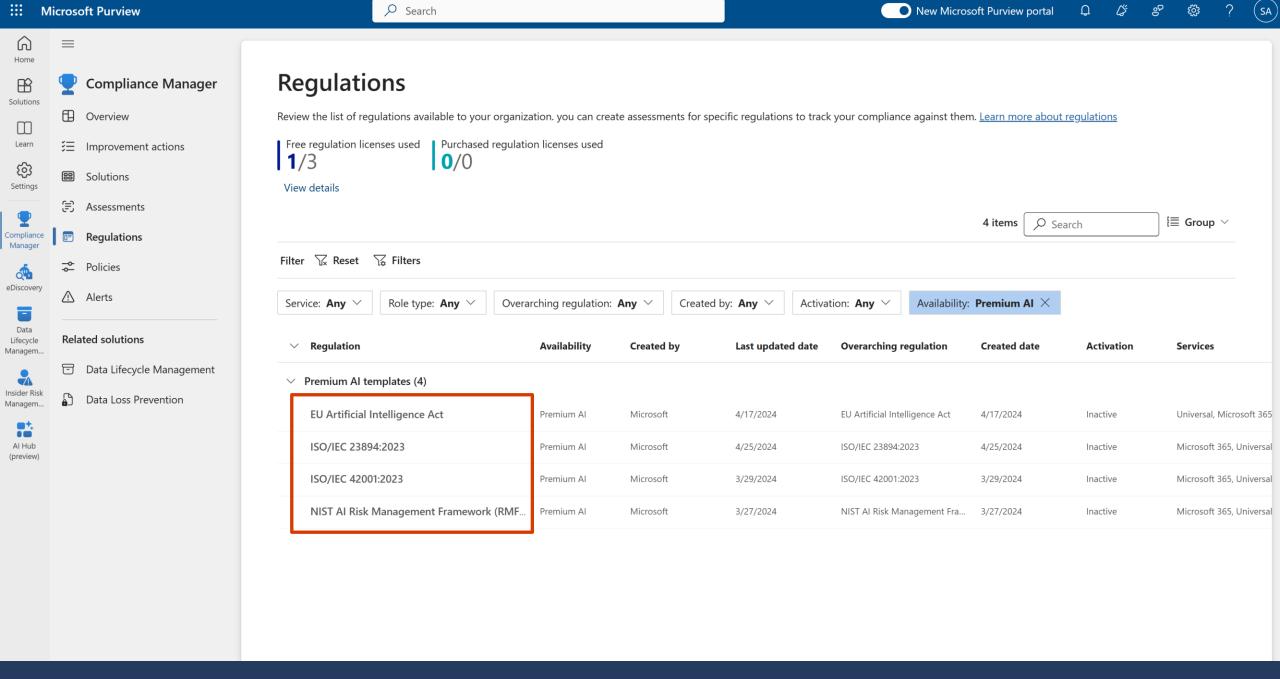


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John Doe project obsidian

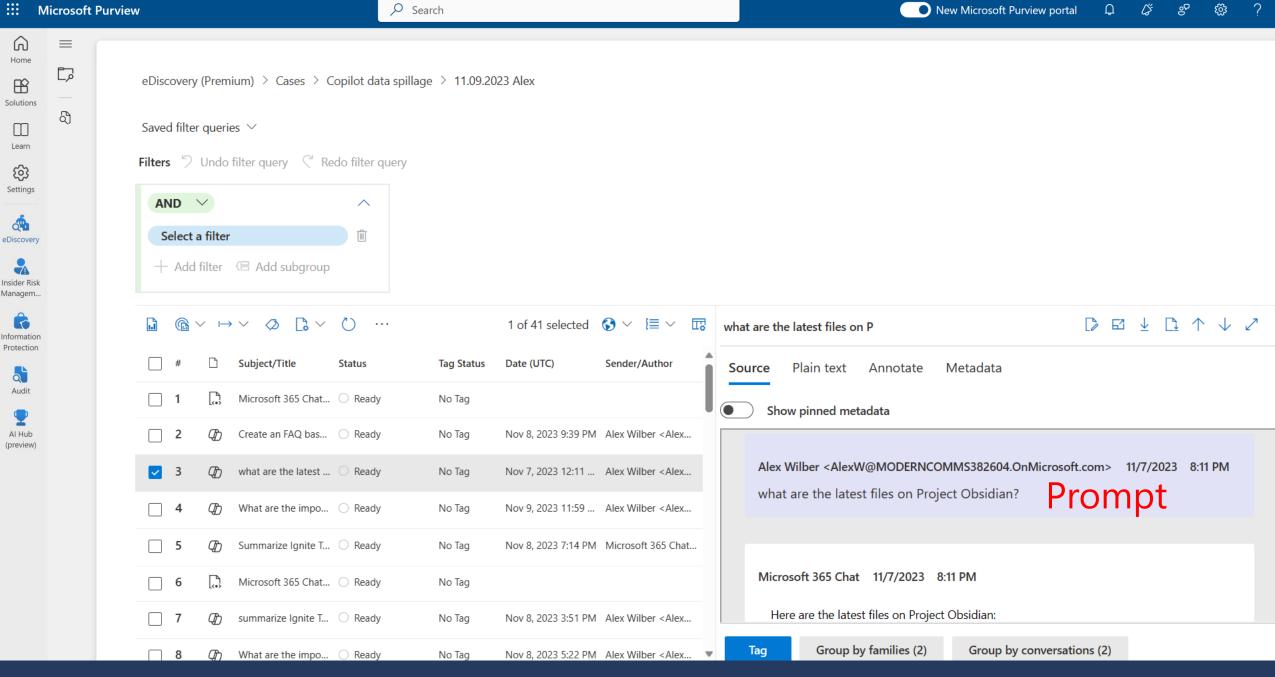
Compliance Manager





eDiscovery Premium





When investigating an incident, Microsoft Purview eDiscovery will show the exact user prompt ...

