



# Proactive privacy operations with Microsoft Priva

Tuesday, 28 May

08:00-09:00 PST

11:00-12:00 EST

17:00-18:00 CET



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# Welcome and Introductions

## Panelists



**Paul Brightmore,**  
Head of Product,  
Microsoft Priva



**Mas Libman,**  
Principal Product Manager,  
Microsoft Priva



**Matthew Cohen**  
Sr Product Manager,  
Microsoft Priva



Paul Brightmore: Priva Head of Product



# Next generation privacy solutions for modern business



Empower privacy  
teams to build trust



Automate privacy  
operations



Maximize greater value  
from your entire data  
landscape





## Meet ContosoHealth:

A global Healthcare company that has invested a lot in consumer health products– but rely on a small privacy team to manage a large personal data portfolio.

Welcome to Contoso Health Care

010-060-0160

6:00 AM – 10:00 PM (Mon–Fri)

connect@contoso.com

**CONTOSO**  
HEALTH CARE®

[Home](#)[About Us](#)[Doctors](#)[News](#)[Contact](#)[Privacy](#)[Make an appointment](#)

# New Lifestyle

[More About Us](#)

## Contoso's Challenges:



Evolution in privacy regulations have resulted in initial or ad hoc privacy operations.

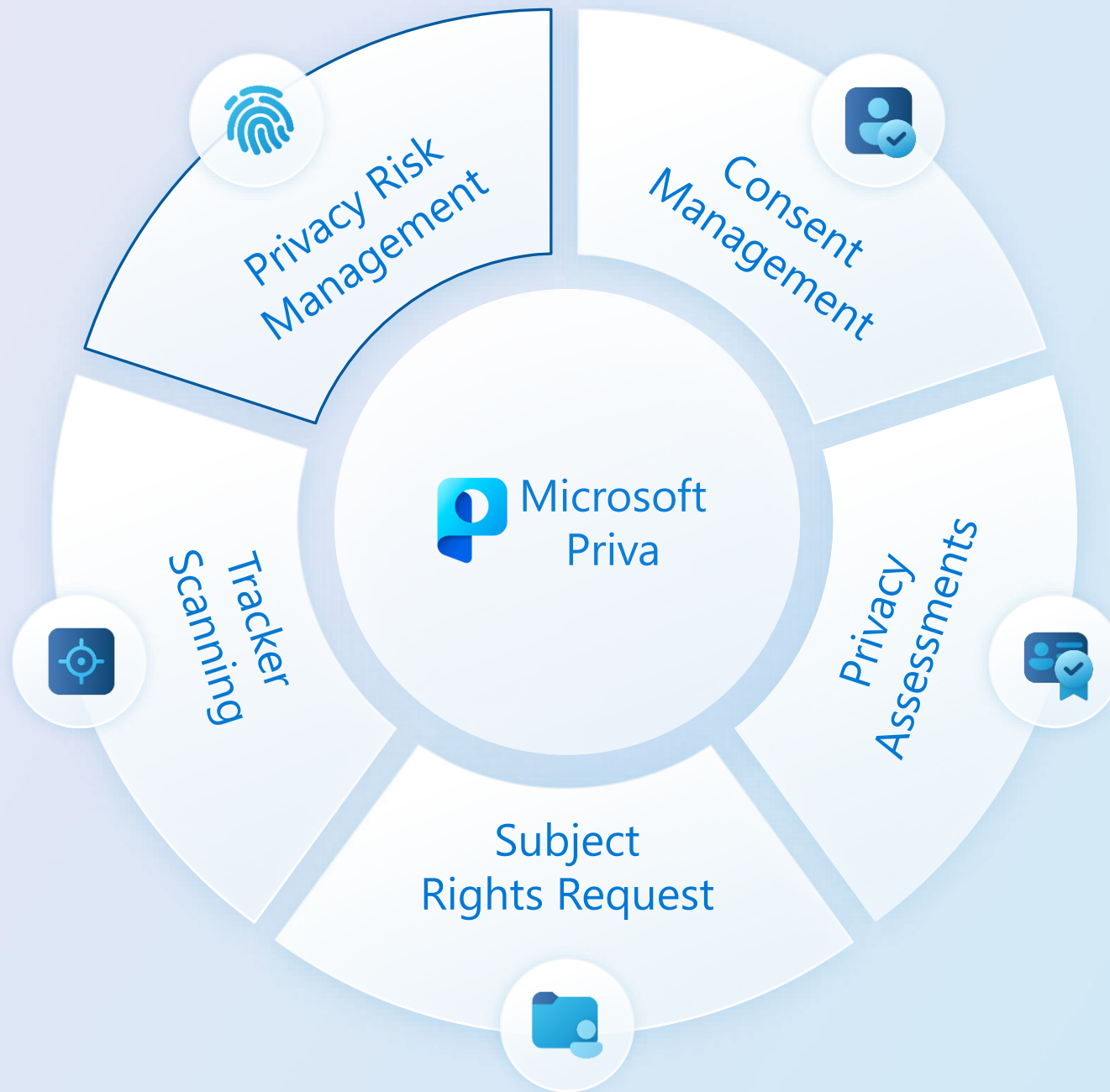


Struggles to keep up with Contoso's growing data landscape and business usage.



Rely on manual processes, like Excel, to track and manage their privacy program.







# Privacy Risk Management

Build a privacy resilient workplace



## Privacy Risk Management



Identify personal  
data and privacy risks



Cultivate responsible data  
handling by employees



Automate risk mitigation  
and prevent privacy  
incidents



# Privacy Risk Management

## Personal data type instances

All Full Names



U.S. Social Security Number (SSN)



Patient ID



Email Addresses



Type of Medications

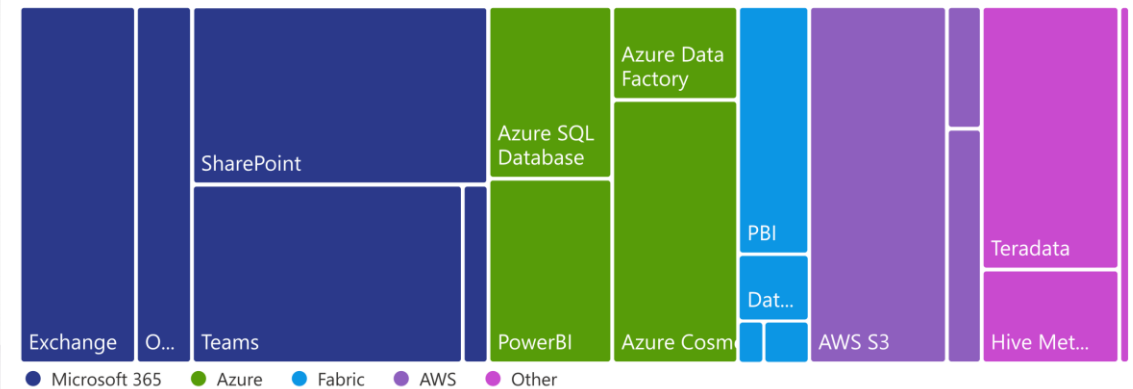


● SharePoint ● OneDrive ● Exchange

## Identify personal data and critical privacy risks

Gain visibility into your personal data and associated privacy risks arising from overexposure, hoarding, and transfers

## Top locations with sensitivity labels

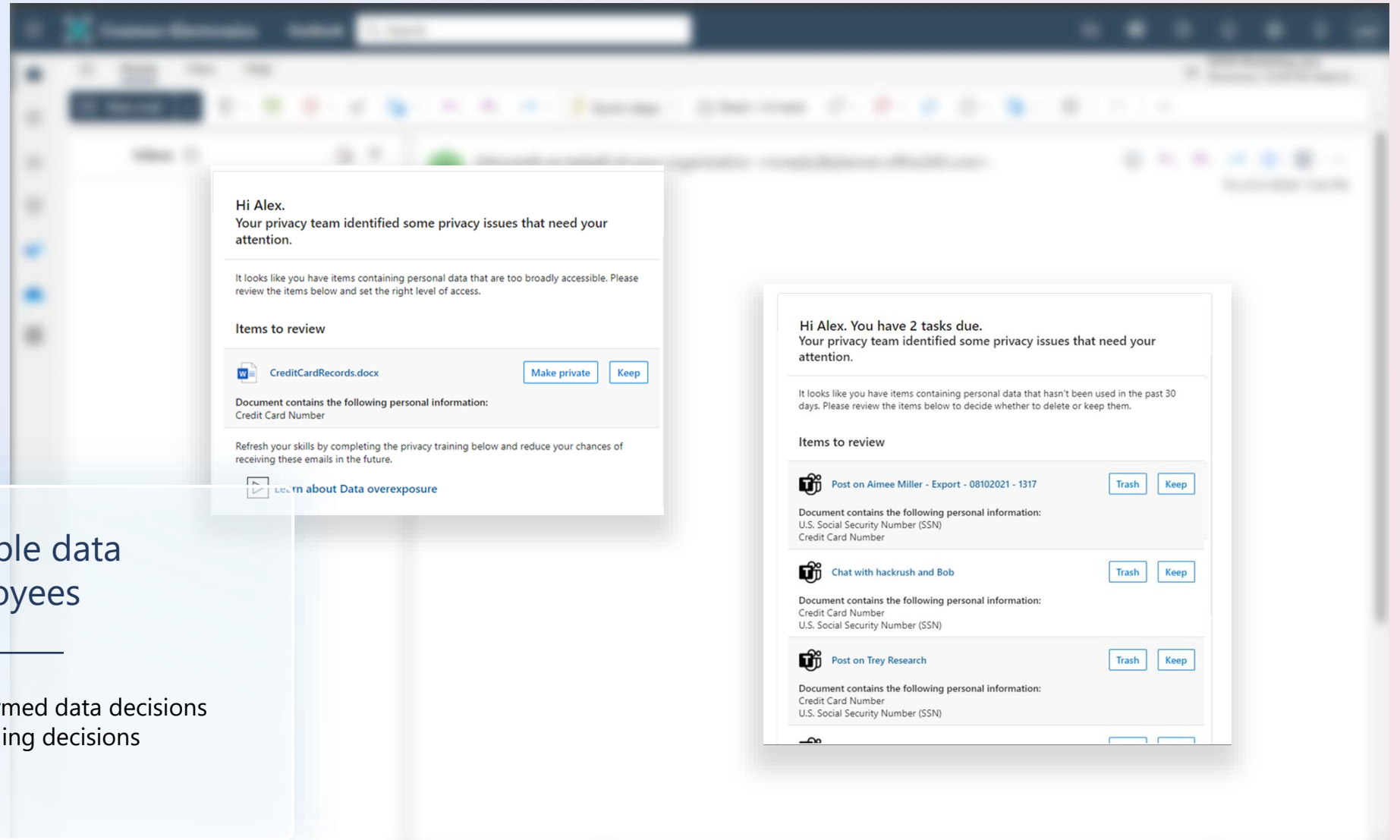




# Privacy Risk Management

Cultivate responsible data handling by employees

Help employees make informed data decisions and make smart data handling decisions





## Cultivate responsible data handling by employees

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Help employees make informed data decisions  
and make smart data handling decisions



# Privacy Risk Management

## Policy templates

### Data overexposure

Secure overexposed data.

Create

### Data transfers

Prevent transfers within or outside your organization.

Create

### Data minimization

Find and delete unused personal data.

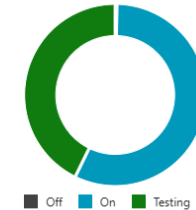
Create

## Choose data locations to apply the policy

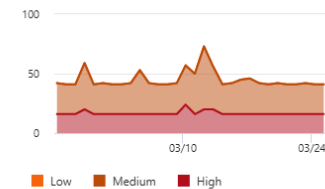
We'll apply the policy to data stored in the locations you choose.

<input checked="" type="checkbox"/> Location	Scope	
<input checked="" type="checkbox"/> Exchange email	All items	<a href="#">Edit</a>
<input checked="" type="checkbox"/> SharePoint sites	2 items	<a href="#">Edit</a>
<input checked="" type="checkbox"/> OneDrive accounts	All items	<a href="#">Edit</a>
<input checked="" type="checkbox"/> Teams chat and channel message	All chats and channel messages included	<a href="#">Edit</a>
<input checked="" type="checkbox"/> Azure storage <small>PREVIEW</small>	All storages included	<a href="#">Edit</a>
<input checked="" type="checkbox"/> Azure SQL server <small>PREVIEW</small>	All server included	<a href="#">Edit</a>
<input checked="" type="checkbox"/> Amazon S3 <small>PREVIEW</small>	All buckets included	<a href="#">Edit</a>

## Policy status



## Alerts



[View alerts](#)

## Issues



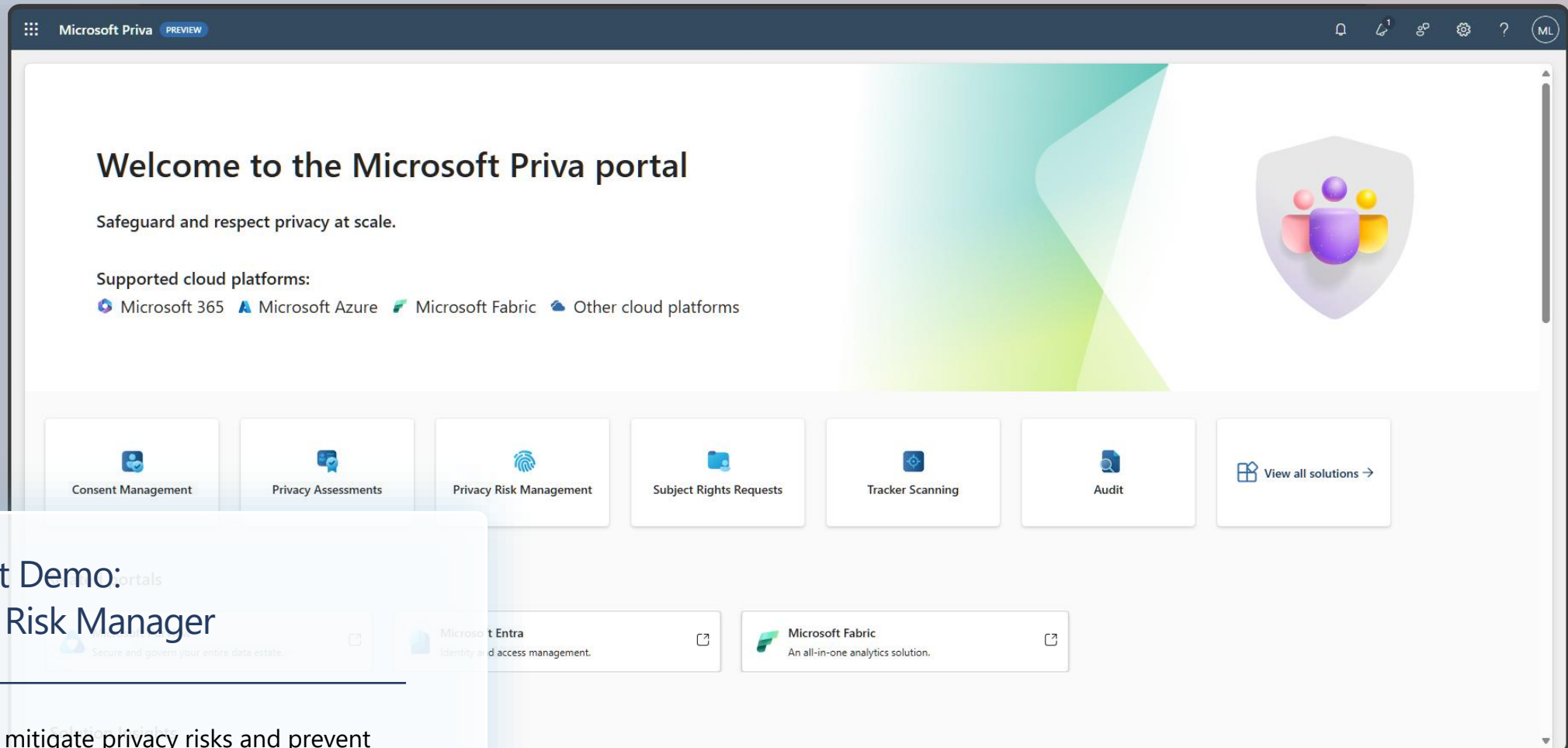
[View issues](#)

Automate risk mitigation and prevent privacy incidents

Effectively mitigate privacy risks and prevent privacy incidents with automated policies and recommended user actions.

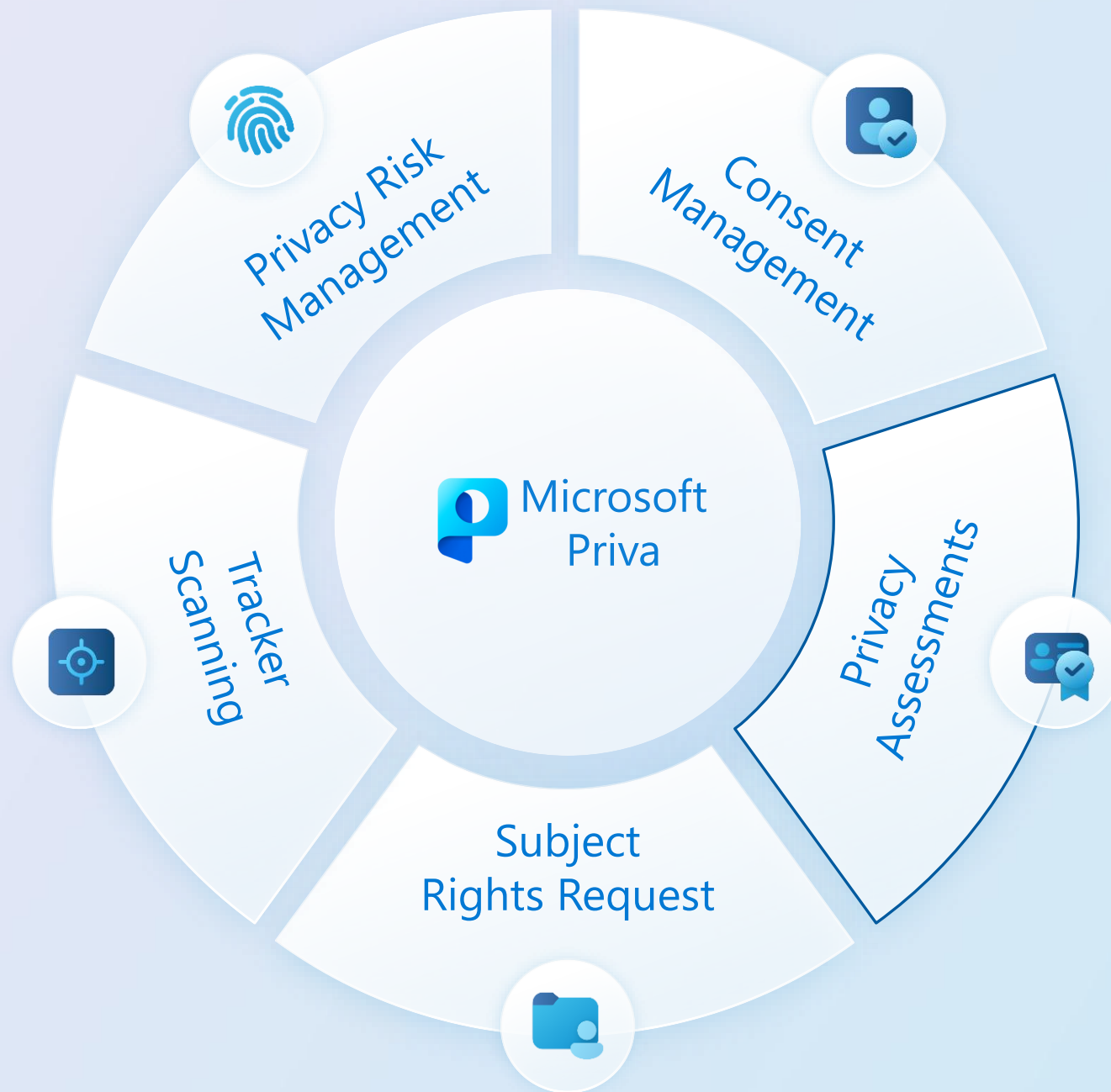


# Privacy Risk Management



## Product Demo: Privacy Risk Manager

Effectively mitigate privacy risks and prevent privacy incidents with automated policies and recommended user actions.





# Privacy Assessments

Automate the discovery, documentation, and assessment of personal data use





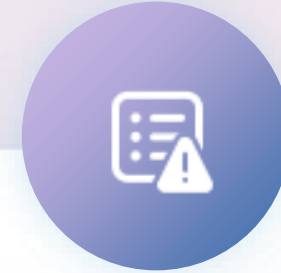
## Privacy Assessments



Create custom  
actionable privacy  
assessments



Monitor personal  
data usage to  
automate  
assessments



Evaluate data use for  
privacy risk



# Privacy Assessments

Create custom actionable privacy assessments

Automate discovery of personal data usage with customizable questionnaires.

The screenshot displays the Privacy Assessments interface. On the left, a blurred list of assessments is visible. The main area shows a detailed view of a specific assessment, 'Section 1', which is titled 'Registration'. The description states: 'These questions were completed during Project Registration. Please review the answers you provided and update, as necessary, to reflect the most current state of your project.' Below the description, there are two text-based questions. 'Question 1 (Text)' has a short title 'Project Name' and a question 'Please provide the name of your project. The current working name is fine.' 'Question 2 (Text)' has a short title 'Project Description' and a question 'Please provide a basic description of your project.' Both questions have a 'Require answer' toggle turned on and an 'Add risk level' toggle turned off. The interface also includes a rich text editor with various formatting options (bold, italic, underline, list, link, image, etc.) and a character count (176 / 5000 for the description, 75 / 5000 for Question 1, and 51 / 5000 for Question 2).

**Section 1**

Section name  
Registration

Description  
These questions were completed during Project Registration. Please review the answers you provided and update, as necessary, to reflect the most current state of your project.

**Question 1 (Text)**

☒ Require answer ☐ Add risk level

Short title  
Project Name

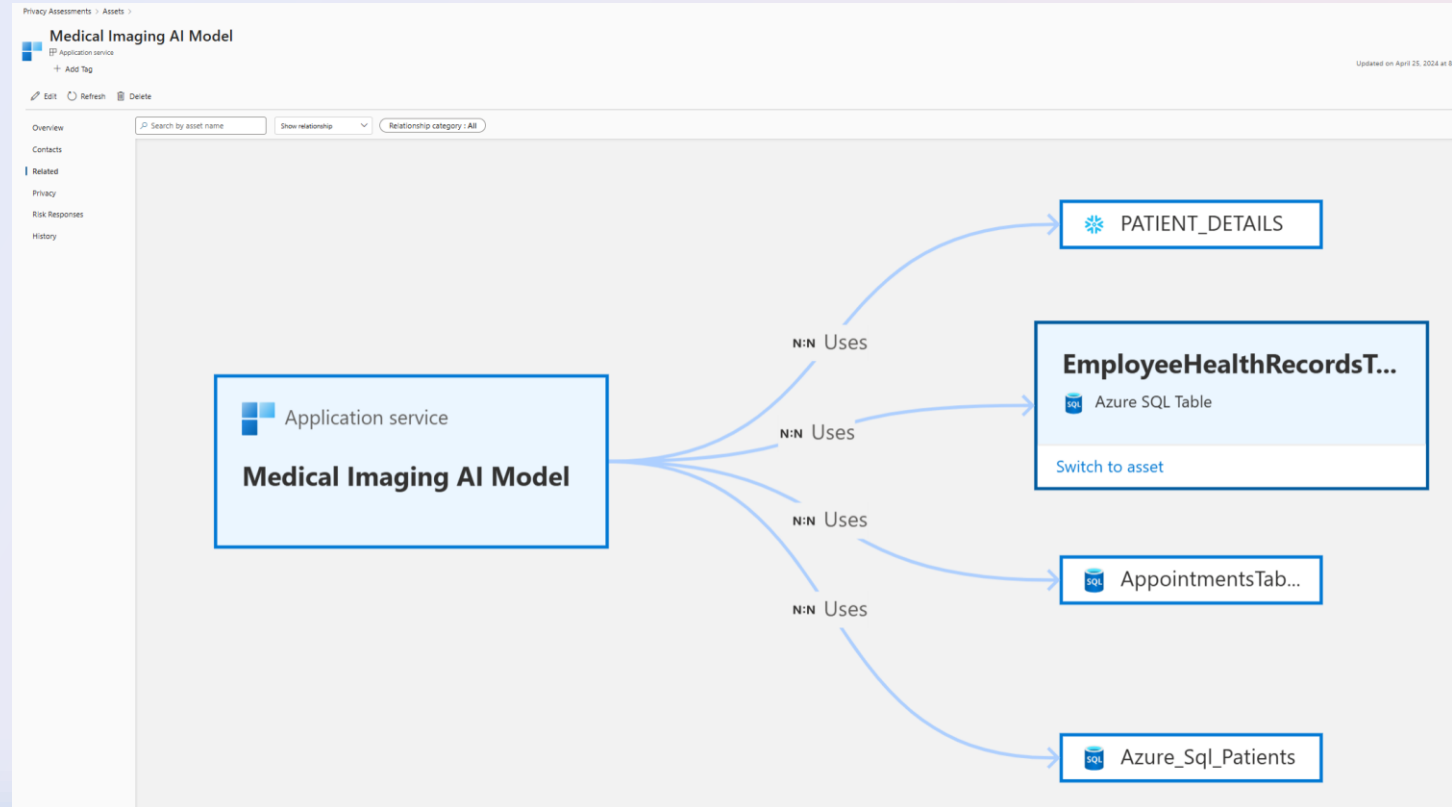
Question  
Please provide the name of your project. The current working name is fine.

**Question 2 (Text)**

☒ Require answer ☐ Add risk level

Short title  
Project Description

Question  
Please provide a basic description of your project.



## Monitor personal data usage

- Create privacy rules to monitor data usage
- Automatically assign assessments when a data change is detected.



# Privacy Assessments

## Evaluate privacy risks

Create a customized privacy risk framework operationalized through privacy assessments.

Privacy Assessments > Assessments >

Reviewing Contoso Privacy Assessment (Health)

Risk score

Approve

Decline

① Individuals in your organization submitted the information in this assessment response on May 09, 2024.

✓

Assessment response approved.

This assessment response has been approved by 

MC

 Matthew Cohen

>>

4. Purpose(s)

Identify the purpose or purposes that best describe your project.

Risk level: High - High Risk Purpose

☐ Research

☐ Data Analytics

☐ Marketing

☐ Employee Management

☒ Clinical Care

☐ Outpatient Services

☐ Healthcare Operations

Section 2: Data Details

Questions in this section will capture critical details about the personal data intended for use by this project.

5. Personal Data Use

Will your project use any data that identifies or relates to an individual?

☒ Yes

☐ No

Risk score

High risk: 8

① Risk score is calculated based on answers to assessment questions when those answers have an assigned risk value. The scores represent: 1 - 3 low risk, 4 - 7 medium risk, and 8 - 10 high risk.

Risk distribution

4

3

2

1

0

High

Medium

Low

High Risk Purpose

Sensitive Health Data

Share/Sale of Data



# Microsoft Priva

Next generation Privacy solutions for modern business

Learn more: <http://priva.microsoft.com>

Request a meeting: <aka.ms/privarequestform>





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