



# Sensitivity Labels

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# What are Sensitivity Labels?

- Sensitivity Labels help organizations identify and label sensitive information
- Using rules and conditions, information can be automatically labeled and classifications can be applied
- Users can also manually apply sensitivity labels to their documents or emails



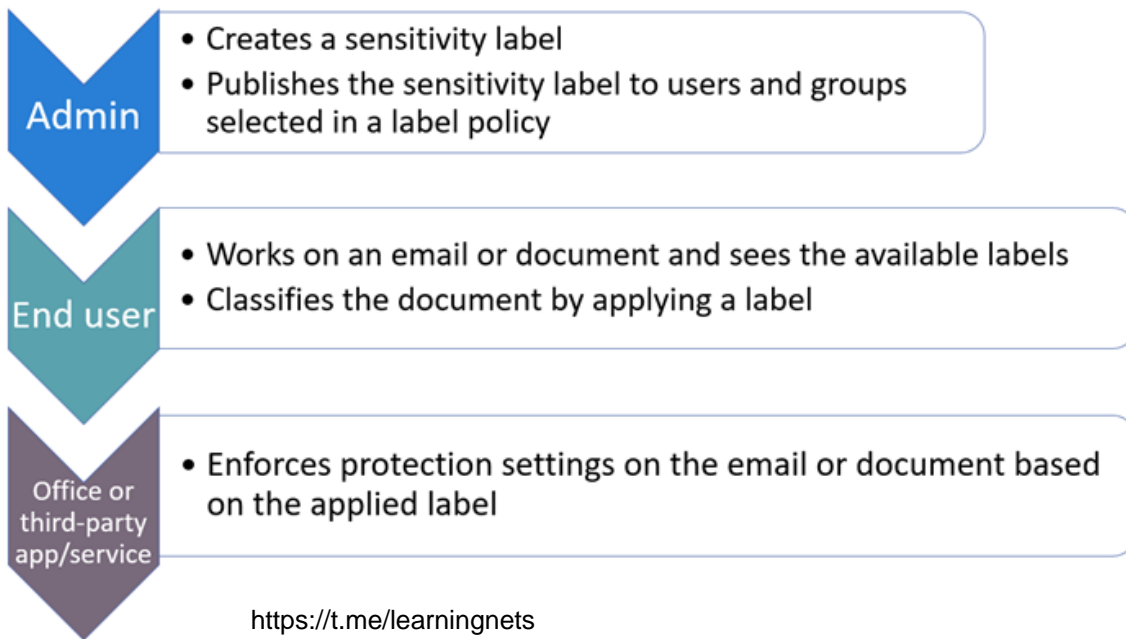


## How Labels Apply Sensitivity

- Labels get applied to documents and emails.
- Once applied, classification information is identifiable regardless of where the data is stored or who shares it.
- Labels can include visual markers such as a header, footer, or watermark.



## Basic Flow of using Labels





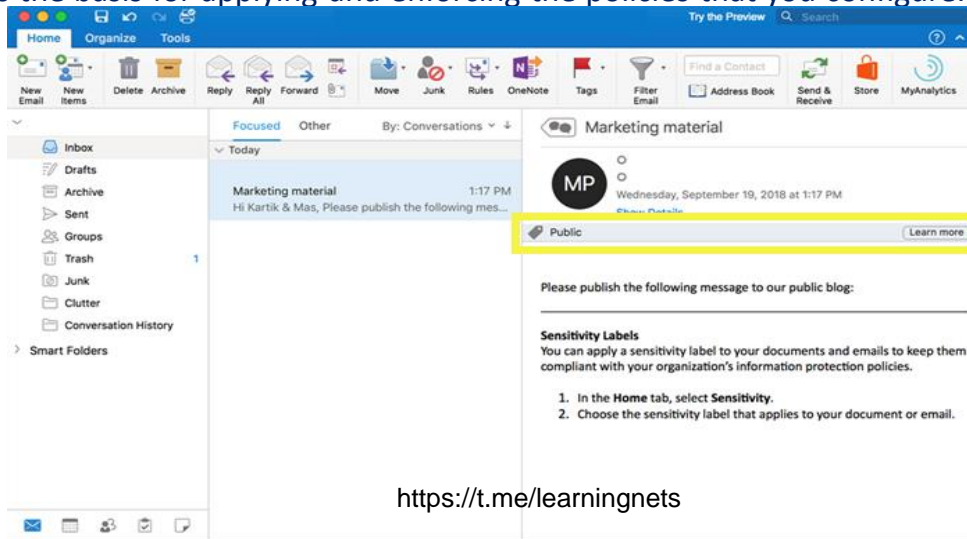
## Licensing Requirements

- Office 365 E5/A5/G5
- Microsoft 365 E5/A5/G5
- Microsoft 365 E5/A5/G5/F5 Compliance
- Microsoft 365 F5 Security & Compliance
- Microsoft 365 E5/A5/G5 Insider Risk Management

# Assigning Sensitivity Labels

When you assign a sensitivity label to content, it's like a stamp that's applied and is:

- **Customizable.** Specific to your organization and business needs, you can create categories for different levels of sensitive content in your organization. For example, Personal, Public, General, Confidential, and Highly Confidential.
- **Clear text.** Because a label is stored in clear text in the metadata for files and emails, third-party apps and services can read it and then apply their own protective actions, if required.
- **Persistent.** Because the label is stored in metadata for files and emails, the label roams with the content, no matter where it's saved or stored. The unique label identification becomes the basis for applying and enforcing the policies that you configure.



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# What sensitivity labels can do

After a sensitivity label is applied to an email or document, any configured protection settings for that label are enforced on the content. You can configure a sensitivity label to:

- **Encrypt** emails and documents to prevent unauthorized people from accessing this data. You can additionally choose which users or group have permissions to perform which actions and for how long.
- **Mark** the content when you use Office apps, by adding watermarks, headers, or footers to email or documents that have the label applied. Watermarks can be applied to documents but not email.



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