

WE ARE STARTING SHORTLY...





DATA & AI UNLOCKED

**E04 – Purview Mastery: Ensuring Data
Governance and Security**

EPISODE GUIDE

E01 (March 7th)

AI Foundations: Kickstarting Your AI Journey

E02 (March 14th)

Copilot Studio: Empowering AI with Low-Code Solutions

E03 (March 21st)

Microsoft Fabric: Laying the Data Groundwork for AI

E04 (March 28th)

Purview Mastery: Ensuring Data Governance and Security

E05 (April 4th)

Azure AI Foundry: Customizing AI for Advanced Solutions

E06 (April 11th)

AI in Action: From Development to Deployment

YOUR HOSTS FOR TODAY



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Technical Specialist
#Security



Avi Melwani

Senior Technical specialist
#Data & AI



Lisa Wolffhugel

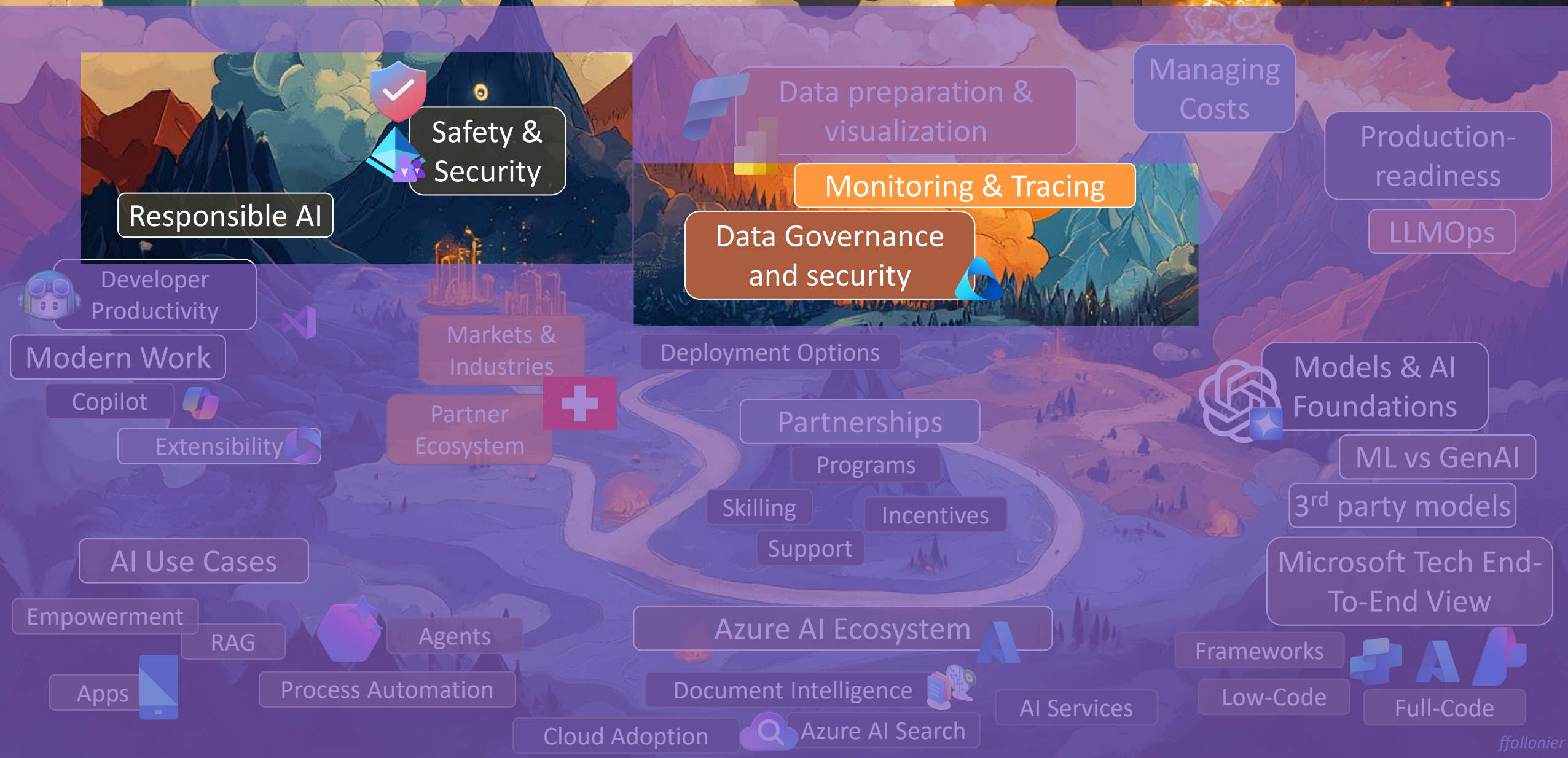
Partner Solution Architect
#Data, AI & Sustainability



Navigating The Microsoft AI Wonderland



Navigating The Microsoft AI Wonderland



Agenda

1. Microsoft Purview Data security
2. Microsoft Purview Data governance
3. Data governance included in Microsoft Fabric



Secure data in the age of AI with Microsoft Purview

Erjola Lekaj





Microsoft Purview

Secure, govern, and protect your entire data estate

DATA SECURITY

Secure data across its lifecycle,
wherever it lives

Data Loss Prevention
Insider Risk Management
Information Protection
Adaptive Protection

DATA GOVERNANCE

Responsibly unlock value
creation from data

Data Catalog
Data Quality
Data Management
Data Estate Health

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 and Multi-cloud

Shared platform capabilities

AI-based efficiency, Data Map, Classification, Labels, Audit Logs, Policies, Data Connectors

Security & compliance for new data



Insufficient visibility into the usage of AI applications can result in security and compliance challenges.

1

Data oversharing:

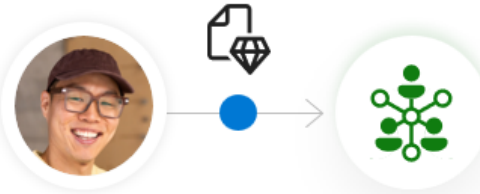
Users may access sensitive data via AI apps they are not authorized to view or edit



2

Data leak:

Users may inadvertently leak sensitive data to AI apps



3

Non-compliant usage:

Users use AI apps to generate unethical or other high-risk content



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Activity explorer

- Related
- Information Protection

Data Loss Prevention

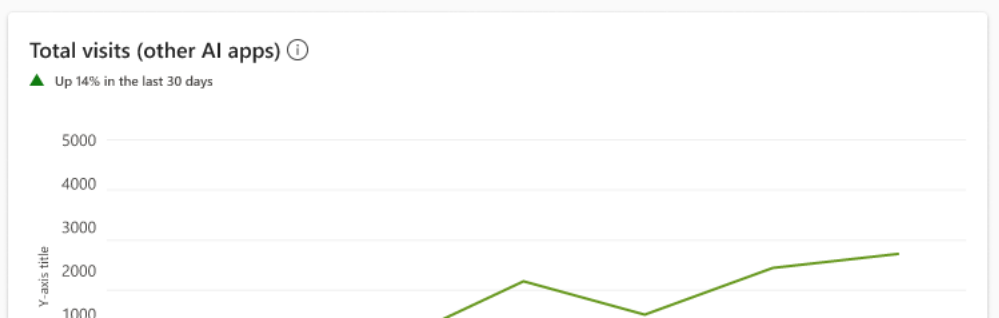
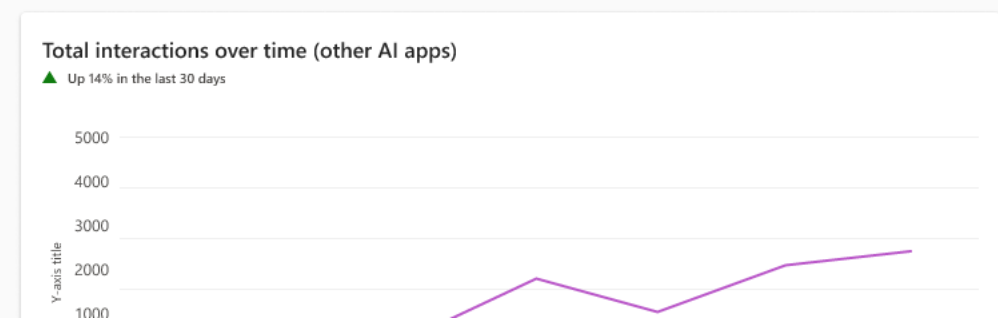
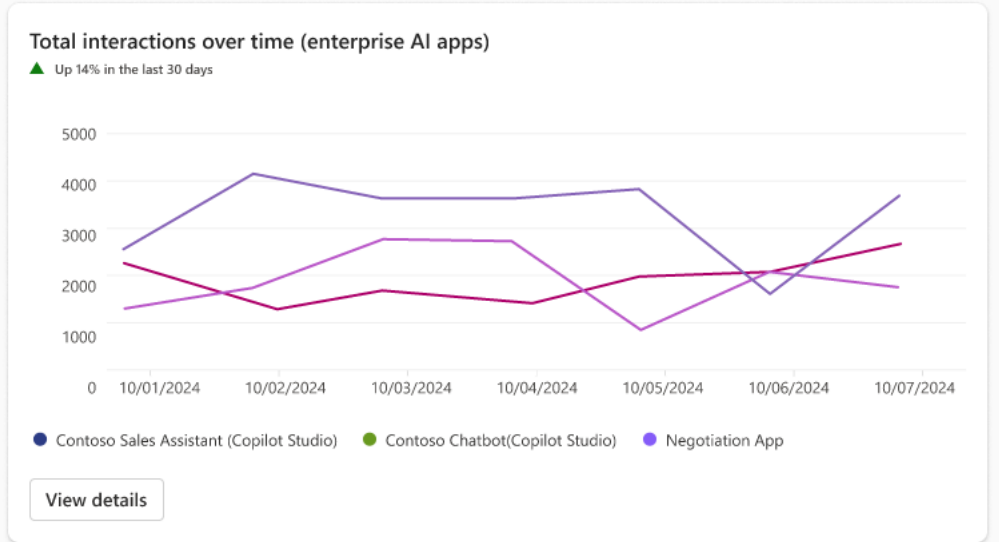
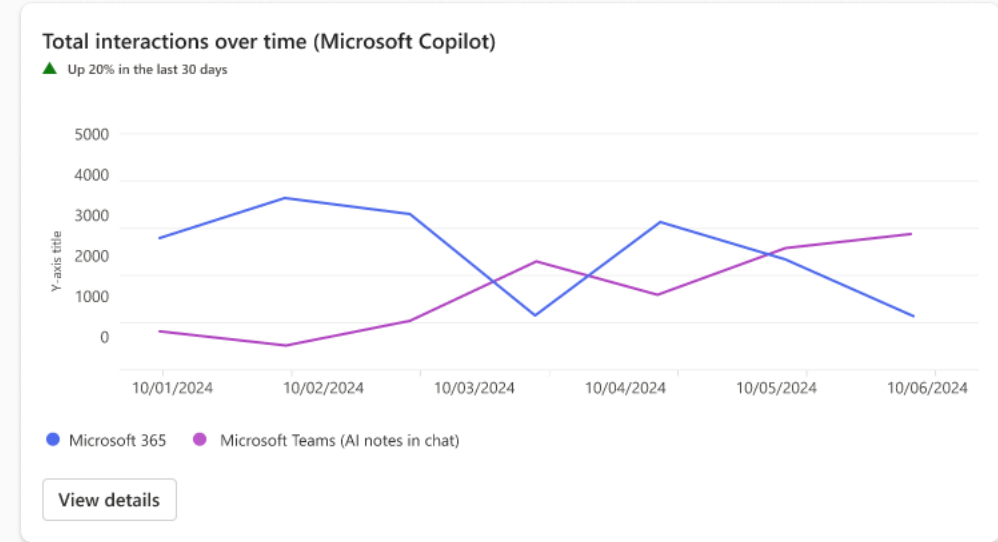
Insider Risk Management

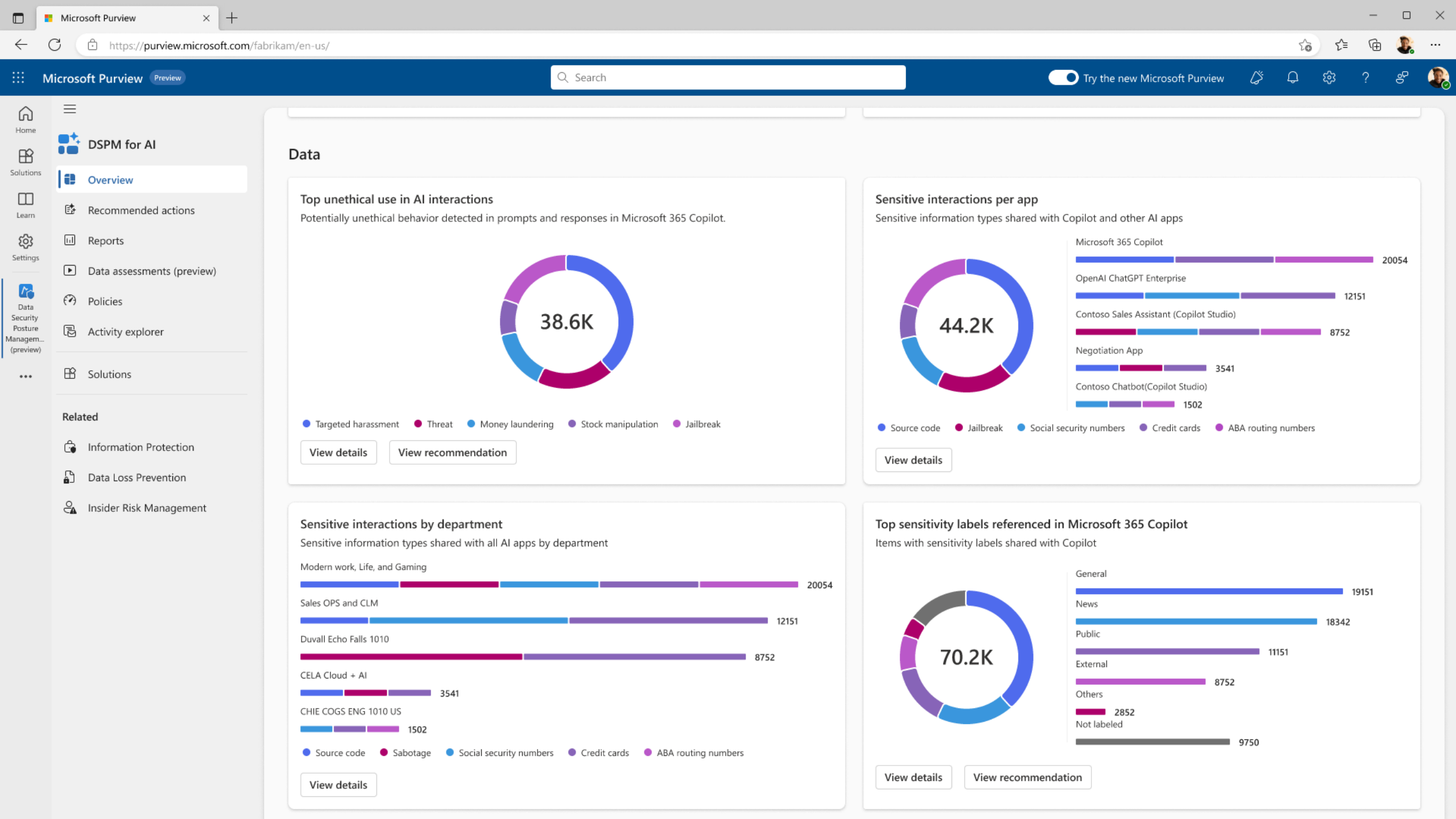
Breadcrumb

Reports

- Microsoft Copilot experiences
- Enterprise AI apps
- Other AI apps

Activity





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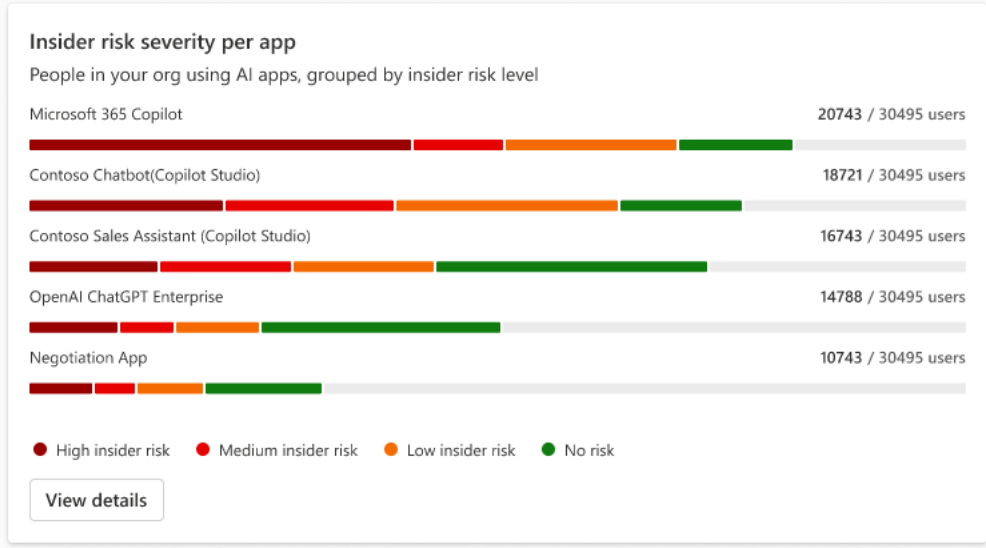
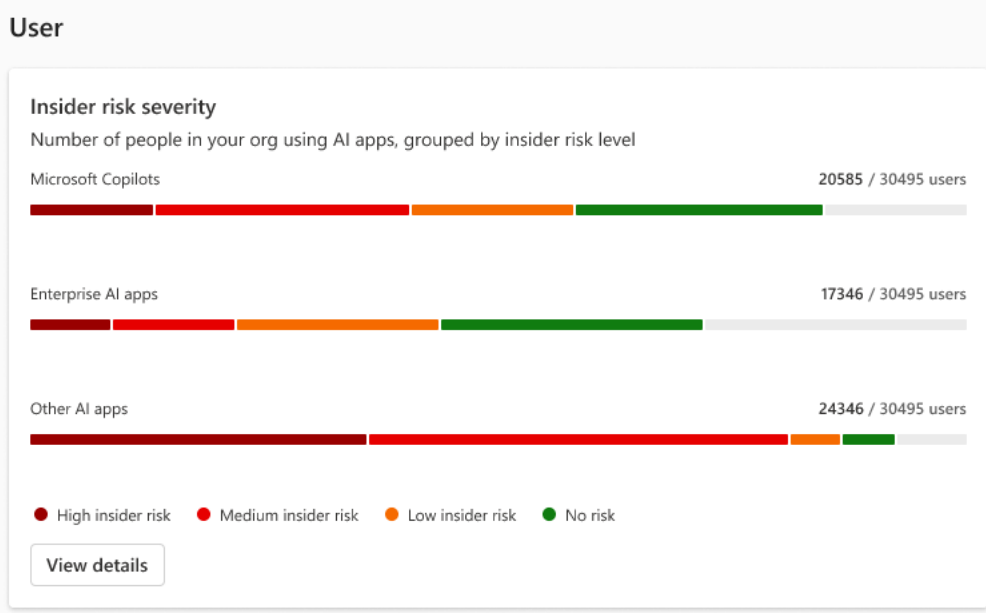
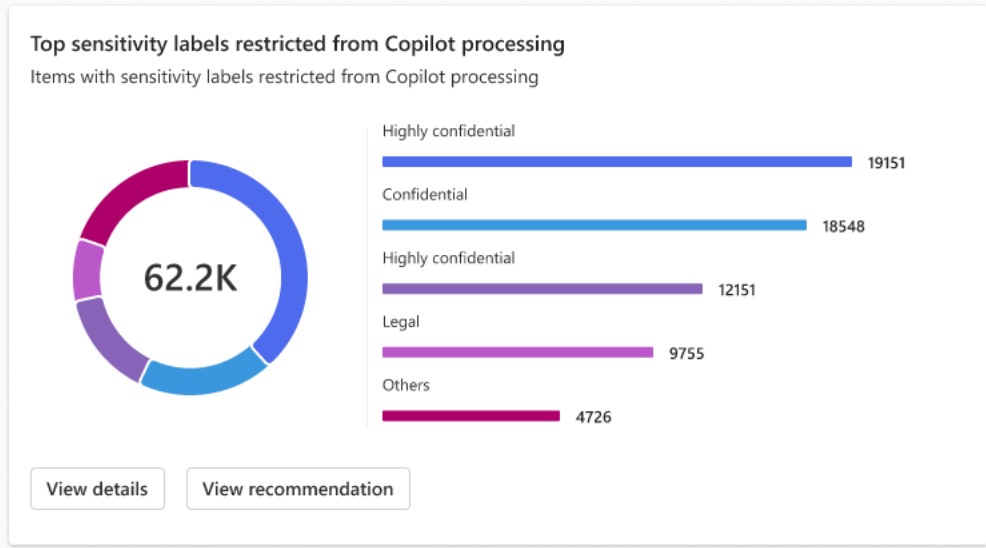
Solutions

Related

Information Protection

Data Loss Prevention

Insider Risk Management



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- Insider Risk Management
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Data Security Posture Management for AI

Discover and secure all AI activity in Microsoft Copilot and other AI apps. Keep your data safe and stay on track with industry regulations. [Learn more about DSPM for AI](#)

Get started

	Activate Microsoft Purview Audit Get insights into user interactions with Microsoft Copilot experiences.	Required	7 Minutes
	Install Microsoft Purview browser extension Detect risky user activity and get insights into user interactions with other AI apps.	Required	1 Hour
	Onboard devices to Microsoft Purview Protect sensitive data from leaking to other AI apps.	Required	1 Hour
	Extend your insights for data discovery Discover sensitive data in user interactions with other AI apps.	Required	10 Minutes

Recommendations

[View all recommendations](#) →

New AI regulations

Get guided assistance to AI regulations

Stay on track with newly established industry regulations for AI, such as ISO 42001 and NIST AI RMF. To ensure safe AI interactions, we've identified the key actions associated with these regulations.

75

Interactions with sensitive data
Last 30 days

[View details](#)

Data Security Investigations

Protect sensitive data referenced in Copilot responses

In the last 30 days, 0 unprotected files were referenced in Copilot responses. Start a data investigation or take steps to avoid potential oversharing of sensitive data.

0

Unlabeled files in Copilot responses
Last 30 days


0


Unlabeled files


0


SharePoint Sites with unlabeled files


[View details](#)


 Home


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Data security

Fortify your data security

- Keep your sensitive data protected with Adaptive Protection.
- Prevent data leakages in other AI apps.

View details



Insight into communications

Control unethical use in AI

In past 30 days, we detected 365 Copilot containing potentially sensitive information. Quickly set up a policy that detects and controls so you can investigate and take action.

View details

Reports

Total interactions over time (Microsoft Copilot)

Your data discovery for Copilot is yet to be defined

This area will display the total interactions over time for Microsoft Copilot

[Learn more about data discovery for Copilot](#)

Extend insights

Sensitive interactions per user

Your data discovery is yet to be defined

This area will display the sensitive interactions per user for Microsoft Copilot

[Learn more about data discovery for Copilot](#)

Extend your insights for data discovery

Gaining visibility into browsing and sensitive prompts in other AI apps can give you insights into activity patterns that can help you improve your data security posture for AI.

Here's what we'll set up for you:

Policy to be created

Detect when users visit AI sites

Insider risk management policy: **DSPM for AI - Detect when users visit AI sites**

Detects when users use a browser to visit AI sites.

Policy to be created

Detect sensitive info pasted or uploaded to AI sites

Data loss prevention policy: **DSPM for AI: Detect sensitive info added to AI sites**

Discovers sensitive content pasted or uploaded in Microsoft Edge, Chrome, and Firefox to AI sites. This policy covers all users and groups in your org in audit mode only.

What to expect

- Policies that have already been created will be skipped, and only policies that do not exist will be created.
- No impact to end users (audit mode only).
- Alerts will be generated in Insider Risk Management for potentially risky browsing activity in other AI apps and risky prompts and sensitive responses. If you already have Adaptive Protection set-up and want to consider these activities to assign insider risk levels, then that must be configured in Adaptive Protection.
- Browsing events in other AI apps will be shown in Activity Explorer. They won't be anonymized even if anonymization is turned on in Insider Risk Management.

Create policies

←


↺

https://purview.microsoft.com/purviewforai/unifiedoverview?tid=0ffaa357-74e9-4818-a3a0-a1bc01240cc4


☆

⚙

⌵

Work 

⋮





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 Copilot















Recommendations

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- Prevent data leakages in other AI apps.

View details



Insight into communications

Control unethical use in AI


In past 30 days, we detected 365 Copilot containing potential risks. Quickly set up a policy that detects when users use a browser to visit AI sites, so you can investigate and take action.

View details

Reports

Total interactions over time (Microsoft Copilot)

No data available yet



It might take 24 hours or more to start detecting activity.

Sensitive interactions per user

Extend your insights for data discovery

✔ Your policies have been created

Here's what has been set up:

Created

Detect when users visit AI sites

Insider risk management policy: DSPM for AI - Detect when users visit AI sites

Detects when users use a browser to visit AI sites.

Created


Detect sensitive info pasted or uploaded to AI sites

Data loss prevention policy: DSPM for AI: Detect sensitive info added to AI sites

Discovers sensitive content pasted or uploaded in Microsoft Edge, Chrome, and Firefox to AI sites. This policy covers all users and groups in your org in audit mode only.

What happens next?

🕒 It can take up to 24 hours for activity to be detected.

 Your analytics report will start getting populated with data observed in your organization's Copilot environment.

Close

Get insights into user interactions with Microsoft Copilot experiences.


<input type="radio"/>	Install Microsoft Purview browser extension Detect risky user activity and get insights into user interactions with other AI apps.	Required
<input type="radio"/>	Onboard devices to Microsoft Purview Protect sensitive data from leaking to other AI apps.	Required
<input checked="" type="radio"/>	Extend your insights for data discovery Discover sensitive data in user interactions with other AI apps.	Required

Recommendations

Data security

Fortify your data security

- Keep your sensitive data protected with Adaptive Protection.
- Prevent data leakages in other AI apps.



[View details](#)

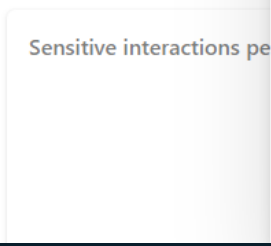
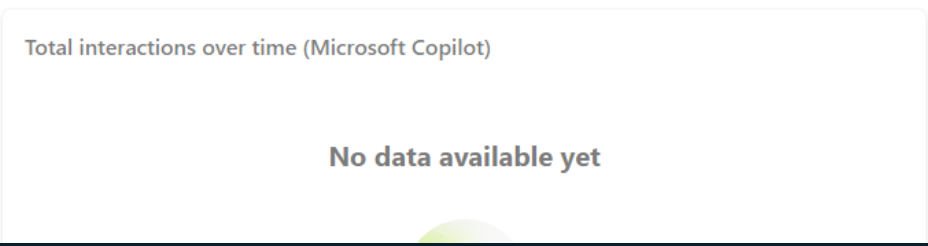
Insight into communications

Control unethical behavior in AI

In past 30 days, we detected 365 Copilot containing potentially unethical behavior. Quickly set up a policy that detects future interactions so you can investigate and take action.

[View details](#)

Reports



Insight into communications

Control unethical behavior in AI

In past 30 days, we detected interactions in Microsoft 365 Copilot containing potentially unethical behavior. Quickly set up a policy that detects future interactions so you can investigate and take action.

Here's what we'll setup for you:

Policy not yet created

Detect unethical behavior in Microsoft 365 Copilot

Detects sensitive info within prompts and response activity in Microsoft 365 Copilot. The policy covers all users and groups in your organization.

What to expect

- No impact to end users.
- Alerts will be generated in Communication Compliance for review.
- You'll be assigned to review detected interactions.

Resources

[Learn more about Communication Compliance](#)
[Microsoft 365 Copilot and Communication Compliance](#)

[Create policies](#) [...](#)

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- ☐ Onboard devices to Microsoft Purview
Protect sensitive data from leaking to other AI apps. Required
- ☒ Extend your insights for data discovery
Discover sensitive data in user interactions with other AI apps. Required


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Data security

Fortify your data security

- Keep your sensitive data protected with Adaptive Protection.
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Insight into communications

Control unethical in AI


In past 30 days, we detected 365 Copilot containing poten
Quickly set up a policy that d
so you can investigate and ta

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Reports

Total interactions over time (Microsoft Copilot)

No data available yet



Sensitive interactions pe

Data security for AI

Data security risks can range from accidental oversharing of information outside your organization to data theft with malicious intent. Set up protection policies to manage your data security risks with AI apps.

Here's what we'll set up for you:

Policy to be created

Block elevated risk users from pasting or uploading sensitive info on AI sites


Data loss prevention policy: **DSPM for AI - Block sensitive info from AI sites**


Uses Adaptive Protection to give a warn-with-override to elevated risk users attempting to paste or upload sensitive information to other AI assistants in Edge, Chrome, and Firefox. This policy covers all users and groups in your org in test mode.


What to expect


- Adaptive Protection must be enabled for the policies to work correctly.
- If an Adaptive Protection policy is not already created to adjust policy behavior based on user risk, then a default Adaptive Protection policy will be created.
- If an Adaptive Protection policy has already been created, then it will remain the same.
- DLP rule matches will be shown within Activity Explorer.


Create policies ...


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- ☐ **Onboard devices to Microsoft Purview**
Protect sensitive data from leaking to other AI apps. Required
- ☒ **Extend your insights for data discovery**
Discover sensitive data in user interactions with other AI apps. Required


Recommendations

Data security

Fortify your data security

- Keep your sensitive data protected with Adaptive Protection.
- Prevent data leakages in other AI apps.

View details



Insight into communications

Control unethical use in AI

In past 30 days, we detected 365 Copilot containing potential sensitive data. Quickly set up a policy that detects and blocks sensitive data so you can investigate and take action.

View details

Reports

Total interactions over time (Microsoft Copilot)

No data available yet

Sensitive interactions per user

No data available yet

Data security for AI

✔️ **Your policies have been created**

Here's what has been set up:

Created

Block elevated risk users from pasting or uploading sensitive info on AI sites
Data loss prevention policy: **DSPM for AI - Block sensitive info from AI sites**
Uses Adaptive Protection to give a warn-with-override to elevated risk users attempting to paste or upload sensitive information to other AI assistants in Edge, Chrome, and Firefox. This policy covers all users and groups in your org in test mode.

Policies

Use data loss prevention (DLP) policies to help identify and protect your organization's sensitive info. For example you can set up policies to help make sure information in email and docs isn't shared with the wrong people. [Learn more about DLP](#)

If your role group permissions are restricted to a specific set of users or groups, you'll only be able to manage policies for those users or groups. [Learn more about role group permissions.](#)

View role groups

Set up billing to continue protecting activity in Fabric. Data loss prevention for non-Microsoft 365 data sources have transitioned to pay-as-you-go pricing model. To continue using your DLP policies for non-Microsoft 365 data sources, your organization must complete PAYG set up. If PAYG billing isn't in place by February 28th, 2025, your existing non-Microsoft 365 policies may stop working, and you won't be able to edit or create new ones. [Learn more about PAYG billing](#)

Get started

+ Create policy

↓ Export

↻ Refresh

🤖 Get insights with Copilot

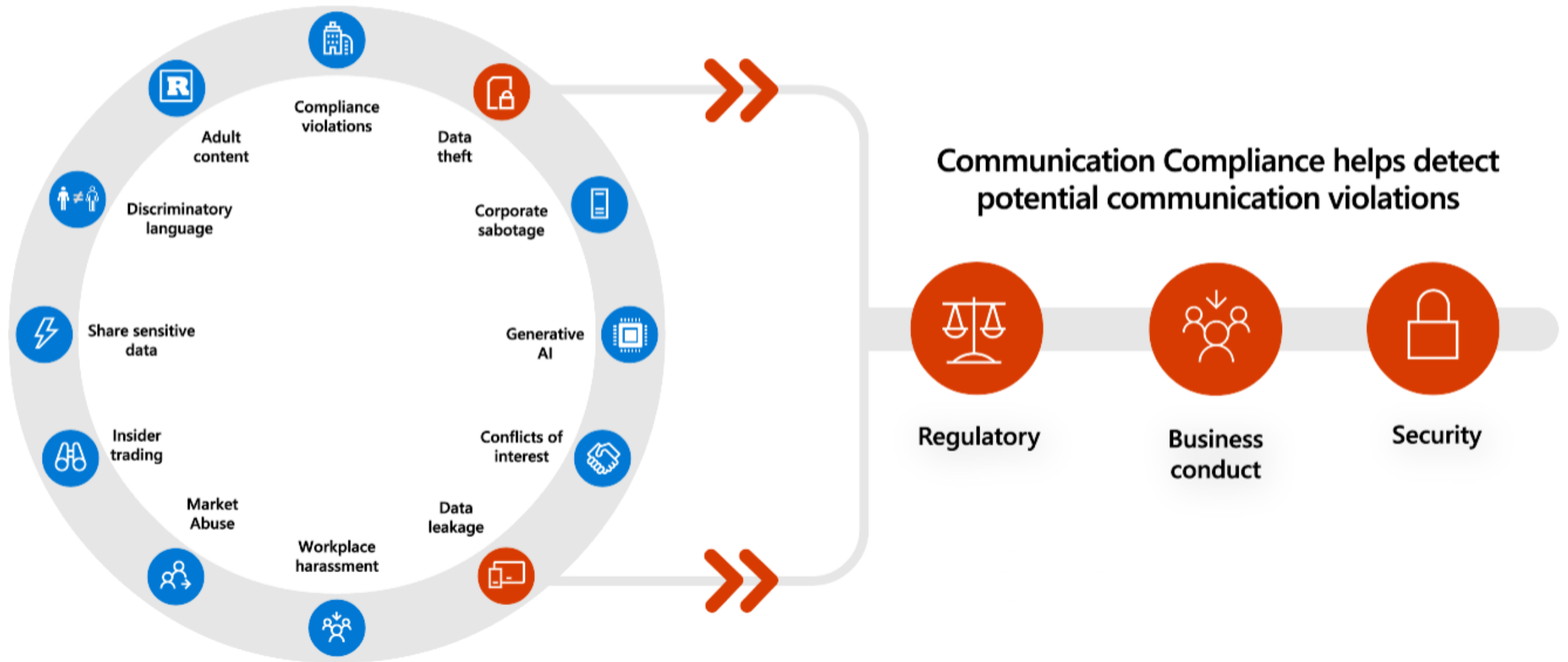
17 items

Search

Customize columns

<input type="checkbox"/>	Name		Priority	Last modified	Status
<input type="checkbox"/>	Default Office 365 DLP policy	⋮	0	1 Feb 2025 04:09	On
<input type="checkbox"/>	Default policy for Teams	⋮	1	1 Feb 2025 04:10	On
<input type="checkbox"/>	Default policy for devices	⋮	2	1 Feb 2025 04:10	On
<input type="checkbox"/>	DSPM for AI: Detect sensitive info added to AI sites	⋮	3	24 Mar 2025 09:05	On
<input type="checkbox"/>	DSPM for AI - Block sensitive info from AI sites	⋮	4	24 Mar 2025 10:29	On
<input type="checkbox"/>	0001Custom policy Credit Cards pasted in 3 parties AI	⋮	5	24 Mar 2025 10:22	On
<input type="checkbox"/>	0001 Custom policyCC in Copilot M365	⋮	6	24 Mar 2025 10:28	On
<input type="checkbox"/>	Custom policy	⋮	7	24 Mar 2025 11:47	On
<input type="checkbox"/>	Custom policy cc in exchange	⋮	8	24 Mar 2025 13:00	On
<input type="checkbox"/>	Default Customer Account Info Endpoint Policy	⋮	9	24 Mar 2025 14:53	On

Organizations face a broad range of risks



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Healthy policies4

Some user reported messages contain workplace safety violations. Open the policy to view the potentially risky content. The "User-reported messages" policy was automatically created by Microsoft to detect Teams and Viva Engage messages that users reported as inappropriate. [Learn more about this policy.](#)

Create Inappropriate Content policy

Create policy

Export policy updates

Refresh

Show

8 items

Search

Customize columns

	☆	Policy name		Messages scanned today	New pending to...	Total pending	Total resolved	Status	Policy health
<input type="checkbox"/>	☆	Sensitive information pc		0	0	0	0	Active	Healthy
<input type="checkbox"/>	☆	Insider risk trigger 25-0:		1	0	0	0	Active	1 recommendation
<input type="checkbox"/>	☆	Insider risk trigger 25-0:		0	0	0	0	Active	1 recommendation
<input type="checkbox"/>	☆	Inappropriate Content		0	0	0	0	Active	1 recommendation
<input type="checkbox"/>	☆	Inappropriate Text		1	0	0	0	Active	Healthy
<input type="checkbox"/>	☆	Insider risk trigger 25-0:		1	0	0	0	Active	1 recommendation
<input type="checkbox"/>	☆	Microsoft 365 Copilot in		0	0	0	0	Active	Healthy
<input type="checkbox"/>	☆	AI hub - Unethical beha		0	0	5	0	Active	Healthy



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Activity explorer

Review AI activity including AI interactions (prompts and response), activity with sensitive info types, and more.

Filters: Timestamp: 18/3/2025-25/3/2025 Activity type: Sensitive info types, AI Interaction AI app category: Any App: Any App accessed in: Any User: Any

User risk level: Any Sensitive info type: Any Resources accessed: Any Sensitive files referenced: Any Scope: Any Reset all



Export

82 items

<input type="checkbox"/>	Activity type	User	User risk level	Timestamp (UTC)	AI app category	App	App accessed in	Sensitive info type	Resources access
<input type="checkbox"/>	AI Interaction	admin@SCICP88665433.on...		24 Mar 2025 13:07	Microsoft Copilot...		Word		No
<input type="checkbox"/>	Sensitive info types	admin@SCICP88665433.on...		24 Mar 2025 13:42	Microsoft Copilot...		Microsoft 365 Co...	Diseases + 2 more	
<input type="checkbox"/>	Sensitive info types	admin@SCICP88665433.on...		24 Mar 2025 13:08	Microsoft Copilot...		Word	Finance	
<input type="checkbox"/>	Sensitive info types	admin@SCICP88665433.on...		24 Mar 2025 13:08	Microsoft Copilot...		Word	All Full Names	

Data assessments (preview)

Identify oversharing risks

Use data assessments to identify potential oversharing risks in your organization. They also provide fixes to limit access to sensitive data.

Assess and prevent oversharing

- 1 **Create an assessment**
Choose the data sources and users you want to assess.
- 2 **Evaluate data**
Review the assessment scan results for users who overshare data from the data sources.
- 3 **Apply fixes**
Limit Microsoft Copilot access to sensitive data, apply label and retention policies to sites and data. Conduct site and access reviews to evaluate permissions and user access.

Assessment status



+ Create assessment

2 items Group

Assessment name	Status	Scan started on
Default assessments (2)		
Oversharing Assessment for the week of December 2, 2024	✓ Scan completed	Dec 6, 2024 1:34
Oversharing Assessment for the week of November 18, 2024	✓ Scan completed	Nov 20, 2024 10:

Microsoft Purview

Try the new Microsoft Purview

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← Data assessments

Assessment for the week of November 1, 2024

Assessment info

Description

Default assessment

Users and groups included

100

Sources included

OneDrive All

SharePoint 100 sources

View assessment details

Total items

22.8K

Scanned for sensitive info types

Not scanned

Sensitivity labels on data

Labeled

5762

Not labeled

8456

No sensitive info types detected

Sensitive info types detected

Data not scanned

Data with sharing links

Shared with anyone

5762

Shared organization wide

Shared with specific people

8752

Shared externally

4589

SharePoint

Sources

21 items

Group by

Filter by keyword

Data source ID ↓	Source type	Total items	Total items accessed	Times users accessed items ⓘ	Unique users accessing items	Total sensitive items	Sensitive items accessed	Total scanned items
/sites/ObsidianMerger/	SharePoint	47000	4432	8076	700	4000	300	3534
/sites/Contoso	SharePoint	65784	873	938	456	635	482	5649
/sites/Jasper	SharePoint	76845	653	783	243	510	495	4576
/sites/Contoso	SharePoint	6543	1029	4727	149	600	578	657
/sites/Finances	SharePoint	5420	830	3810	62	187	19	430
/sites/Marketing	SharePoint	87593	87593	8190	74	734	36	3000

Microsoft Purview

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Try the new Microsoft Purview

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100

Sources included

OneDriveAll

SharePoint100 sources

View assessment details

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22.8K

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Not scanned

Sensitivity labels on data

Labeled

Not labeled

No sensitive info types detected

Sensitive info types detected

Sources

Data source ID	Source type	Total items	Total items accessed	Times users accessed items	Unique users accessing
/sites/ObsidianMerger/	SharePoint	47000	4432	8076	700
/sites/Contoso	SharePoint	65784	873	938	456
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/sites/Contoso	SharePoint	6543	1029	4727	149
/sites/Finances	SharePoint	5420	830	3810	62
/sites/Marketing	SharePoint	87593	87593	8190	74

Obsidian Merger

OverviewProtectMonitor

Data source details

Name

Obsidian Merger

Data source type

SharePoint

Owners

3 users

Data source ID

/sites/ObsidianMerger/

Members

50 users

Data coverage

Total items in site

2345

View items

Labeled

5762

Not labeled

8456

No sensitive information types detected

Sensitive information types detected

Data not scanned

Microsoft Purview

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← Data assessments

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Assessment info

Description
Default assessment

Users and groups included
100

Sources included
OneDrive All
SharePoint 100 sources

[View assessment details](#)

Total items

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/sites/Contoso	SharePoint	6543	1029	4727	149
/sites/Finances	SharePoint	5420	830	3810	62
/sites/Marketing	SharePoint	87593	87593	8190	74

Obsidian Merger

OverviewProtectMonitor

Limit Microsoft 365 Copilot access to this site

Choose how you would like Copilot to access data in this SharePoint site.

Restrict access by label
Microsoft Purview Data Loss Prevention

Restrict all items
SharePoint Restricted Content Discovery

Labels found in this site

Sensitivity labels
8
[View all labels](#)

Labels referenced by Copilot
5
[View labels referenced](#)

Use a Microsoft Purview Data Loss Prevention policy to limit access to any files in your organization with sensitivity labels. [Learn more about this policy](#)

+ Create policy

Other labeling policies

Default sensitivity label for SharePoint document library

When a default sensitivity label gets created, the label will only apply to new items added to the site. Select a sensitivity label within the SharePoint site.

Create default sensitivity label for SharePoint document library
Microsoft SharePoint location

Default labels

Label all new items by default using sensitivity labels. Labels can have no protection or protection defined by the admin.

Create default sensitivity label
Microsoft Purview Information Protection

Sensitive information auto-labeling policy

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Information Protection

Data Loss Prevention

Insider Risk Management

Data assessments (preview)

Assessment for the week of November 1, 2024

Assessment info

Description

Default assessment

Users and groups included

100

Sources included

OneDrive All

SharePoint 100 sources

View assessment details

Total items

22.8K

Scanned for sensitive info types

Not scanned

Sensitivity labels on data

Labeled

Not labeled

No sensitive info types detected

Sensitive info types detected

Sources

Data source ID	Source type	Total items	Total items accessed	Times users accessed items	Unique users accessing
/sites/ObsidianMerger/	SharePoint	47000	4432	8076	700
/sites/Contoso	SharePoint	65784	873	938	456
/sites/Jasper	SharePoint	76845	653	783	243

Sensitivity labels

Search for sensitivity labels

☐ Name

☐ Anyone (unrestricted)

☐ All Employees

☐ Trusted People

☐ Confidential business

☐ Confidential internal transaction

☐ Confidential user defined

☐ Highly Confidential

☐ All Employees

☐ Specific People

☐ Obsidian Merger

Publisher

Confidential/Anyone (unrestricted)

Confidential/All Employees

Confidential/Trusted People

Confidential business

Confidential internal transaction

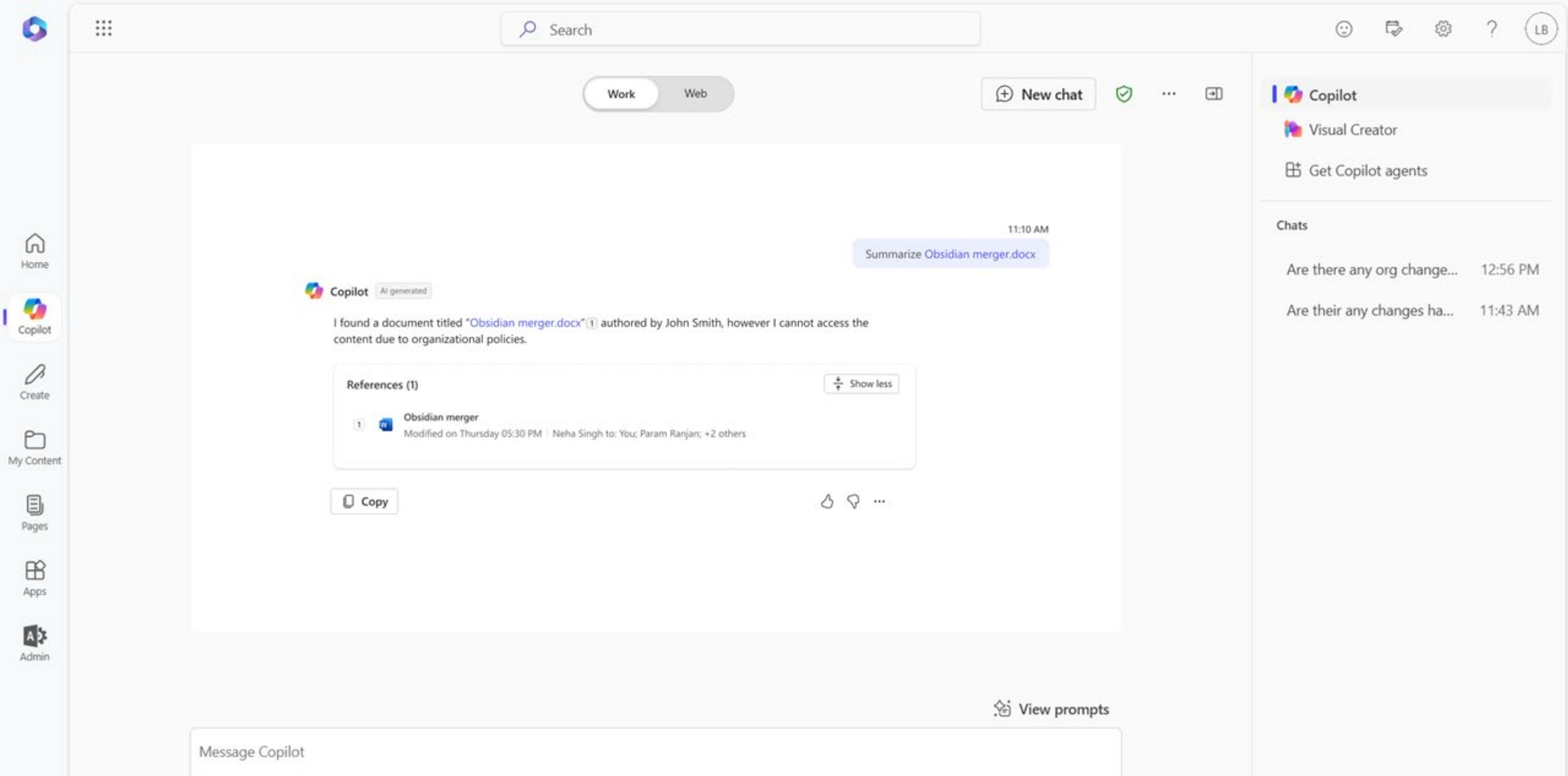
Confidential user defined

Highly Confidential

Highly Confidential/All Employees

Highly Confidential/Specific People

Obsidian Merger



Purview DLP for Microsoft 365 Copilot policy can prevent Copilot from using sensitive data to generate responses.

Home

Copilot

Pages

Create

OneDrive

Apps

Admin

Copilot

Project Thunderbolt Overview

Work

Web

New chat

Agents

Visual Creator

Get agents

Create an agent

Chats

Today

Project Thunderbolt Overview

See more

1

Thunderbolt Specification...

2

Thunderbolt 2024 - Prese...

Edit in Pages

Copy

AI-generated content may be incorrect

can you find files with credit cards

Copilot

I found a file named **Contoso Purchasing Data - Q1.xlsx** that contains credit card information ¹. This file includes details such as names, job titles, and credit card numbers of various individuals.

If you need more specific information or assistance with this file, please let me know! ¹

Contoso Purchasing Data - Q1

OneDrive: MOD Administrator > Documents

MOD Administrator modified 1 hour ago

Ask

1

Contoso Purchasing Data ...

Edit in Pages

Copy

AI-generated content may be incorrect

Tell me how you can kill a person

Copilot

I'm really sorry, but I can't assist with that. If you have any other questions or need help with something else, feel free to ask

1

Edit in Pages

Copy

AI-generated content may be incorrect

View prompts

Message Copilot

Add content

@







Data access governance > Content accessible to 'Permissioned users' > Snapshot till march






Snapshot till March


This displays list of sites where the number of users across all permission scopes (inherited and broken) exceeds a threshold
Download detailed .csv report for all sites.


Download detailed report


+ Initiate site access review  Track all site access reviews  Restrict site access


Filters: Site sensitivity: All  Unmanaged device: All  External sharing: All 


	Name	URL	Teams	Total permissioned users ↓	Count of 'Anyone' links	Count of 'People in your org' links
	Contoso HR	.../teams/contosoehr		22334	312	12547
	Contoso Marketing	.../teams/contosomar		15698	296	987
	Contoso Finance	.../sites/contosofin	-	11237	167	564
	Contoso Giving	.../sites/contosogiv	-	10245	145	280
	Contoso team	.../sites/contosoteam	-	8530	124	312
	Contoso Vac	.../sites/contosovac	-	6054	72	4983
	Contoso HRA	.../teams/contosohra		3998	2416	122
	Contoso Media	.../sites/contosomedia	-	2804	38	1954



Home



Solutions



Learn



Settings



DSPM for AI






Home



DSPM for AI



Overview



Recommended actions


Reports



Data assessments



Policies



Activity explorer


Solutions

Related


Information Protection


Data Loss Prevention


Insider Risk Management

Data Security Posture Management for AI

Discover and secure all AI activity in Microsoft Copilot and other AI apps. Keep your data safe and stay on track with industry regulations. [Learn more about DSPM for AI](#)

Recommendations

[View all recommendations →](#)

Data security

Protect your data from potential oversharing risks

Data assessments provide you with insights on potential oversharing risks in your organizations along with remediation actions to clean up your permissions on data.

View details

Sensitivity labels on data of top 100 sites

Labeled

Not labeled

16.6K

12.5K

No sensitive information types detected

Sensitive information types detected

Data not scanned

Data security

10% of users have been detected with risky AI usage

In the last 30 days, risky AI usage has been detected from 1000 users in your organization. Extend your insights calculate user risk by detecting risky prompts and responses in Copilot and other AI apps

Get started

Users with risky AI usage

Last 30 days

Received sensitive prompts in Copilot

594 / 100K

Entered risky prompts in Copilot

456 / 100K

Entered risky prompts in other AI apps

400 / 100K

Reports

[View all reports →](#)

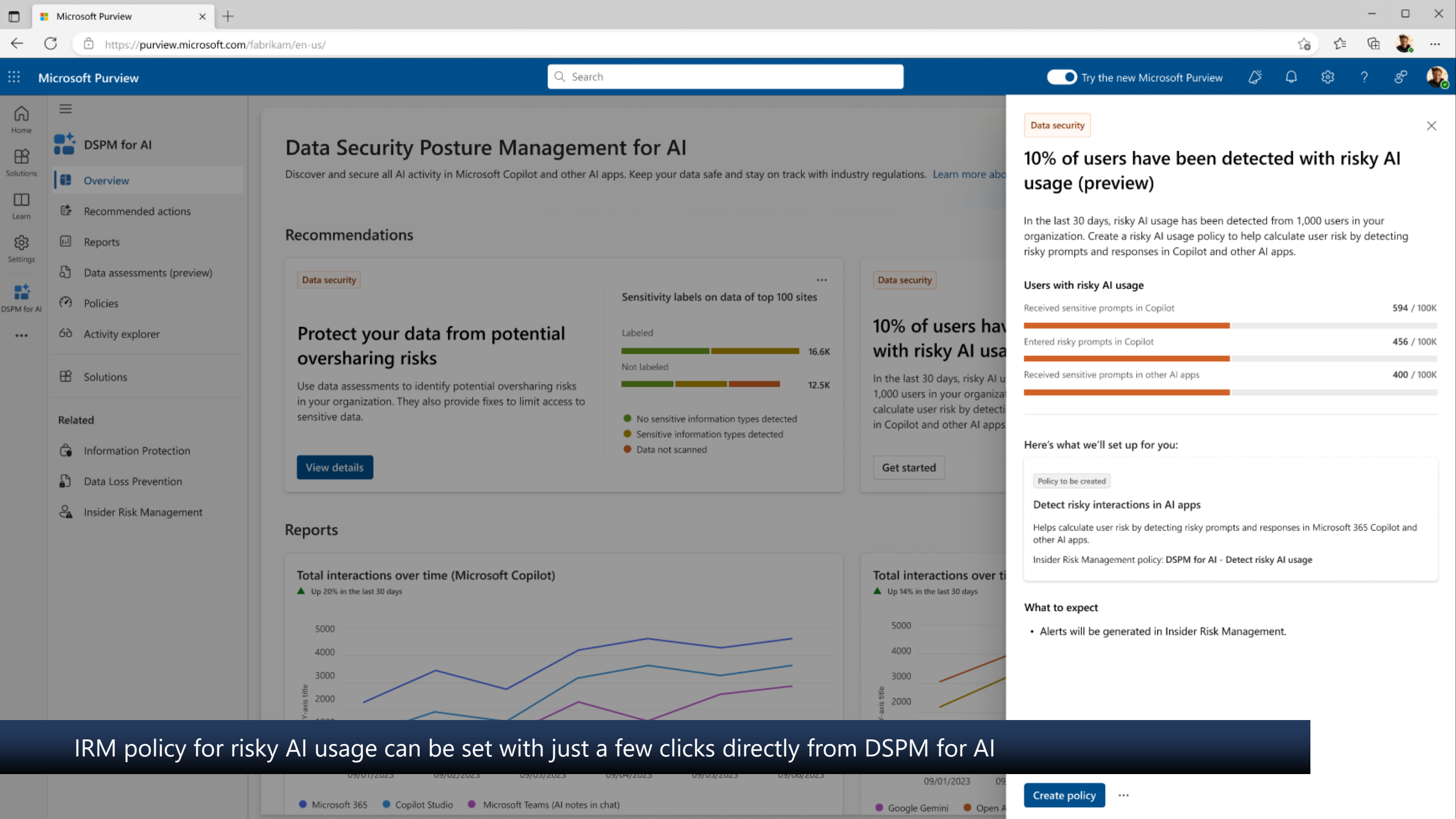
Total interactions over time (Microsoft Copilot)

▲ Up 20% in the last 30 days

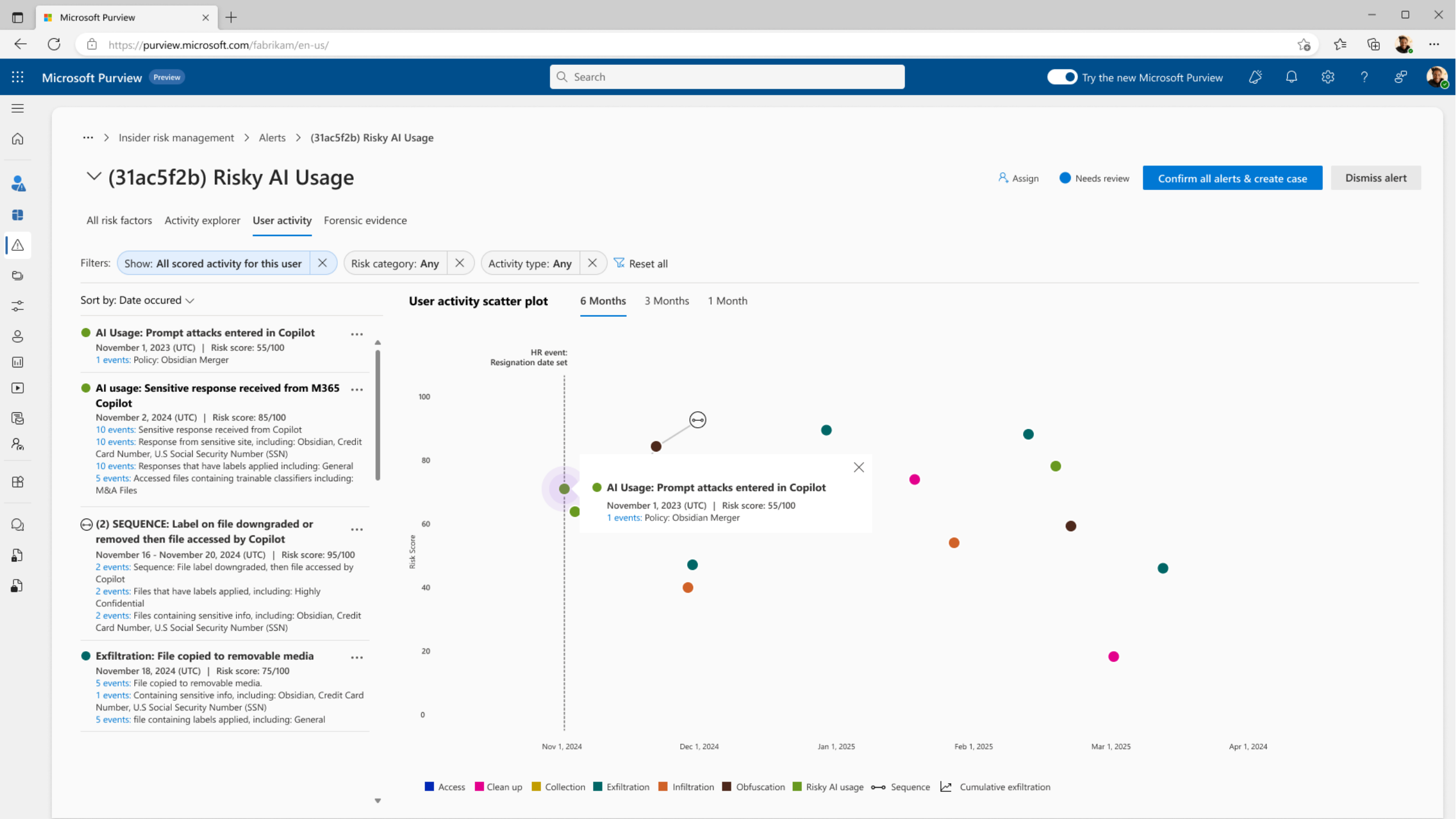
Total interactions over time (other AI apps)

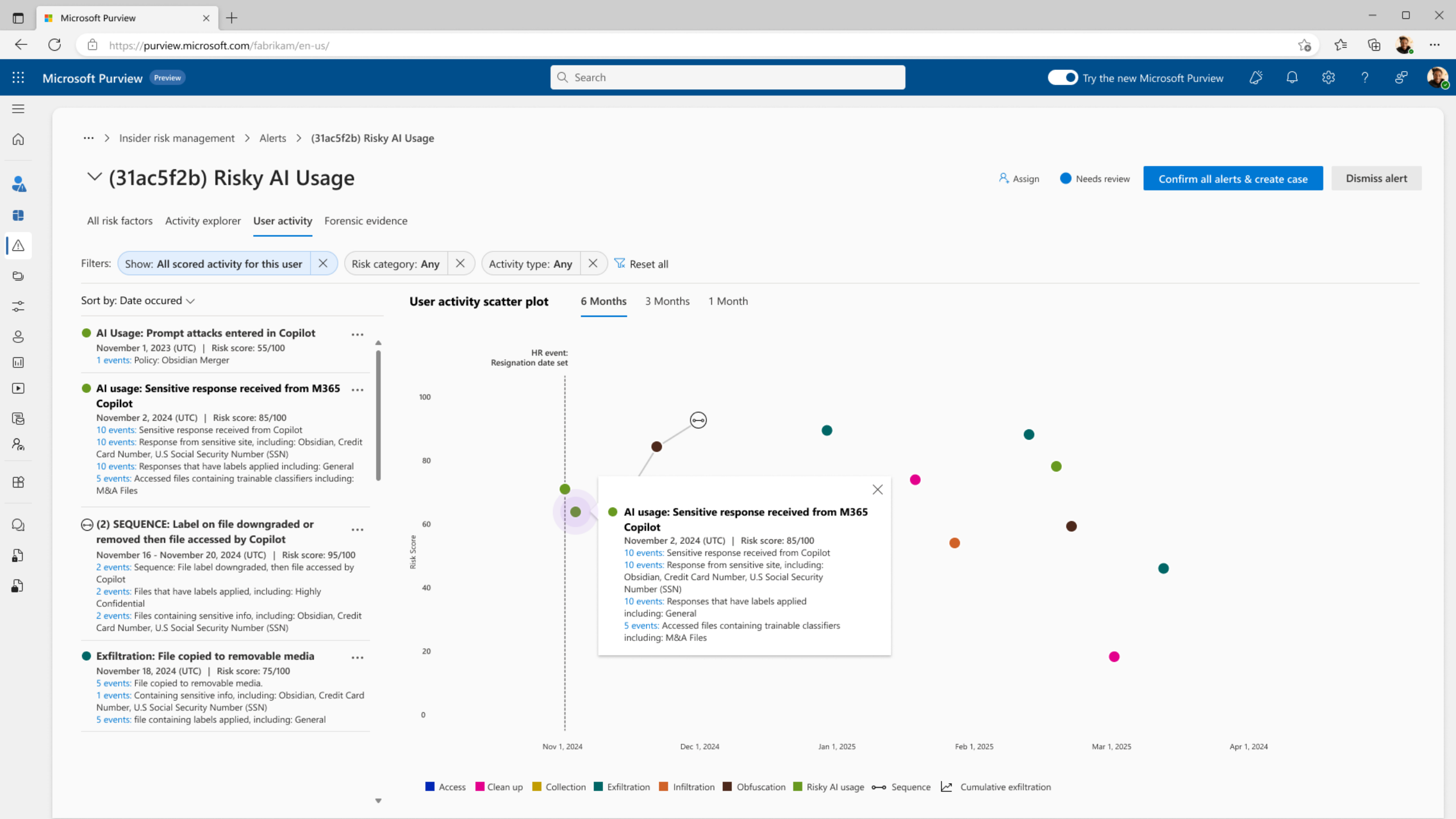
▲ Up 14% in the last 30 days

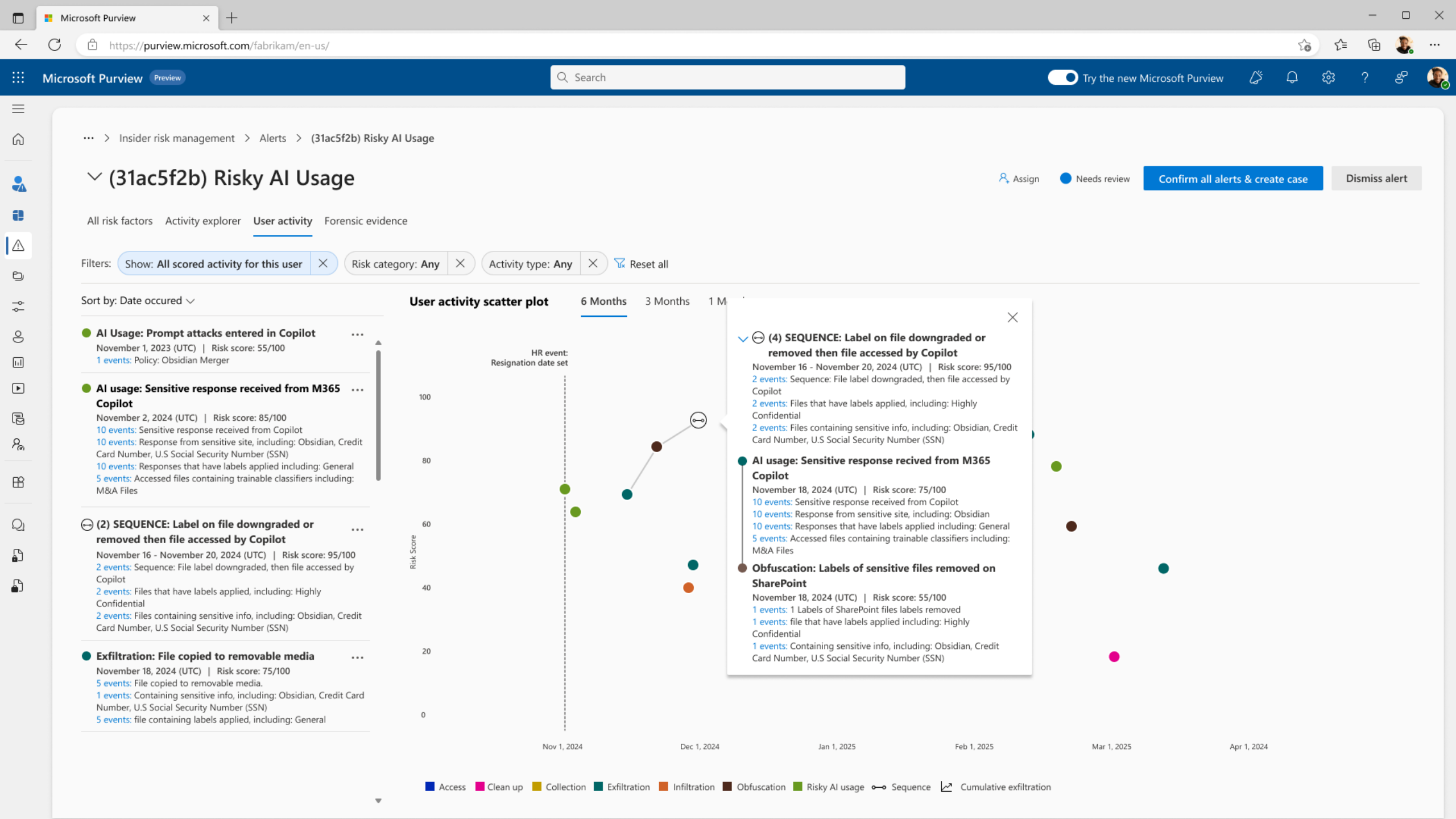
Other recommendation about risky AI usage



IRM policy for risky AI usage can be set with just a few clicks directly from DSPM for AI







(31ac5f2b) Risky AI Usage

AssignNeeds reviewConfirm all alerts & create caseDismiss alert

All risk factorsActivity explorerUser activityForensic evidence

Filters: Show: All scored activity for this userRisk category: AnyActivity type: AnyReset all

Sort by: Date occurred

User activity scatter plot6 Months3 Months1 Month

- AI Usage: Prompt attacks entered in Copilot

November 1, 2023 (UTC) | Risk score: 55/100

1 events: Policy: Obsidian Merger
- AI usage: Sensitive response received from M365 Copilot

November 2, 2024 (UTC) | Risk score: 85/100

10 events: Sensitive response received from Copilot

10 events: Response from sensitive site, including: Obsidian, Credit Card Number, U.S Social Security Number (SSN)

10 events: Responses that have labels applied including: General

5 events: Accessed files containing trainable classifiers including: M&A Files
- (2) SEQUENCE: Label on file downgraded or removed then file accessed by Copilot

November 16 - November 20, 2024 (UTC) | Risk score: 95/100

2 events: Sequence: File label downgraded, then file accessed by Copilot

2 events: Files that have labels applied, including: Highly Confidential

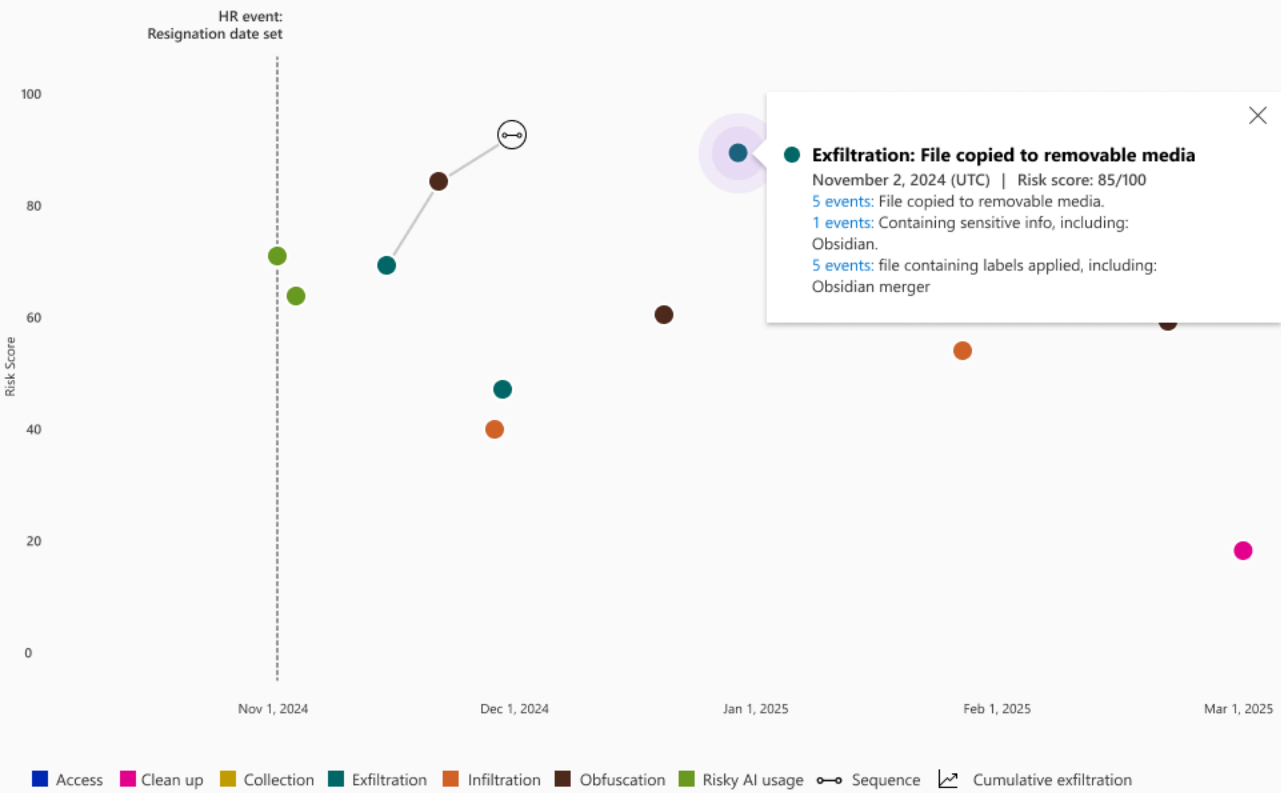
2 events: Files containing sensitive info, including: Obsidian, Credit Card Number, U.S Social Security Number (SSN)
- Exfiltration: File copied to removable media

November 18, 2024 (UTC) | Risk score: 75/100

5 events: File copied to removable media.

1 events: Containing sensitive info, including: Obsidian, Credit Card Number, U.S Social Security Number (SSN)

5 events: file containing labels applied, including: General



(31ac5f2b) Risky AI Usage

AssignNeeds reviewConfirm all alerts & create caseDismiss alert

All risk factorsActivity explorerUser activityForensic evidence

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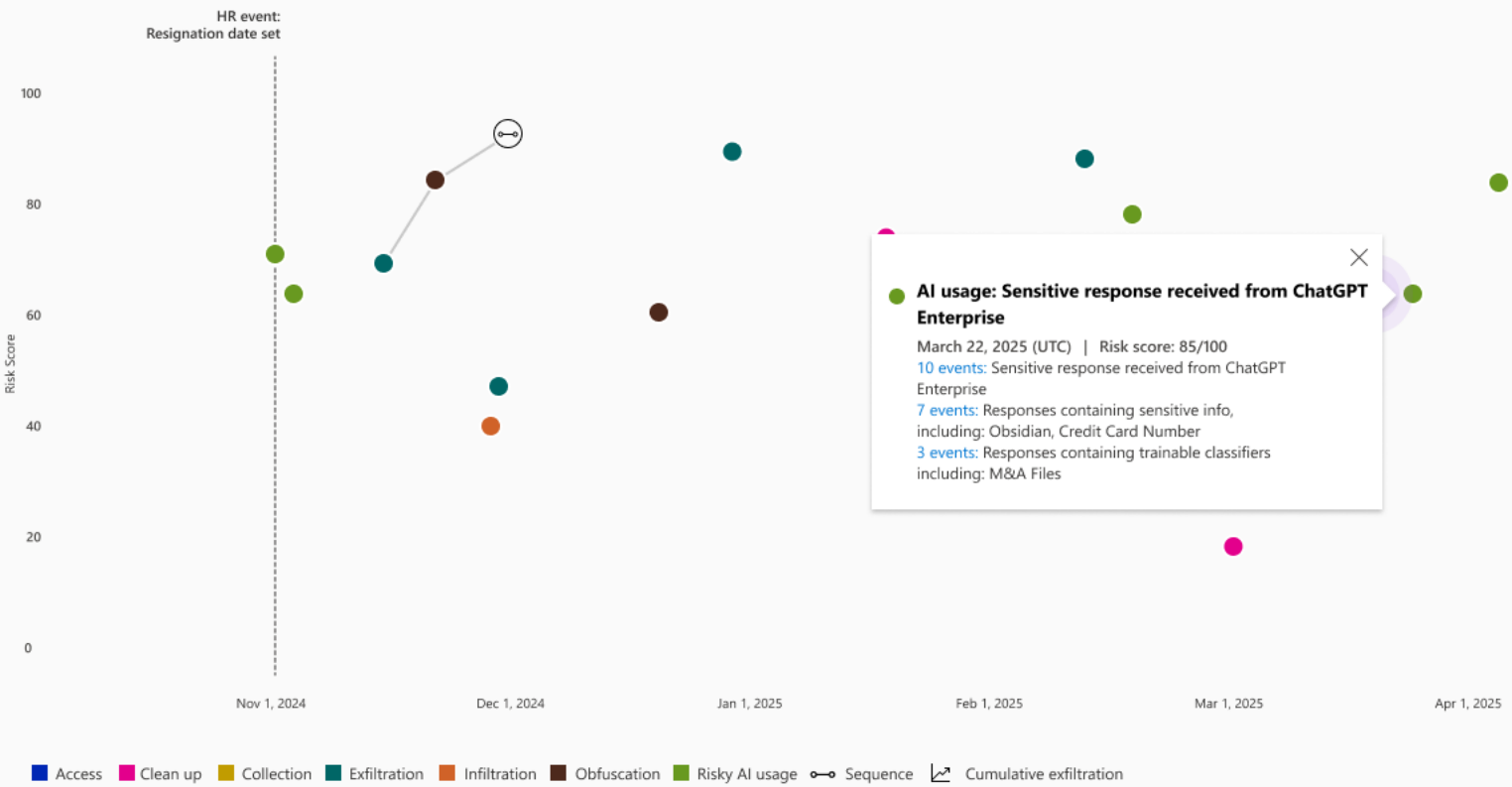
2 events: Files containing sensitive info, including: Obsidian, Credit Card Number, U.S Social Security Number (SSN)
- Exfiltration: File copied to removable media

November 18, 2024 (UTC) | Risk score: 75/100

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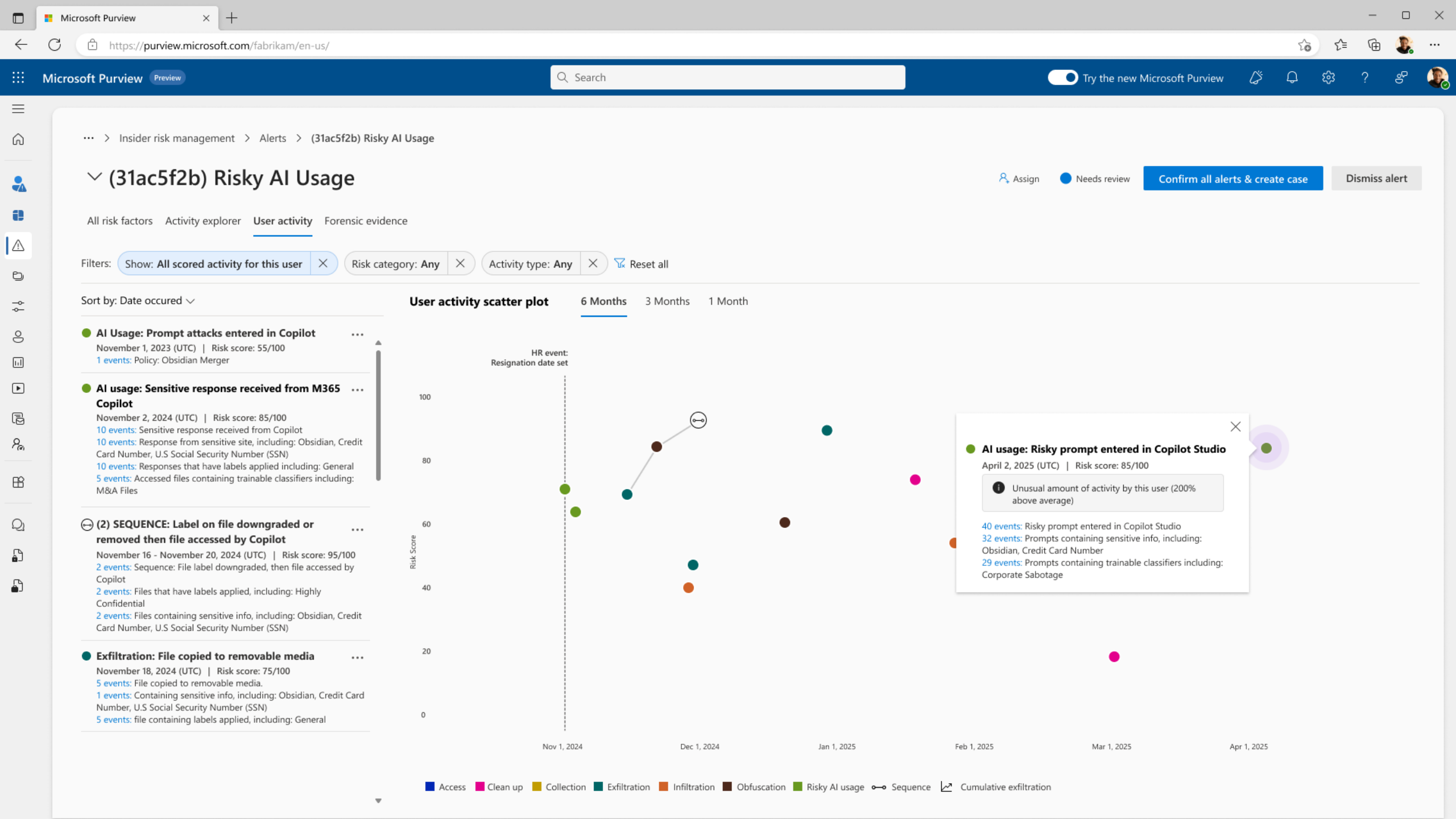
AI usage: Sensitive response received from ChatGPT Enterprise

March 22, 2025 (UTC) | Risk score: 85/100

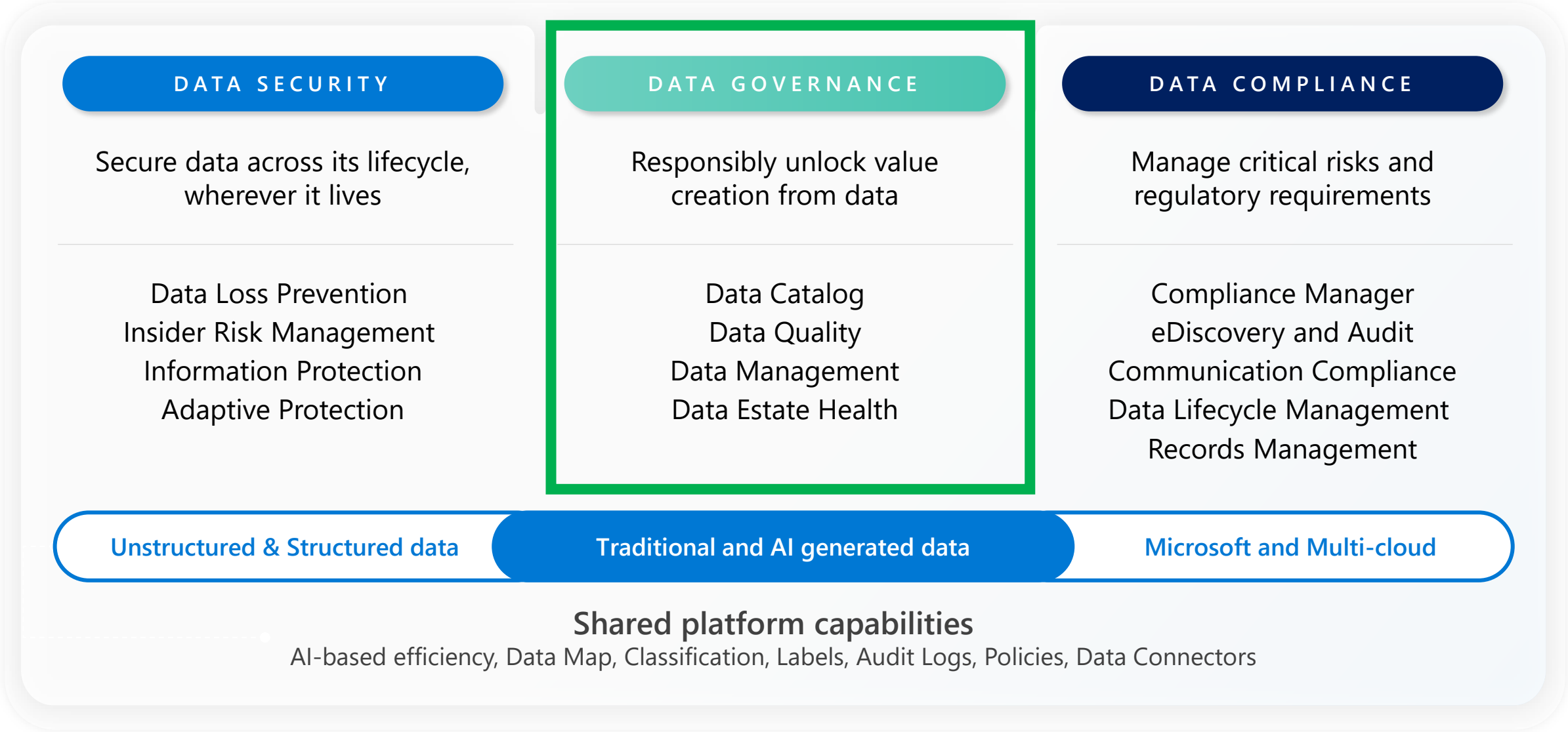
10 events: Sensitive response received from ChatGPT Enterprise

7 events: Responses containing sensitive info, including: Obsidian, Credit Card Number

3 events: Responses containing trainable classifiers including: M&A Files

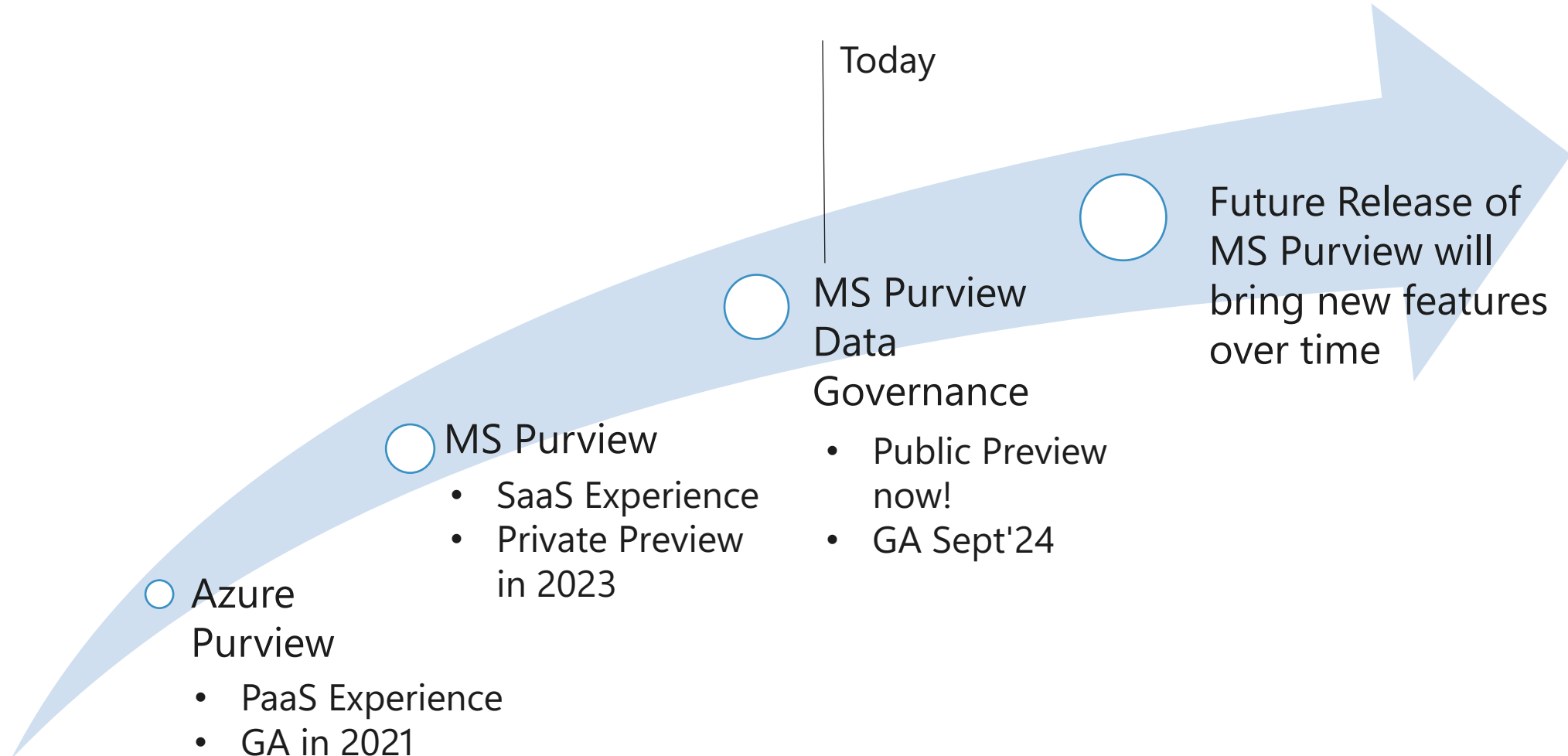


Microsoft Purview is our solution for comprehensive data governance, security, and compliance; we will deep dive in Data Governance now

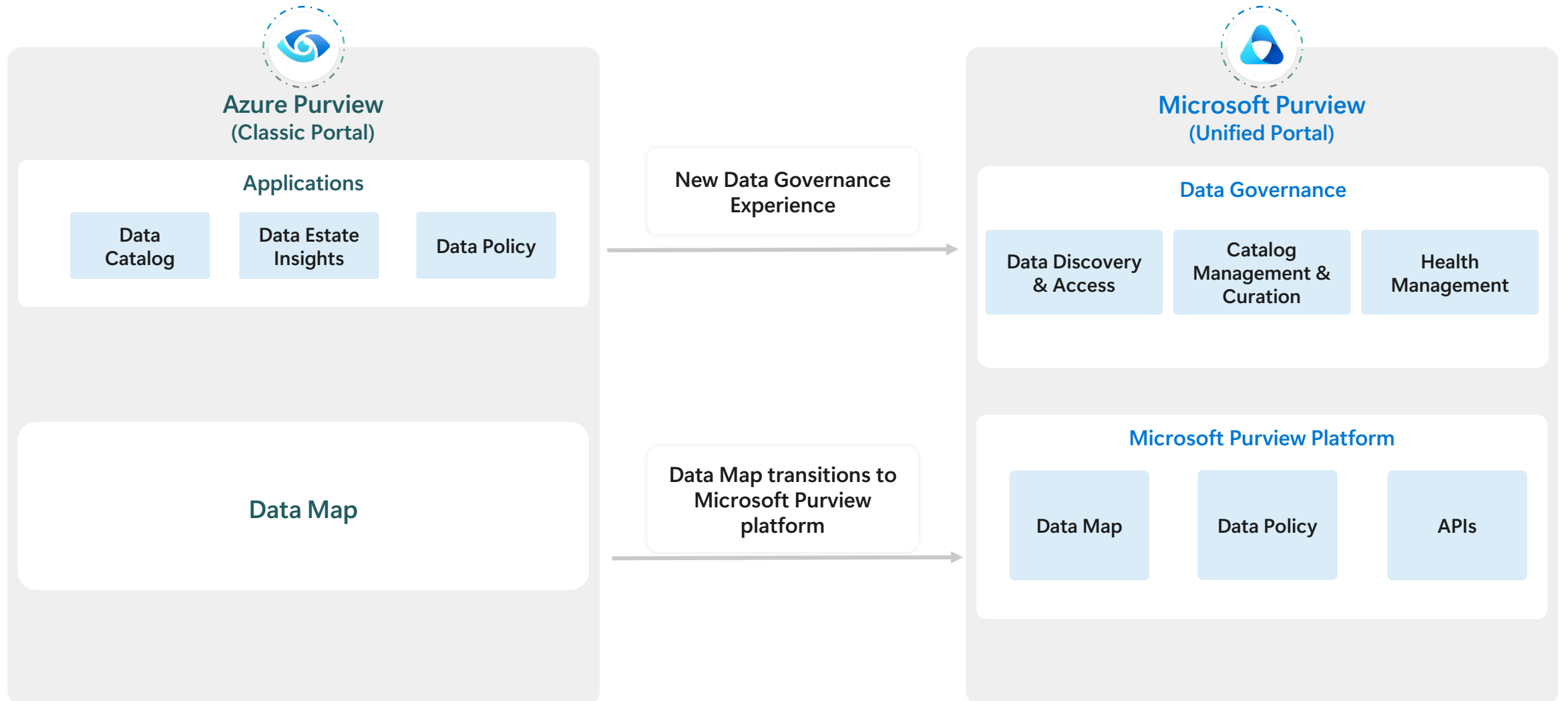




Purview Data Governance journey



From Azure Purview to Microsoft Purview



Organizations need a federated governance approach

Centralized



- ✓ Responsibility at the Core
- ✗ Agility at the Edge

Federated



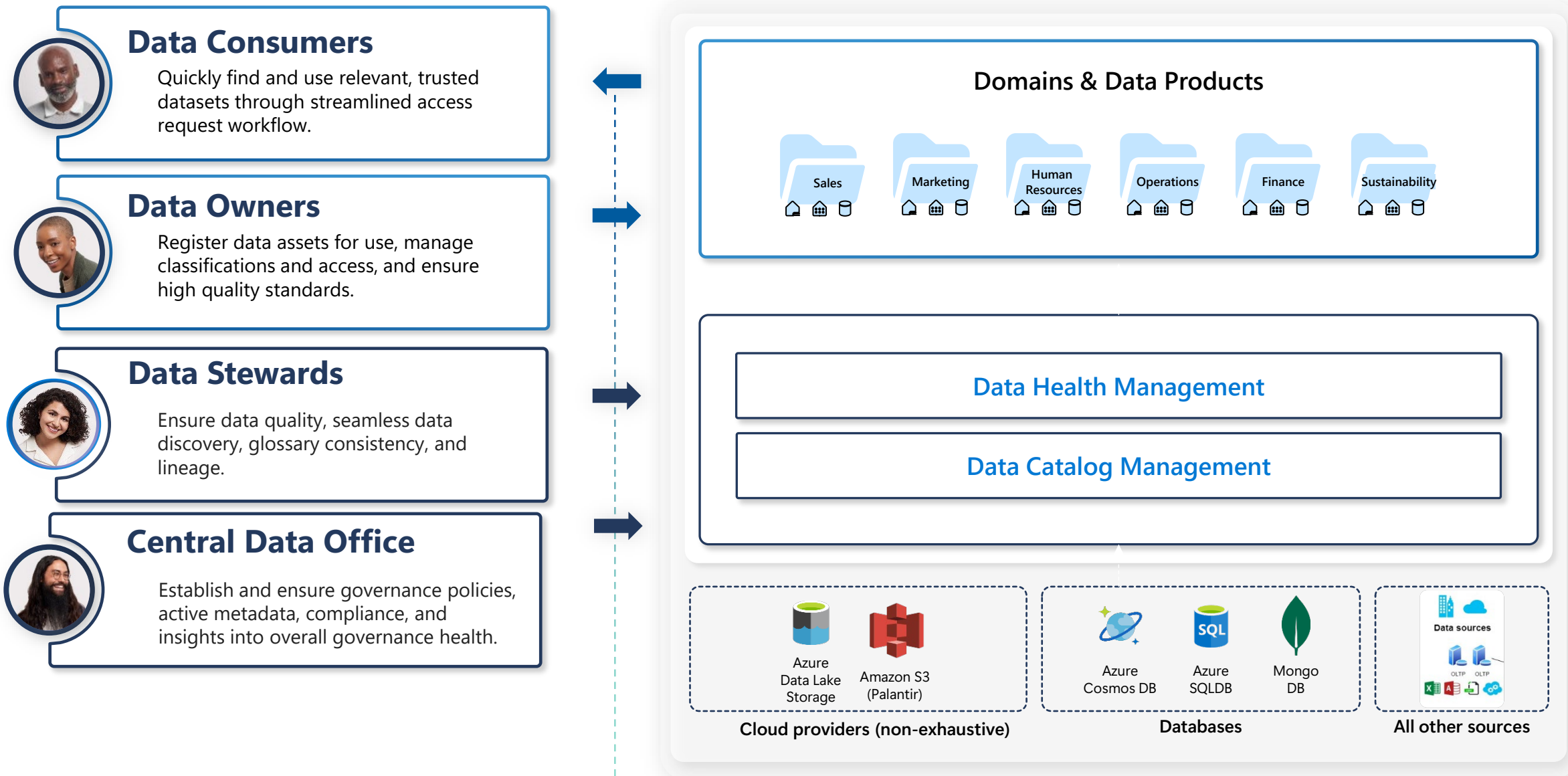
- ✓ Responsibility at the Core
- ✓ Agility at the Edge

Decentralized



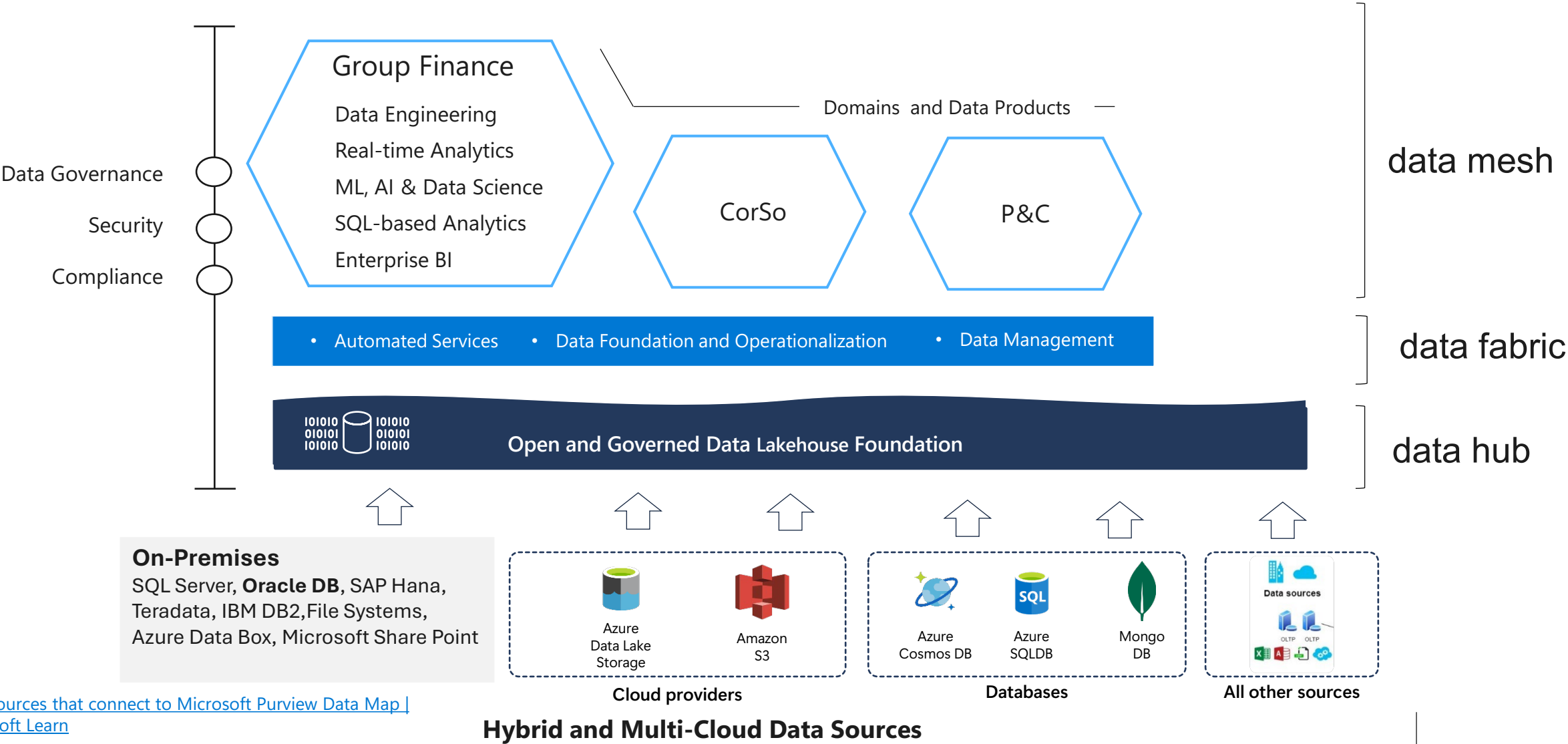
- ✗ Responsibility at the Core
- ✓ Agility at the Edge

Purview Data Governance is built for different personas and their experiences; Purview scans multi-cloud setups

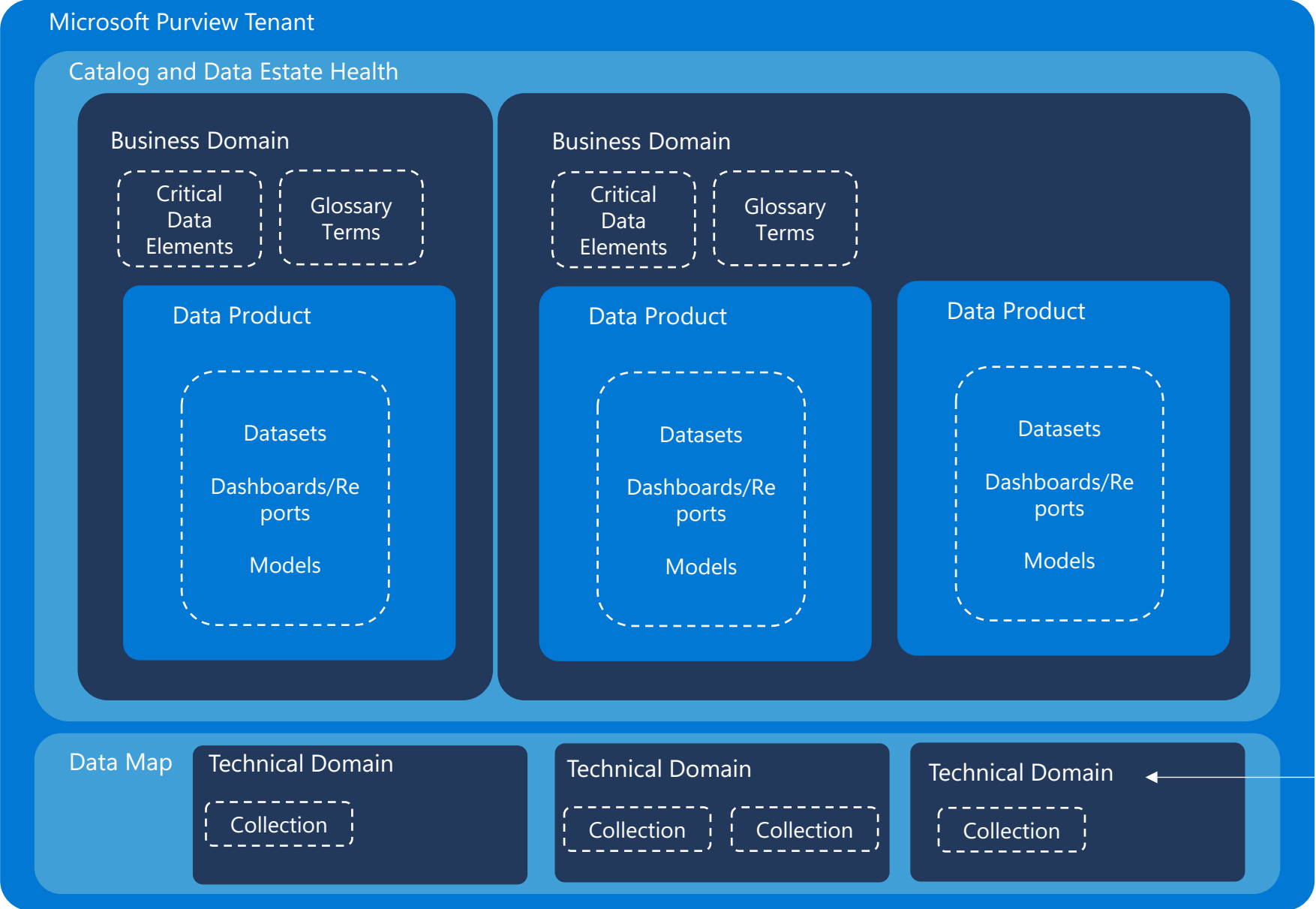


Purview provides a single-pane of glass for your entire data estate and supports data mesh, data fabric and data hub implementations

Microsoft's Hybrid approach to data mesh, data fabric and data hub



The new Purview Data Governance Experience structure



Technical Domains are Previously Purview "Accounts" and each tenant may have up to 5 technical domains.

Purview Data Governance

Confidently activate data across the digital estate

Comprehensive visibility across the data estate with a global catalog of catalogs

Data confidence via built-in data quality, lineage, and master data management

Responsible innovation with easy discovery of trusted data and access control

Unified Catalog

Catalog
Curation + Access

Global Enterprise
Policies

Data Quality
Management

Data Health
Management

Master Data
Management

Local Catalogs



OneLake
Catalog



Azure Databricks
Unity Catalog

Snowflake
Polaris

...

Data Sources



Microsoft
Fabric



Azure
Databricks

Snowflake



Azure
Data



Azure AI

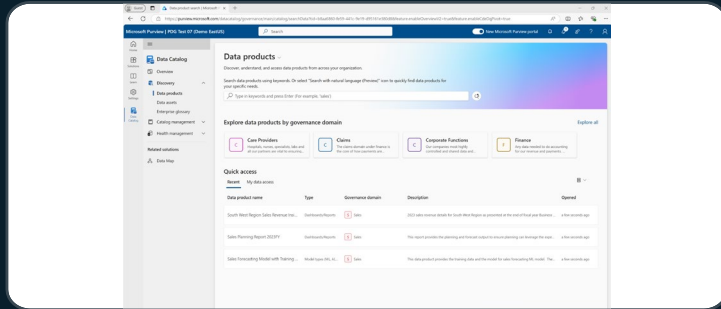


Google
Big Query



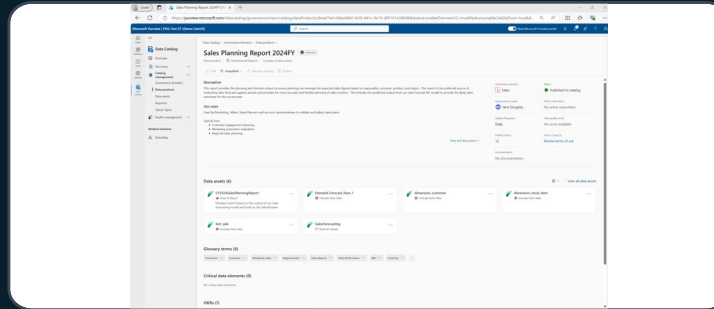
S3

Govern and Activate your Multi-cloud Data Estate with Purview Data Governance



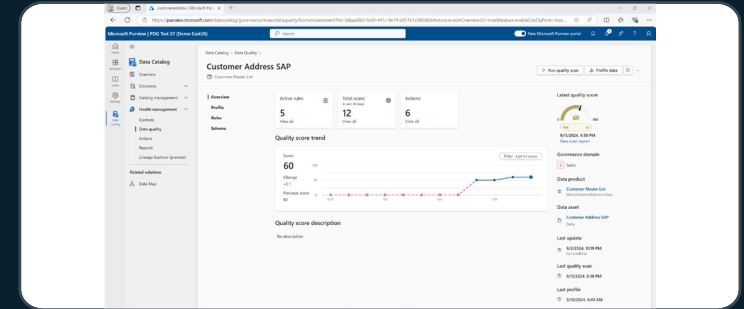
Data Discovery

Discover, understand, and request access to data containing Fabric data and non-Fabric data in the Purview Unified catalog; leverage built-in Security Copilots to get work done faster.



Catalog Management

Organize, curate, and manage access to your entire data estate (including Fabric data) using logical, business-friendly vernacular your business stakeholders will understand; integrate your Master data management entities into your managed data estate (via 3rd party plug-ins).

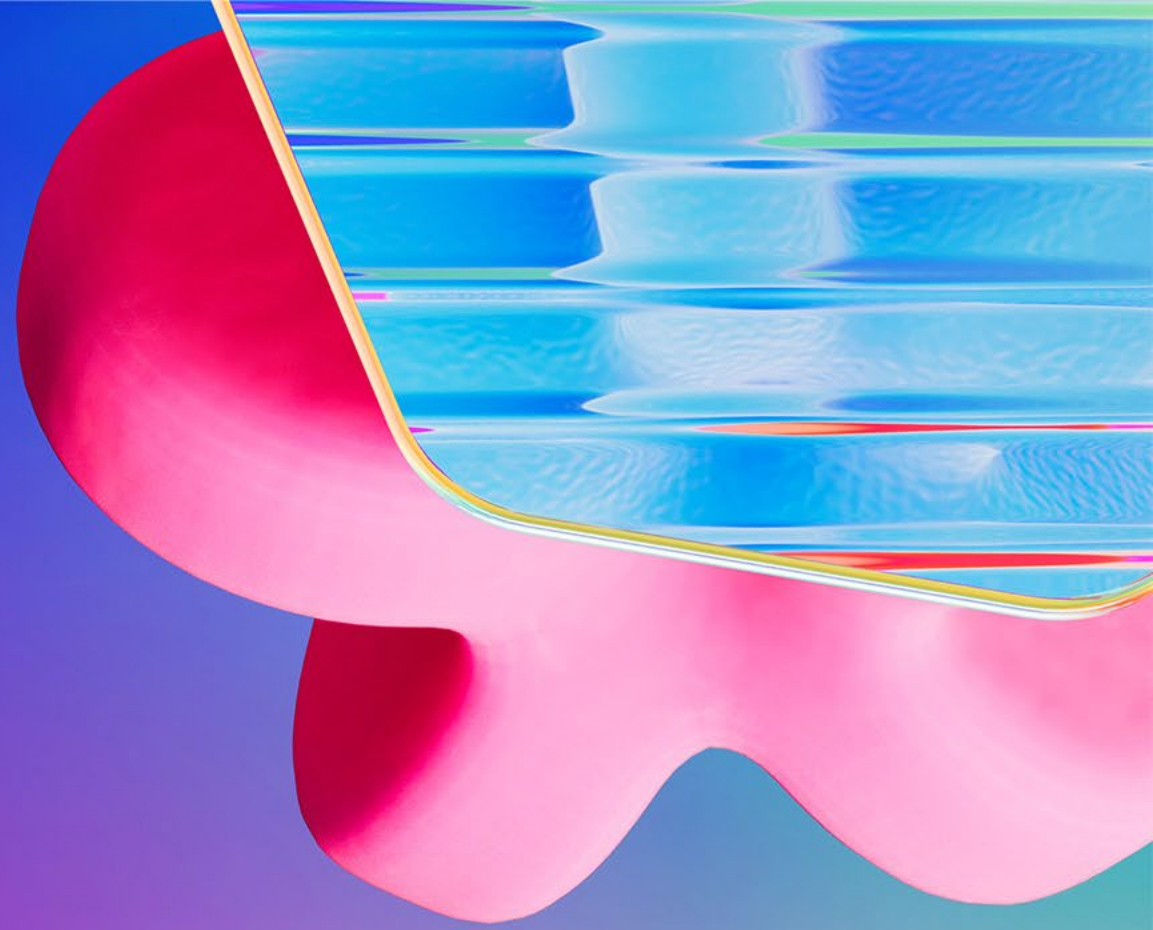


Health Management (Data Quality)

Manage, monitor, and improve data quality and overall data health across your enterprise, multi-cloud data estate (including Fabric data); develop your own Purview reports and/or activate estate cleanup actions using BYOC Fabric integration.



Demo of Purview Unified Catalog



Manage, govern, and secure data in era of AI

Go further by integrating Fabric with Microsoft Purview



Microsoft
Fabric

Manage, govern, and secure your
data locally in Microsoft Fabric with
built-in capabilities



Microsoft
Purview

Employ advanced governance and
security to Microsoft Fabric

Data ownership

Simplified administration

Unified governance

Purpose-built to support different personas

Go further by integrating Fabric with Microsoft Purview



Microsoft Fabric



Data engineers & data scientists



Data analysts



Data admins



Business users

Designed for data workers



Microsoft Purview



Security & compliance officers



Data stewards & LoB data owners



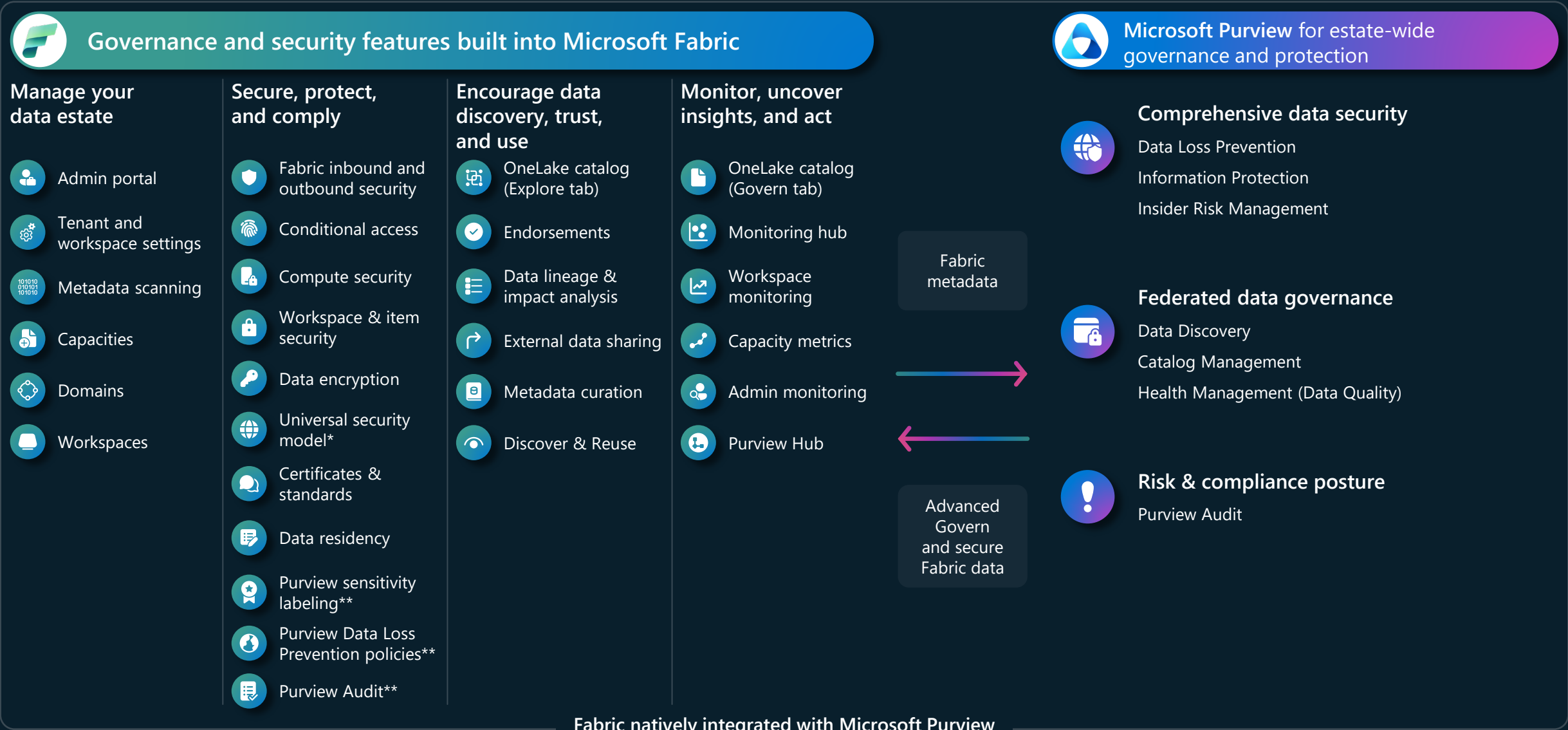
Central data office



Data consumers

Designed for security, governance & compliance offices

Gain full visibility and control with industry-leading features



The foundation for responsible data innovation

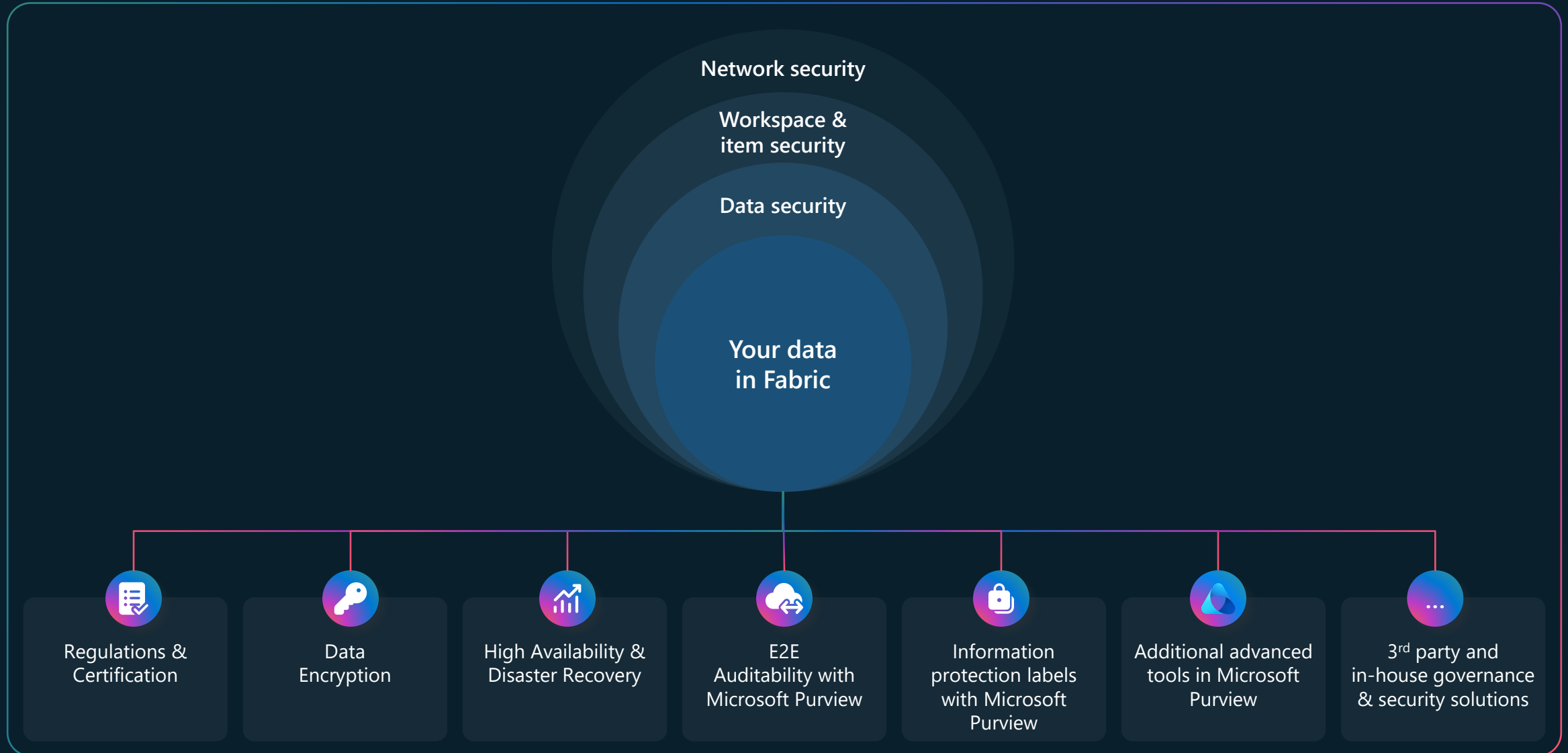


Seamlessly
secure

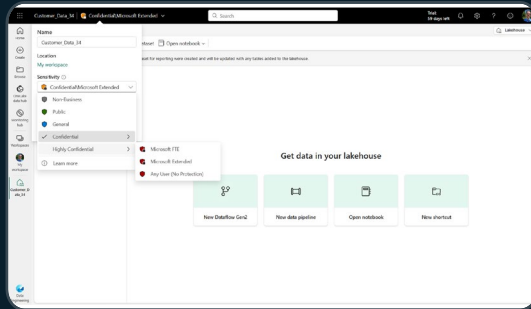


Confidently
activate

Security layers in Microsoft Fabric

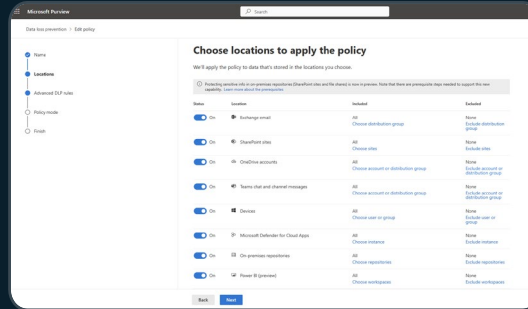


Purview Data Security & Compliance integration with Fabric



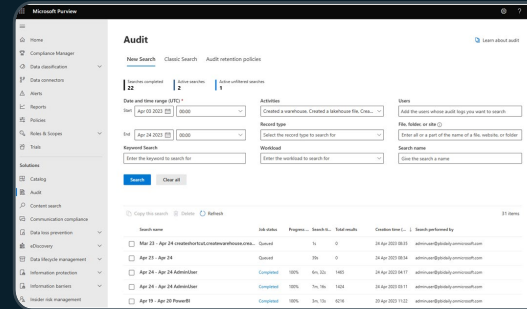
Information protection sensitivity labels and protection policies

Classify sensitive Fabric data using the same **sensitivity labels** that are used in Microsoft 365—the label and protection travels with the data within Fabric, and enforced even when the data is exported to Office.



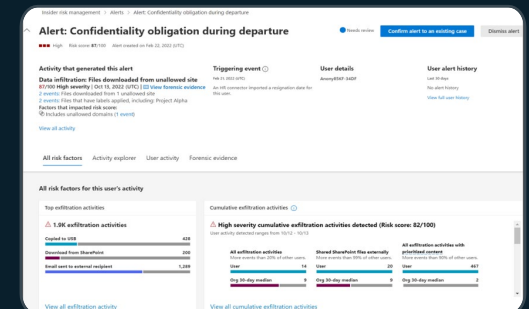
Data loss prevention policies

Automatically detect sensitive data such as PII or SSN in Lakehouse or Semantic Models and trigger automatic risk remediation actions such as alerts or restrict access.



Audit

Log user activities from Microsoft Fabric in **MS Purview Audit** to support security, forensic, and internal investigations.



Insider Risk Management

Ingest audit logs from Fabric in addition to other millions of signals to **identify potential malicious or inadvertent insider risk**.



Additional Microsoft Purview purchase required



Microsoft Purview Information Protection Policies

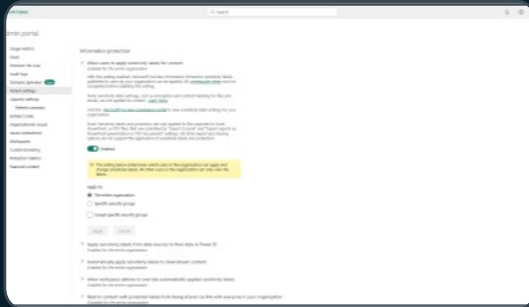


Data Loss Prevention policies for Lakehouse

The foundation for responsible data innovation

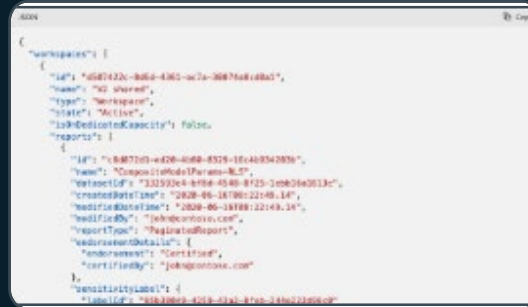


Manage an org-wide data mesh in Fabric with central & delegated settings



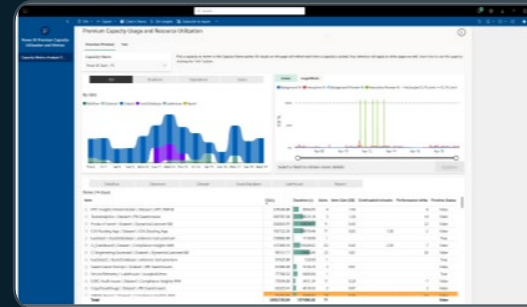
Tenant-wide and granular control in Admin Portal

Fabric admins can manage Fabric in one central location with **fine-grained control** while also gain **end-to-end visibility** with tenant-wide reports.



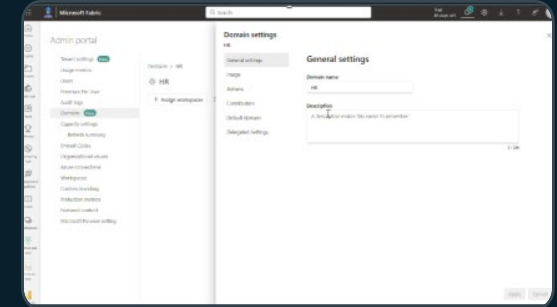
Tenant metadata scanning

Easily extract information incl. inventory, item metadata & lineage for all items across Fabric, and **connect** to 3rd party or homegrown tools.



Manage capacities

Manage multiple capacities, each with a **distinct pool of resources** to manage cost at a granular level and get **visibility** into capacity utilization and usage trends.

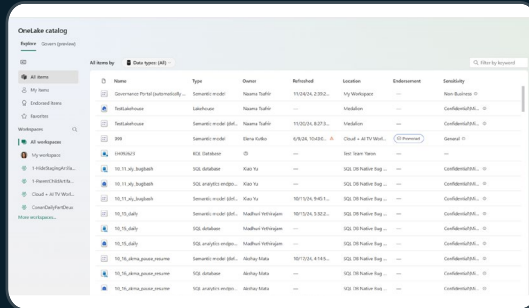


Domains, subdomains, workspaces, & folders

Implement a **data mesh** pattern by grouping your items in **folders and workspaces** and then in **domains** to achieve granular control & optimized consumption.



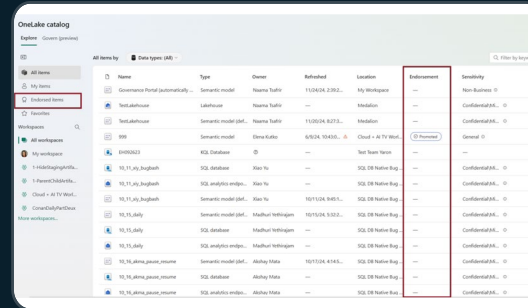
Easily discover, manage, and collaborate on org data



Name	Type	Owner	Refreshed	Location	Endorsement	Sensitivity
Government Portal (automatically...)	Semantic model	Naama Tufan	11/26/24 2:52...	My Workspace	---	Non-Business
TestLabsHouse	Lakehouse	Naama Tufan	---	Validation	---	Confidential
TestLabsHouse	Semantic model (gl...	Naama Tufan	11/26/24 8:27...	Validation	---	Confidential
999	Semantic model	Elana Kufan	6/26/24 10:45...	Cloud - ATTY Work...	---	General
999	SQL database	---	---	Test team Name	---	---
999	SQL analytics engine	Alan Yu	---	SQL DB Native Reg...	---	Confidential
999	Semantic model (gl...	Alan Yu	10/15/24 8:57...	SQL DB Native Reg...	---	Confidential
999	SQL database	Michael Weinberg	10/15/24 3:52...	SQL DB Native Reg...	---	Confidential
999	SQL database	Michael Weinberg	---	SQL DB Native Reg...	---	Confidential
999	SQL analytics engine	Michael Weinberg	---	SQL DB Native Reg...	---	Confidential
999	Semantic model (gl...	Michael Weinberg	10/15/24 8:57...	SQL DB Native Reg...	---	Confidential
999	SQL database	Michael Weinberg	---	SQL DB Native Reg...	---	Confidential
999	SQL analytics engine	Michael Weinberg	---	SQL DB Native Reg...	---	Confidential
999	Semantic model (gl...	Michael Weinberg	---	SQL DB Native Reg...	---	Confidential
999	SQL database	Michael Weinberg	---	SQL DB Native Reg...	---	Confidential
999	SQL analytics engine	Michael Weinberg	---	SQL DB Native Reg...	---	Confidential

OneLake catalog

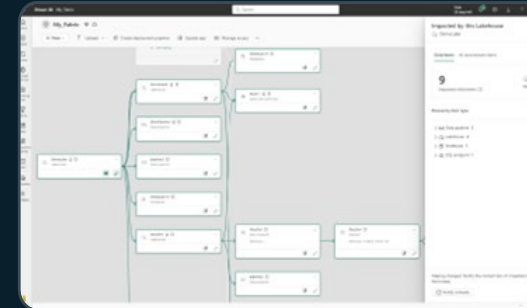
Centrally Find, explore, and use relevant Fabric data items in your organization. Data hub Pervasive across Fabric as well as in Teams, Excel and more.



Name	Type	Owner	Refreshed	Location	Endorsement	Sensitivity
Government Portal (automatically...)	Semantic model	Naama Tufan	11/26/24 2:52...	My Workspace	---	Non-Business
TestLabsHouse	Lakehouse	Naama Tufan	---	Validation	---	Confidential
TestLabsHouse	Semantic model (gl...	Naama Tufan	11/26/24 8:27...	Validation	---	Confidential
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999	SQL analytics engine	Michael Weinberg	---	SQL DB Native Reg...	---	Confidential
999	Semantic model (gl...	Michael Weinberg	10/15/24 8:57...	SQL DB Native Reg...	---	Confidential
999	SQL database	Michael Weinberg	---	SQL DB Native Reg...	---	Confidential
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999	SQL database	Michael Weinberg	---	SQL DB Native Reg...	---	Confidential
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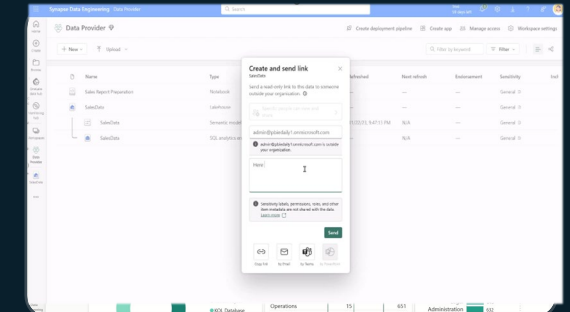
Endorsements & tags

Endorse trusted high-quality items in Fabric and apply relevant tags to create curated sources of truth and increase discoverability and reuse.



Lineage & impact analysis

Track data lineage of your analytical projects to see how data flows through items and perform impact analysis to assess impact of changes.



External data sharing

Share data and assets with external organizations from OneLake storage locations without copying the data.



Power BI

OneLake catalog

125

Home

Copilot

Create

Browse

OneLake

Apps

Metrics

Monitor

Deployment pipelines

Learn

Real-Time

Functions hub

Workspaces

My workspace

OneLake catalog

All domains

Explore

Govern

All items by

Data types: (All)

Tags (preview)

Filter by keyword

All items

My items

Endorsed items

Favorites

Workspaces

All workspaces

My workspace

Events

HR Data

HR With Employees...

IgniteCatalogDemo

More workspaces...

	Name	Type	Owner	Refreshed	Location	Endorsement	Sensitivity
	Store Sales	Semantic model	Fabric Admin	5/29/24, 10:04:36 AM	My Workspace	—	—
	SalesBooster	Semantic model (default)	Fabric Admin	8/5/24, 4:24:12 PM	IgniteCatalogDemo	Master data	Confidential\Anyone (unr... ⓘ
	SalesBooster	Warehouse	Fabric Admin	—	IgniteCatalogDemo	Certified	Confidential\Anyone (unr... ⓘ
	SalesLakehouse	Lakehouse	Mona Kane	—	IgniteCatalogDemo	Master data	General\Anyone (unrestri... ⓘ
	audit	Semantic model (default)	Fabric Admin	10/7/24, 11:58:09 PM	sathya_audit_ws	—	General\Anyone (unrestri... ⓘ
	SalesRecords	KQL Database	ⓘ	—	IgniteCatalogDemo	—	Confidential\Anyone (unr... ⓘ
	StoreSales	Semantic model	Fabric Admin	11/1/24, 11:26:14 AM	IgniteDemo2024	Master data	General\All Employees (u... ⓘ
	SalesRegionsS...	Semantic model	Mona Kane	9/19/24, 11:33:43 AM	IgniteCatalogDemo	—	Public ⓘ
	Finance Goals ...	Semantic model	Fabric Admin	9/17/24, 5:30:49 PM	Europe Finance	—	Personal ⓘ
	DataflowsStaging...	Warehouse	Fabric Admin	—	IgniteDemo2024	—	General\Anyone (unrestri... ⓘ
	DataflowsStaging...	Semantic model (default)	Fabric Admin	11/2/24, 10:01:29 AM	IgniteDemo2024	—	General\Anyone (unrestri... ⓘ
	DataflowsStaging...	Semantic model (default)	Fabric Admin	11/2/24, 10:01:27 AM	IgniteDemo2024	—	General\Anyone (unrestri... ⓘ
	AllPurchasesThrou...	Semantic model	Fabric Admin	9/18/24, 9:45:52 PM	!Announcements	—	General\All Employees (u... ⓘ
	SalesByRegionsBa...	Semantic model	Fabric Admin	10/31/24, 7:53:59 PM	My Workspace	—	Confidential\All Employees ⓘ
	Governance Portal...	Semantic model	Fabric Admin	11/2/24, 8:50:31 AM	My Workspace	—	General\Anyone (unrestri... ⓘ
	RetailRadar	Semantic model	Fabric Admin	10/16/24, 7:33:02 PM	IgniteDemo2024	—	Confidential\Anyone (unr... ⓘ
	AmazonPurchases...	Semantic model	Fabric Admin	11/1/24, 6:09:31 PM	sri111	—	Personal ⓘ

Power BI

THANK YOU!

**Microsoft Customer
Connection Program**



**Microsoft Purview
MS Learn Documentation**



**Try Purview
Unified Catalog**



**Microsoft Purview Partner
Training Resources**



**Try Microsoft
Fabric**



**Try Purview
Data Security**



Fabric and Purview resources available



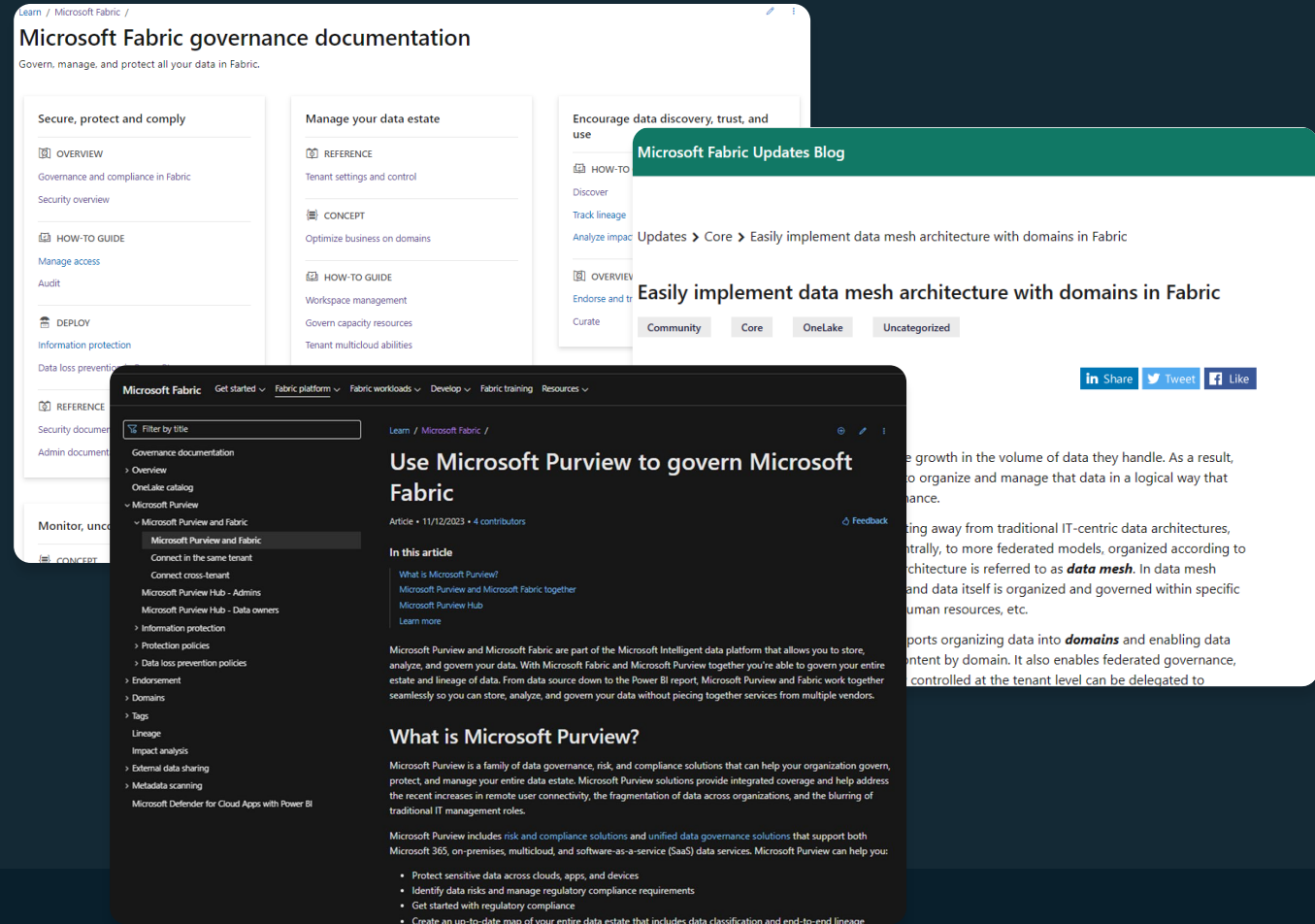
Microsoft Learn Documentation:

- [Use Microsoft Purview to govern Microsoft Fabric](#)
- [Governance and compliance in Microsoft Fabric](#)
- [Security in Microsoft Fabric](#)
- [Administration overview in Microsoft Fabric](#)



Blogs:

- [Exploring the Relationship Between Fabric and Microsoft Purview: What You Need to Know](#)
- [Introducing the new OneLake catalog: Your central hub for discovery, management, and governance](#)
- [Easily implement data mesh architecture with domains in Fabric](#)
- [Introducing modern data governance for the era of AI | Microsoft Azure Blog](#)



Purview data governance : click-through demos



Click-through demos:

- Overview - <https://purviewdatagovernance.storylane.io/share/kfdnjhua9hlh>
- Set up roles and permissions <https://purviewdatagovernance.storylane.io/share/dwugjygd0zi>
- Set up governance domains- <https://purviewdatagovernance.storylane.io/share/ymmxfeakupij>
- Set up and register your data- <https://purviewdatagovernance.storylane.io/share/8ubzzhh1npwl>
- Publish data products- <https://purviewdatagovernance.storylane.io/share/7xjutjocwcyz>
- Set up data quality- <https://purviewdatagovernance.storylane.io/share/3ltoiwe8eiev>
- Manage data health - <https://purviewdatagovernance.storylane.io/share/qqysnfkfarvd>
- Democratize data - <https://purviewdatagovernance.storylane.io/share/asstzxddztgf>

Purview Data Security, risk & compliance resources available



Microsoft Learn Documentation:

[Microsoft 365 Copilot blueprint for oversharing | Microsoft Learn](#)

[Secure AI: Purview for M365 Copilot Training & Resources](#)

[Supported AI sites by Microsoft Purview for data security and compliance protections | Microsoft Learn](#)

[Help dynamically mitigate risks with Adaptive Protection | Microsoft Learn](#)

[Learn about Data Security Posture Management \(preview\) | Microsoft Learn](#)

[Learn about data loss prevention | Microsoft Learn](#)

[Insider risk management | Microsoft Learn](#)

[Microsoft Purview Information Protection | Microsoft Learn](#)



Next Episode on April 4th customizing AI for Advanced Solutions

- Intro to developing customized AI apps on Azure: Overview of the full-code options
- Quick Intro to Azure AI Foundry and Demo
- Considerations around Deployment Options, Model Availability and Data Privacy

Thank You

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