

# Comment gouverner vos données à l'ère de l'IA *avec Microsoft Purview?*

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#BITF25

BITF

# Agenda.



# Contexte actuel.

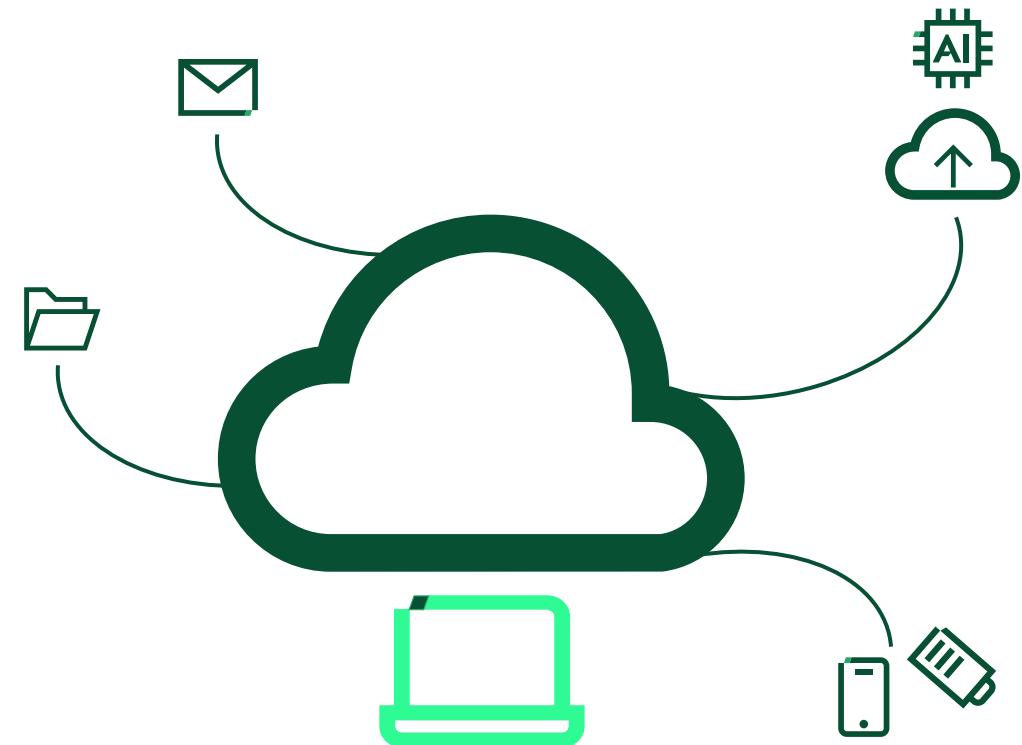


# Il n'y a plus de frontière.

Loin d'être **confinées** les données sont **dématerielisées**.

Le **travail hybride** :

- **Multiplie** les points d'accès
- Ignore les **défenses périphériques**
- Rend difficile **l'identification** des données
- **Complexifie** les mesures de sécurité à mettre en œuvre



# Manque de visibilité des données.

Cette dématérialisation provoque :

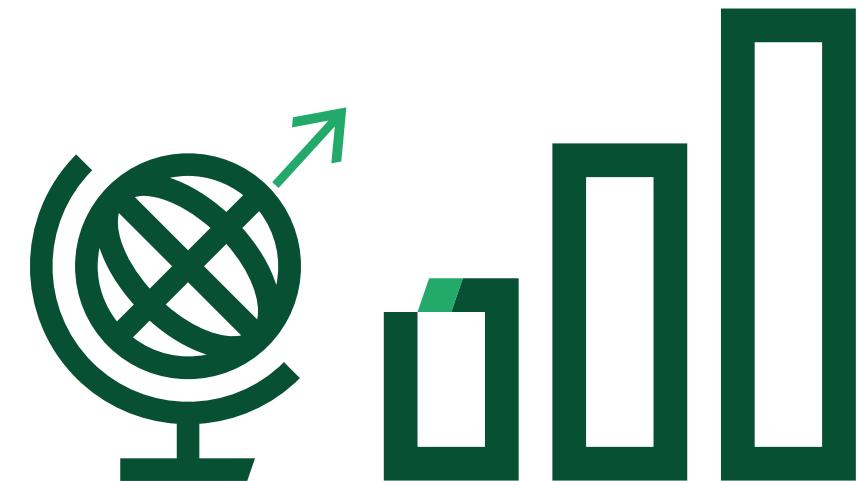
- Une multiplication
- Un partage excessif
- Une méconnaissance
- Des données obsolètes



# Accroissement de la donnée.

La facilité d'accès aux données et aux IA déclenche :

- Une **sur création**
- Une **non régulation**
- Une difficulté **de gouvernance**



# Accroissement de la donnée.

La facilité d'accès aux données et aux IA déclenche :

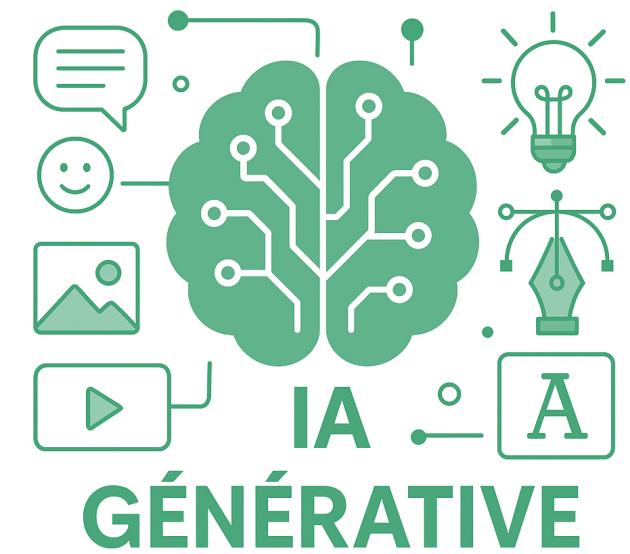
- Une **sur création**
- Une **non régulation**
- Une difficulté **de gouvernance**



# QUID de l'IA générative ?

L'**adoption accélérée et le déploiement des d'IA** accroissent significativement les risques mentionnés.

Le manque de **régulation** et de contrôle qui inclus une **perte des données** dans le domaine public



# Scénario possible de perte de données avec l'IA.

Un document est créé sans restriction d'accès le rend accessible aux utilisateurs via Copilot.



**Surexposition des données par négligence**

Un utilisateur exploite l'IA générative pour accéder à des informations confidentielles et les divulgue publiquement à des fins personnelles.



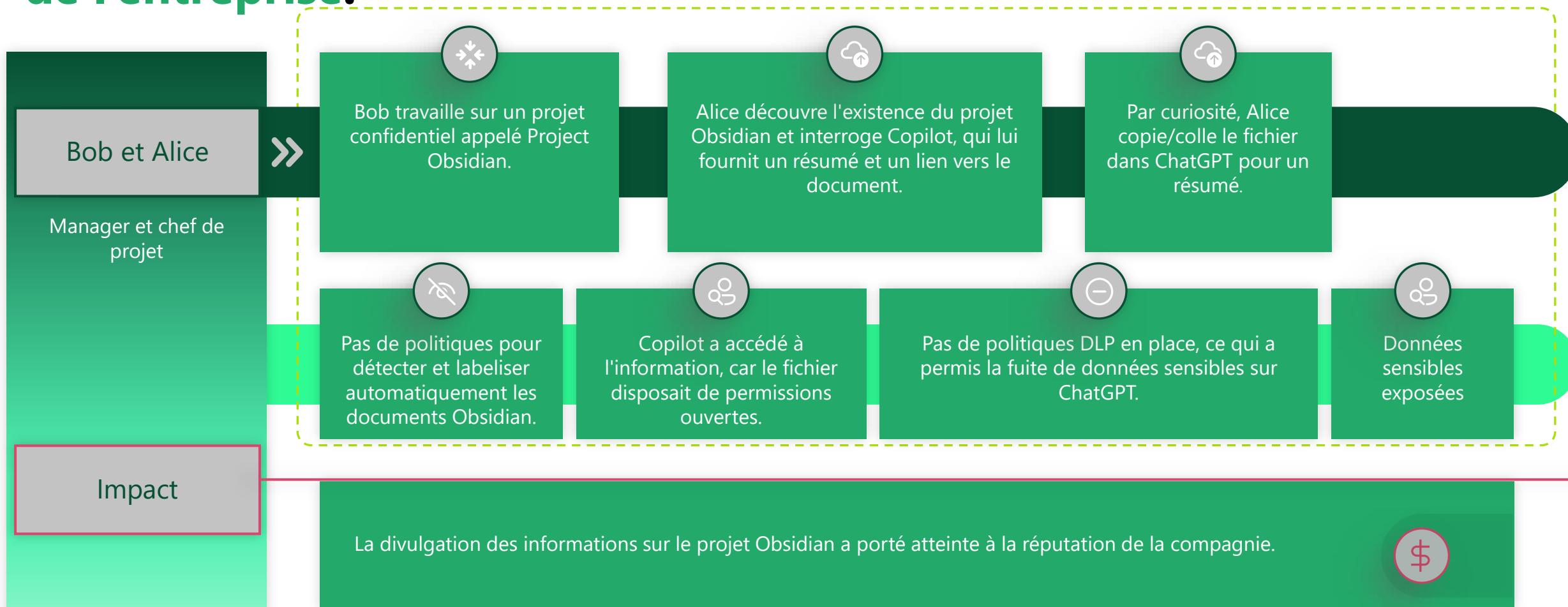
**Fuite de données par mécontentement**

Un utilisateur divulgue par erreur des données sensibles dans une application d'IA générative grand public.



**Fuite de données par négligence**

# Des comportements négligents exposent les données sensibles de l'entreprise.

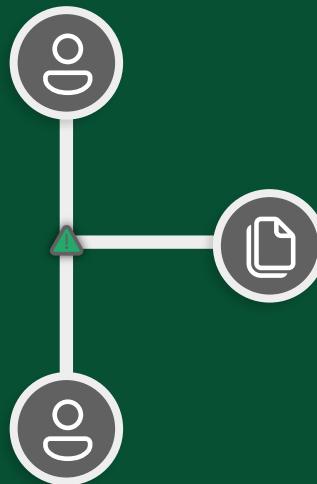


# **Enjeux et objectifs.**

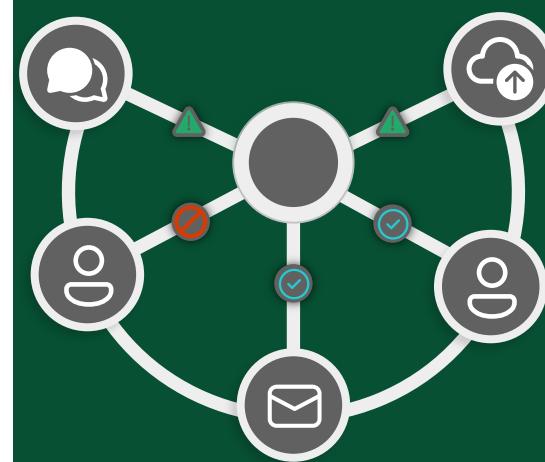


# Sécurisez vos données – comment faire.

**Révélez les menaces** qui pèsent sur vos données, peu importe où elles résident ou circulent.



**Empêchez les pertes et protéger** toutes vos données, où qu'elles se trouvent.

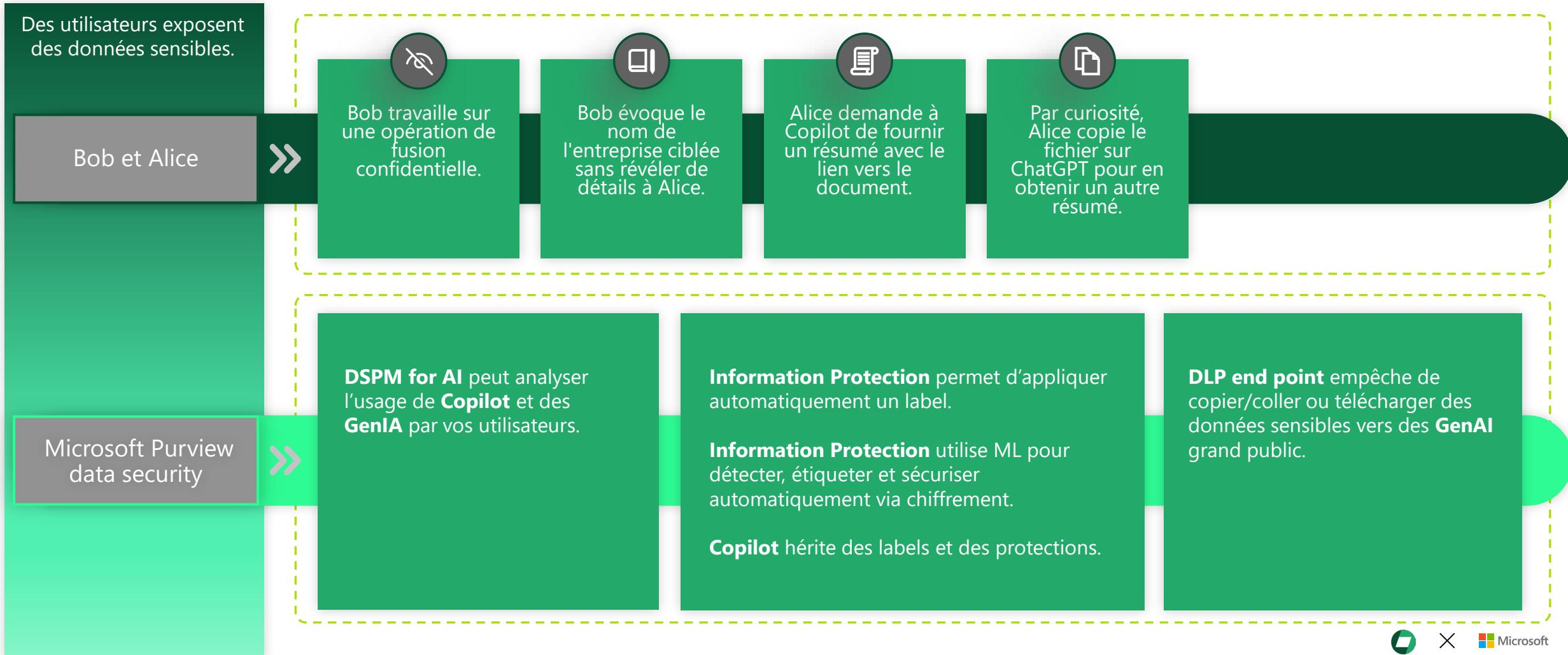


**Analysez et traitez** rapidement les **incidents** de sécurité de vos données.



**Conciliez sécurité des données et productivité**

# L'entreprise aurait pu se prémunir de la perte de données.



# Démo MS Pureview pour l'IA.





## Proj. Obsidian

Private group | Confidential \ Internal only 17 Not following 3 members

Home

[+ New](#) [Upload](#) [Edit in grid view](#) [Sync](#) [Add shortcut to OneDrive](#) [Classify and extract](#) [Pin to Quick access](#) [Export to Excel](#) [Automate](#) [Integrate](#) ...[All Documents](#)

Conversations

Documents

Shared with us

Notebook

Pages

Project Obsidian docu...

Site contents

Recycle bin

Edit

## Add real-time chat

Add Microsoft Teams to collaborate in real-time and share resources across Microsoft 365 with your team.

[Add Microsoft Teams](#)[Return to classic SharePoint](#)

## Project Obsidian document library

[Name](#) [Modified](#) [Modified By](#)[Sensitivity](#)[+ Add column](#)

Project Obsidian Financials.xlsx June 5 Mona Kane

Project Obsidian management 1-pager.pdf April 16 Daisy Philips

Project Obsidian strategic plan.docx February 21 Henry Brill

Confidential - Internal

Confidential - Internal

Confidential - Internal



M365 Chat

what is Project Obsidian about...

New chat

...

Copilot chats and more

November 8, 2023 at 02:42 PM

what is Project Obsidian about?

I'm sorry, but I couldn't find any specific information about Project Obsidian in my search results. Could you provide more context or details about the project so I can better assist you?

Copy

● 1/30 AI-generated content may be incorrect

Who is the project lead?

What is the goal of the project?

Can you help me with something else?



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



- Name
- Admin units
- Locations
- Advanced DLP rules
- Policy mode
- Finish

## Edit rule

Use actions to protect content when the conditions are met.

### Audit or restrict activities on devices

When specific activities are detected on devices with protected files containing sensitive information, you can choose whether to only audit the activity, block it entirely, or block it and allow users to override the restriction.

[Learn more restricting device activity](#)

#### Service domain and browser activities

Detects when protected files are blocked or allowed to be uploaded to cloud service domains based on the 'Allow/Block cloud service domains' list in endpoint DLP settings.

Upload to a restricted cloud service domain or access from an unallowed browsers



Audit only

Choose different restrictions for sensitive service domains

Paste to supported browsers



Block

Audit only

Block with overr...

Block

Sensitive service domain group restriction(s) configured. [Edit](#)

#### File activities for all apps

Decide whether to apply restrictions for file related activity. Unless you choose different restrictions for restricted apps or app groups below, any restrictions you choose here will be enforced for all apps.

Don't restrict file activity

Apply restrictions to specific activity

When the activities below are detected on devices for supported files containing sensitive info that matches this policy's conditions, you can choose to audit the activity, block it entirely, or block it but allow users to override the restriction

Copy to clipboard



Block

Choose different copy to clipboard restrictions

Copy to a removable USB device



Block

Choose different removable USB device restrictions

Copy to a network share



Block

Save

Cancel

AutoSave Off Document1 - Word Confidential

Alex Wilber AW

File Home Insert Draw Design Layout References Mailings Review View Help

Comments Editing Share

Paste Font Paragraph Styles Voice Add-ins Editor Copilot

POLICY TIP Your organization automatically applied the sensitivity: Confidential\Project Obsidian. OK

# FAQ for Project Obsidian

A brief guide to the features and benefits of the project

## What is Project Obsidian?

Project Obsidian is a platform that allows users to create, share and monetize interactive stories using natural language processing and artificial intelligence. Users can write stories in plain English and the platform will generate rich media content such as images, sounds and animations to enhance the storytelling experience.

## Who can use Project Obsidian?

Anyone who loves storytelling and wants to express their creativity can use Project Obsidian. Whether you are a professional writer, a hobbyist, a student, a teacher, or just someone who enjoys reading and writing stories, you can find something for you on Project Obsidian. You can also collaborate with other users and join communities based on your interests and preferences.

## How can I get started with Project Obsidian?

To get started with Project Obsidian, you need to create an account on the platform and choose a subscription plan that suits your needs. You can then access the dashboard where you can create new stories, edit existing ones, browse other stories, and manage your profile and settings. You can also use the tutorials and guides available on the platform to learn how to use the features and tools.

## What are the benefits of using Project Obsidian?

Project Obsidian offers many benefits for users who want to create and enjoy interactive stories. Some of the benefits are:

- You can write stories in natural language without any coding or technical skills.
- You can use the platform's AI to generate content such as images, sounds, and animations based on your story ideas.

ChatGPT

New chat ChatGPT 3.5

Previous 30 Days

Proj. Obsidian: Digitizing Mesopota

How can I help you today?

Recommend a dish to impress a date who's a picky eater

Design a database schema for an online merch store

Give me ideas about how to plan my New Years resoluti...

Write a message that goes with a kitten gif for a friend on a...

Upgrade plan Get GPT-4, DALL-E, and more

AL Alex Weber

Message ChatGPT...

ChatGPT can make mistakes. Consider checking important information.

Microsoft Purview

https://purview.microsoft.com/fabrikam/en-us/

Microsoft Purview Preview

Search

Try the new Microsoft Purview

AI Hub

Analytics

Policies

Alerts

Activity explorer

## AI Hub

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

### Get started

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

### Recommendations

Data Security Investigations

#### Protect sensitive data referenced in Copilot responses

In the last 30 days, 2,932 unprotected files across 12 SharePoint sites were referenced in Copilot responses. Start a data investigation or take steps avoid potential oversharing of sensitive data.

[View details](#)

Unlabeled files in Copilot responses Last 30 days

Unlabeled files **2.9K**  
SharePoint sites with unlabeled files **12**

[View details](#)

New AI regulations

#### Get guided assistance with AI regulations

Stay on track with newly AI, such as ISO 42001 and NIST regulations, we've identified regulations.

[View details](#)

Data security investigations

### Protect sensitive data referenced in Copilot responses

Sensitivity labels help protect files by controlling user access to data. Copilot for Microsoft 365 honors the sensitivity label on files and only shows the user the files they already have access to.

#### Unlabeled files in Copilot prompts

Unlabeled files	Sharepoint sites with unlabeled files
<b>2.9K</b>	<b>30</b>

**Top 5 SharePoint sites with unlabeled files in Copilot prompts**

Site	Count
Site 1	1,983
Site 2	1,538
Site 3	1,303
Site 4	1,303
Site 5	1,303

[View top 25 sites](#)

#### Steps

Set up sensitivity label policies:

- Create labels.** Go to Information Protection -> Labels. Select **Create a label** and follow wizard. Repeat process for multiple labels.
- Deploy label policy.** Go to Information Protection -> Label Policy. Select **Publish label**.
- Manually apply labels.** Get list of files using [PowerShell script](#). Apply sensitivity labels on files using sensitivity label button in apps by opening in app or apply label at scale using PowerShell.
- Create auto-labeling policy.** Go to Information Protection -> Auto-labeling and select **Create auto-labeling policy**.

Microsoft Purview

https://purview.microsoft.com/fabrikam/en-us/

Microsoft Purview Preview

Search

Try the new Microsoft Purview

AI data analytics

### Total interactions over time (Copilot)

▲ Up 20% in the last 30 days

This line chart tracks the total number of interactions with Copilot for Microsoft 365 from September 1st to September 6th, 2023. The y-axis represents the count of interactions, ranging from 0 to 5,000. The x-axis shows dates from 09/01/2023 to 09/06/2023. The data series shows a steady increase from approximately 500 interactions on 09/01/2023 to about 3,300 interactions on 09/06/2023.

Date	Interactions
09/01/2023	500
09/02/2023	200
09/03/2023	1000
09/04/2023	3000
09/05/2023	2800
09/06/2023	3300

Copilot for Microsoft 365

[View details](#)

### Total interactions over time (Other generative AI apps)

▲ Up 14% in the last 30 days

This line chart compares the total interactions over time for three other generative AI apps: Google Gemini (purple), Open AI ChatGPT (orange), and Copilot for Bing (yellow). The y-axis represents the count of interactions, ranging from 0 to 5,000. The x-axis shows dates from September 1st to September 7th, 2023. Open AI ChatGPT shows the highest volume, peaking at approximately 4,000 interactions on 09/05/2023. Copilot for Bing follows, reaching about 4,200 interactions on 09/07/2023. Google Gemini has the lowest volume, starting at around 200 interactions on 09/01/2023 and rising to approximately 2,500 interactions by 09/07/2023.

Date	Google Gemini	Open AI ChatGPT	Copilot for Bing
09/01/2023	200	2800	2000
09/02/2023	100	4000	3000
09/03/2023	500	3800	2200
09/04/2023	1500	2000	3800
09/05/2023	3500	3200	4200
09/06/2023	2200	2800	3800
09/07/2023	2500	2000	4200

Google Gemini    Open AI ChatGPT    Copilot for Bing

[View details](#)

### Top unethical use in AI interactions

Unsafe or inappropriate interactions with Copilot for Microsoft 365

#### Copilot for Word

This horizontal bar chart lists the top five unethical uses in AI interactions for Copilot for Word. The y-axis represents the count of interactions, ranging from 0 to 5,000. The x-axis lists the categories: Targeted harassment, Threat, Money laundering, Stock manipulation, and Unauthorized disclosure. The total count for Copilot for Word is 20,054.

Category	Count
Targeted harassment	1000
Threat	1000
Money laundering	1000
Stock manipulation	1000
Unauthorized disclosure	1000
Total	20054

Targeted harassment    Threat    Money laundering    Stock manipulation    Unauthorized disclosure

[View details](#)

### Total visits (Other generative AI apps)

▲ Up 14% in the last 30 days

This line chart tracks the total number of visits to other generative AI apps from September 1st to September 7th, 2023. The y-axis represents the count of visits, ranging from 0 to 5,000. The x-axis shows dates from 09/01/2023 to 09/07/2023. The data series shows a general upward trend, starting at approximately 500 visits on 09/01/2023 and reaching about 2,500 visits by 09/07/2023.

Date	Visits
09/01/2023	500
09/02/2023	100
09/03/2023	500
09/04/2023	1800
09/05/2023	1000
09/06/2023	2000
09/07/2023	2500

Browsing activity for other generative AI apps

[View details](#)

### Sensitive interactions per app

Microsoft Purview

https://purview.microsoft.com/fabrikam/en-us/

Try the new Microsoft Purview

AI data analytics

Total interactions over 30 days

▲ Up 20% in the last 30 days

5000  
4000  
3000  
2000  
1000  
0

09/01/2023

Copilot for Microsoft 365

View details

44.2K

Credit card numbers U.S. SSN Physical address Bank account ABA routing numbers

View details

Top unethical use in AI

Unsafe or inappropriate i

Copilot for Word

Copilot for Excel

Copilot for PowerPoint

Copilot for Teams

Targeted harassment

View details

Insider risk severity

Total number of people in your org using generative AI apps, grouped by insider risk level

Microsoft Copilot experiences

Generative AI apps

7.1K 15.3K

High insider risk Medium insider risk Low insider risk No risk

View details

Sensitive interactions per app

Sensitive information types shared with Copilot and other generative AI apps

Google Bard

ChatGPT

Copilot for Bing

Copilot for Microsoft 365

Source code Sabotage Social security numbers Credit cards ABA routing numbers

View details

Insider risk severity per app

People in your org using generative AI apps, grouped by insider risk level

Google Bard

ChatGPT

Copilot for Bing

Copilot for Microsoft 365

High insider risk Medium insider risk Low insider risk No risk

View details

Microsoft

Microsoft Purview

https://purview.microsoft.com/fabrikam/en-us/

Try the new Microsoft Purview

AI Hub

Analytics

Policies

Alerts

Activity explorer

## Policies

AI Hub policies use Microsoft Purview solutions to discover and safeguard AI activity across your organization. [Learn more about policies](#)

### Recommendations

**Data security**

#### Fortify your data security for AI

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

[Get started](#)

**Completed**

#### Control unethical behavior in AI

Policy created.  
Name: AI hub - Unethical behavior in Copilot

**Next steps:**

- View policy settings and make changes, if needed.
- Check policy for matches and items pending review. It might take up to 1 hour for policy to start detecting activity.

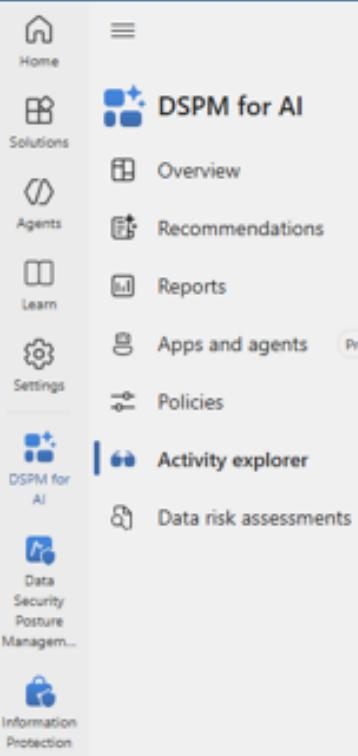
[View summary](#)

**Top 3 unethical instances found Last 30 days**

Threat	Value
Threat	100
Corporate Sabotage	100
Discrimination	100

### Policies

Category	Status	Type	Count	Last Update	Owner
Data Loss Prevention	Testing	Data Loss Prevention	0	March 9, 2024	Dean Renzo
	On	Data Loss Prevention	0	March 9, 2024	Dean Renzo
Insider Risk Management	On	Insider Risk Management	0	March 9, 2024	Dean Renzo
	On	Communication Compliance	0	March 9, 2024	Dean Renzo
Communication Compliance	On	Communication Compliance	0	March 9, 2024	Dean Renzo



[Export selected item](#) Refresh

---

Activity type	User	User risk level	Timestamp (UTC)	AI app category	Ap
<input type="checkbox"/>	Sensitive info types	[REDACTED]	None	2025 6	Copilot experienc...
<input type="checkbox"/>	Sensitive info types	[REDACTED]	2025 7	Copilot experienc...	
<input type="checkbox"/>	Sensitive info types	[REDACTED]	2025 3	Copilot experienc...	
<input type="checkbox"/>	Sensitive info types	[REDACTED]	2025 9	Copilot experienc...	
<input type="checkbox"/>	Sensitive info types	[REDACTED]	2025 7	Copilot experienc...	
<input type="checkbox"/>	Sensitive info types	[REDACTED]	2025 3	Copilot experienc...	
<input type="checkbox"/>	Sensitive info types	[REDACTED]	2025 3	Copilot experienc...	
<input type="checkbox"/>	Sensitive info types	[REDACTED]	2025 1	Copilot experienc...	
<input type="checkbox"/>	Sensitive info types	[REDACTED]	2025 1	Copilot experienc...	
<input type="checkbox"/>	Sensitive info types	[REDACTED]	2025 3	Copilot experienc...	
<input type="checkbox"/>	Sensitive info types	[REDACTED]	2025 7	Copilot experienc...	

### Interaction

## Activity details

Activity type: [REDACTED] Interaction  
Timestamp: [REDACTED] 2025-04-14

Activity Record ID  
COPilot Interaction [REDACTED]

### User details

User risk  
None

## Department

## Custom Service

[View more user details in insider risk management](#) □

## App details

App category: App accessed in Teams

## Plugins or extensions

Name	ID	Version
builtin	BingWebSearch	1.0.0.0

## Interaction details

- You can view prompts and responses with your Microsoft Purview Content Explorer Content Viewer role. Learn more about permissions for DSPM for AI

prompt

Digitized by srujanika@gmail.com

### response

# Notre approche d'accompagnement projet.

**Info:** Des accélérateurs financés par Microsoft existent.

# Notre accompagnement pour votre projet.

**Valider l'adéquation de la solution avec les enjeux de conformité, de sécurité et de gestion de l'information.**

Cadrer les besoins et définir une gouvernance



Identifier et classifier les données sensibles



Appliquer des mesures de protection adaptées



Mettre en place les règles DLP



Gérer le cycle de vie, la conformité, l'auditabilité des incidents

# Cadrez vos besoins et définissez une gouvernance.

## Cycle de vie de vos données

## Services

## Protection de vos données

Prioriser les cas d'usages de la plateforme

Définir les règles d'échanges entre les services M365

Spécifier les règles de partage externe

Préciser le périmètre d'usages des services

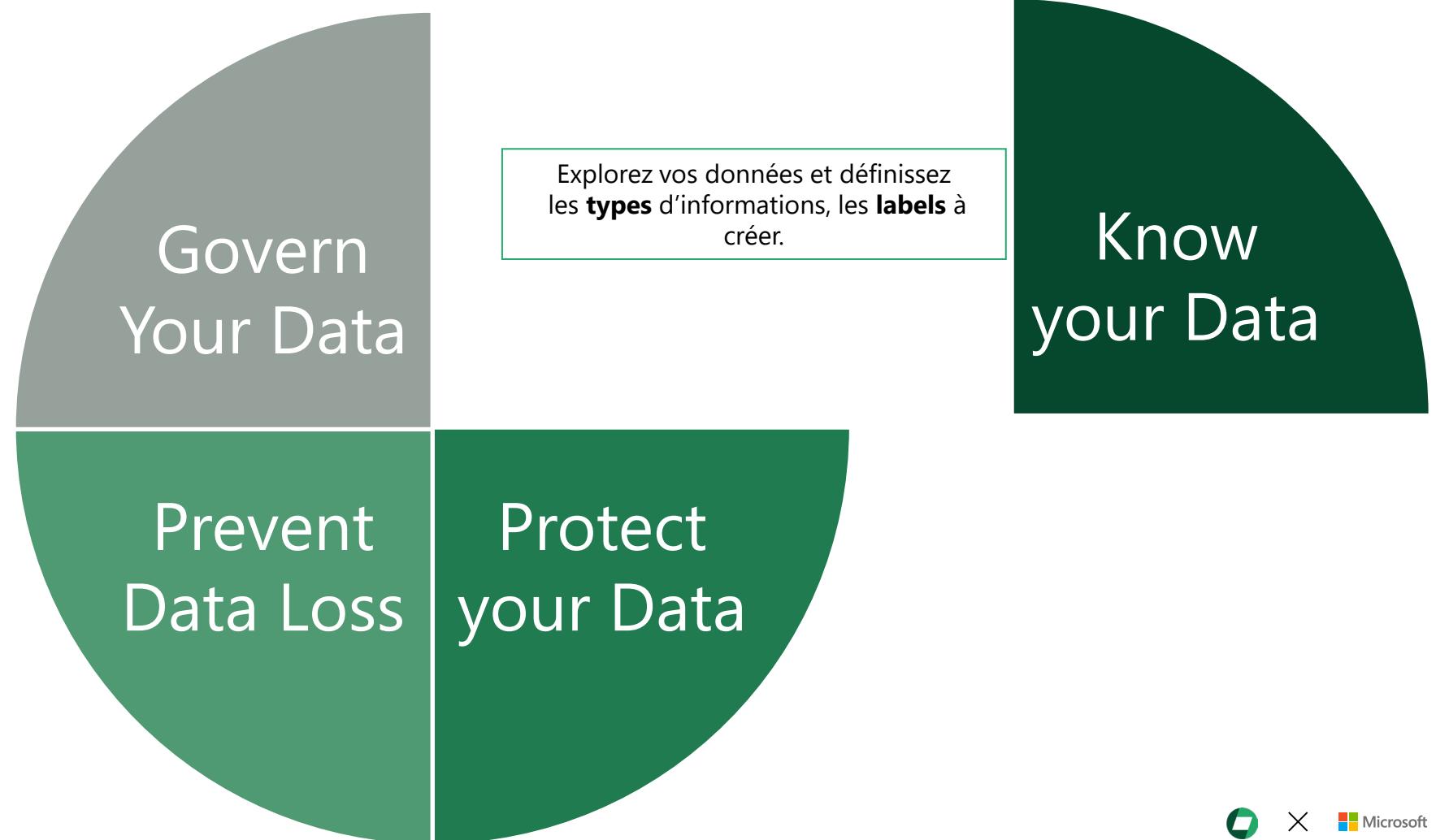
Fixer les règles de sécurité des services

Déterminer les règles de protection de la donnée

Identifier les risques internes et externes

Auditer et surveiller vos données soumises à la conformité légale

# Identifiez, classifiez et cartographiez vos données sensibles.



# Appliquez des mesures de protection adaptées à vos données sensibles.



Explorez vos données et définissez les **types** d'informations, les **labels** à créer.

Mettez en place une politique de labélisation, les règles de protection et le chiffrement.



# Prévenez les fuites de vos données sensibles en interne et en externe.

## Prevent Data Loss

Empêchez vos données sensibles d'être exposées accidentellement ou mal utilisées.

## Govern Your Data

Explorez les données et définissez les **types** d'informations, les **labels** à créer.

## Know your Data

Mettez en place une politique de labélisation, les règles de protection et le chiffrement.

## Protect your Data

# Gérez le cycle de vie, la conformité et l'auditabilité des incidents.



Mettet en place le **cycle de vie** de votre donnée, sa conservation et sa conformité.

Explorez les données et définissez les **types** d'informations, les **labels** à créer.



Empêchez vos données sensibles d'être exposées accidentellement ou mal utilisées.

Mettez en place une politique de labélisation, les règles de protection et le chiffrement.



Notre **stratégie**  
d'accompagnement **ciblée**  
sur **votre contexte.**

# Nous adoptons notre accompagnement à votre contexte.

## Scénario 1

Données majoritairement dans Microsoft 365 / Cloud Azure

Exploitez les fonctionnalités natives de Microsoft Purview dans l'environnement Microsoft 365.

## Scénario 2

Environnement hybride  
(Cloud + On-premises)

Unifiez la gouvernance et la protection entre données Cloud et locales.

## Scénario 3

Données 100% on-premises  
(Sans M365 ou cloud limité)

Amorcez la gouvernance des données avec des outils adaptés et préparez une montée en maturité.

# Merci!

Des questions ? Contactez-nous :  
***it-forum.ch@bechtle.com***

