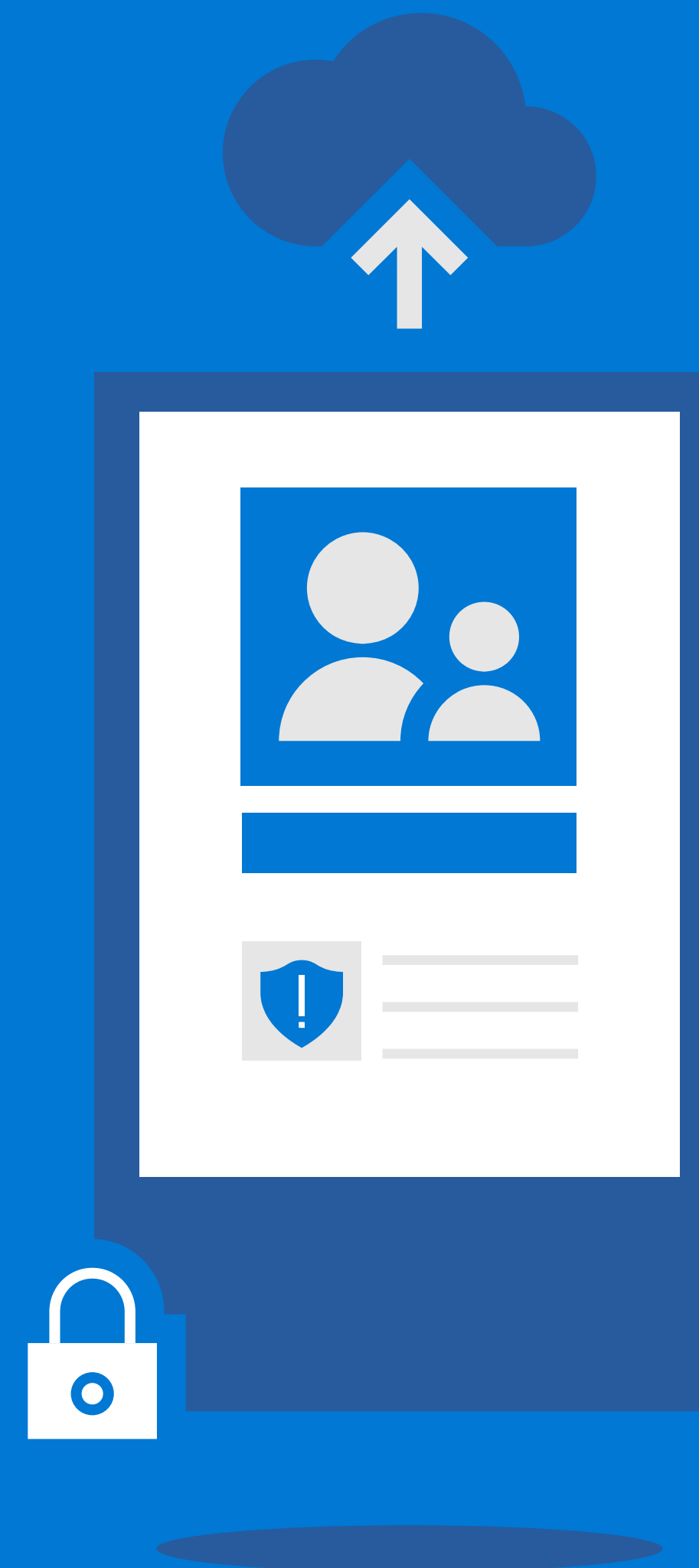


# Safeguarding digital privacy:

5 ways to increase trust and empower people



# The power of trust

The digital revolution is only possible if people trust technology



Digital technology is transforming our lives, making us more connected, informed, and productive. This transformation is powered by data: vast amounts of information that drives insights and personalized experiences. However, this revolution can only succeed if people trust technology and know that sensitive information about them will be protected, respected, and maintained.

At Microsoft, we believe that privacy is a fundamental human right. What's more, we believe the world is better when privacy is protected and when people have confidence their data is safe. Trust is central to our core mission of empowering individuals and organizations to achieve more.

We partner closely with customers, providing tools, technologies, and information to help you protect information and make the most of digital transformation. Let's look at five ways we can work together to safeguard privacy and create a trusted foundation for success:

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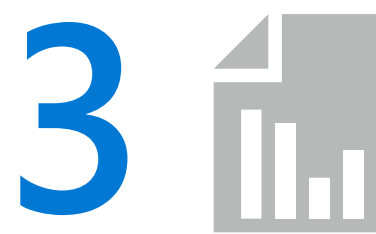
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Embrace regulations  
such as GDPR to  
improve data privacy



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## Microsoft has embraced GDPR from the beginning

Microsoft has been supporting GDPR since it was first discussed in 2012 because we believe it can transform the trust relationship between technology creators and users. In fact, research conducted by Microsoft shows that companies see long-term value in building trust by protecting customer data. Companies also believe these investments will positively impact other areas of their business, such as productivity and collaboration.<sup>1</sup>

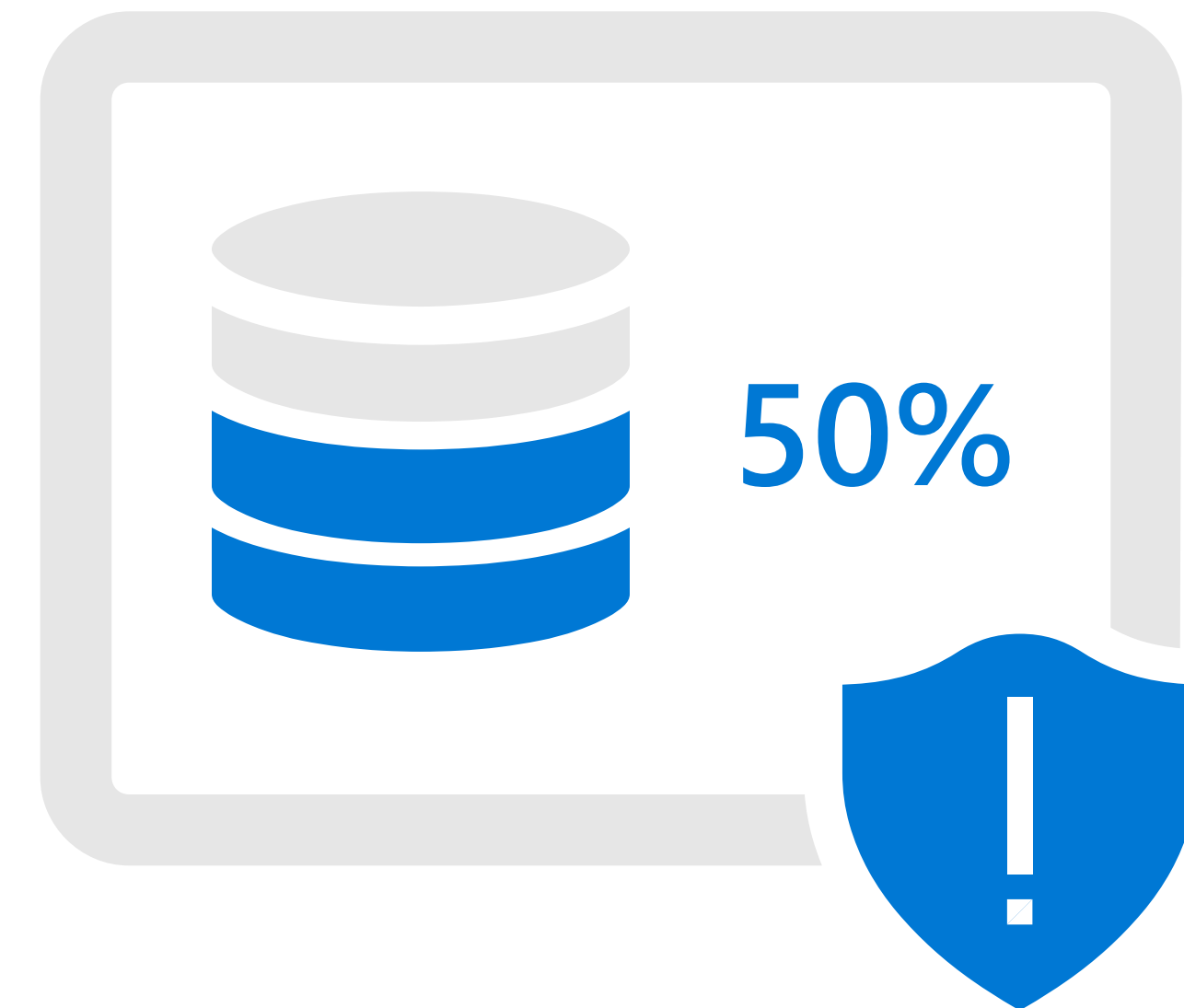


## Protecting data is the #1 mission

Among IT decisionmakers surveyed in Europe and the United States, the most common concern in achieving GDPR compliance was “protecting customer data.” “Avoiding fines” was ranked eighth. Clearly, organizations recognize the inherent value of privacy and regulations that bring the world up to one uniform standard.

## More than 50% see added benefits in compliance

Additionally, more than half of those surveyed expect GDPR compliance to deliver added benefits such as collaboration, productivity, and security.

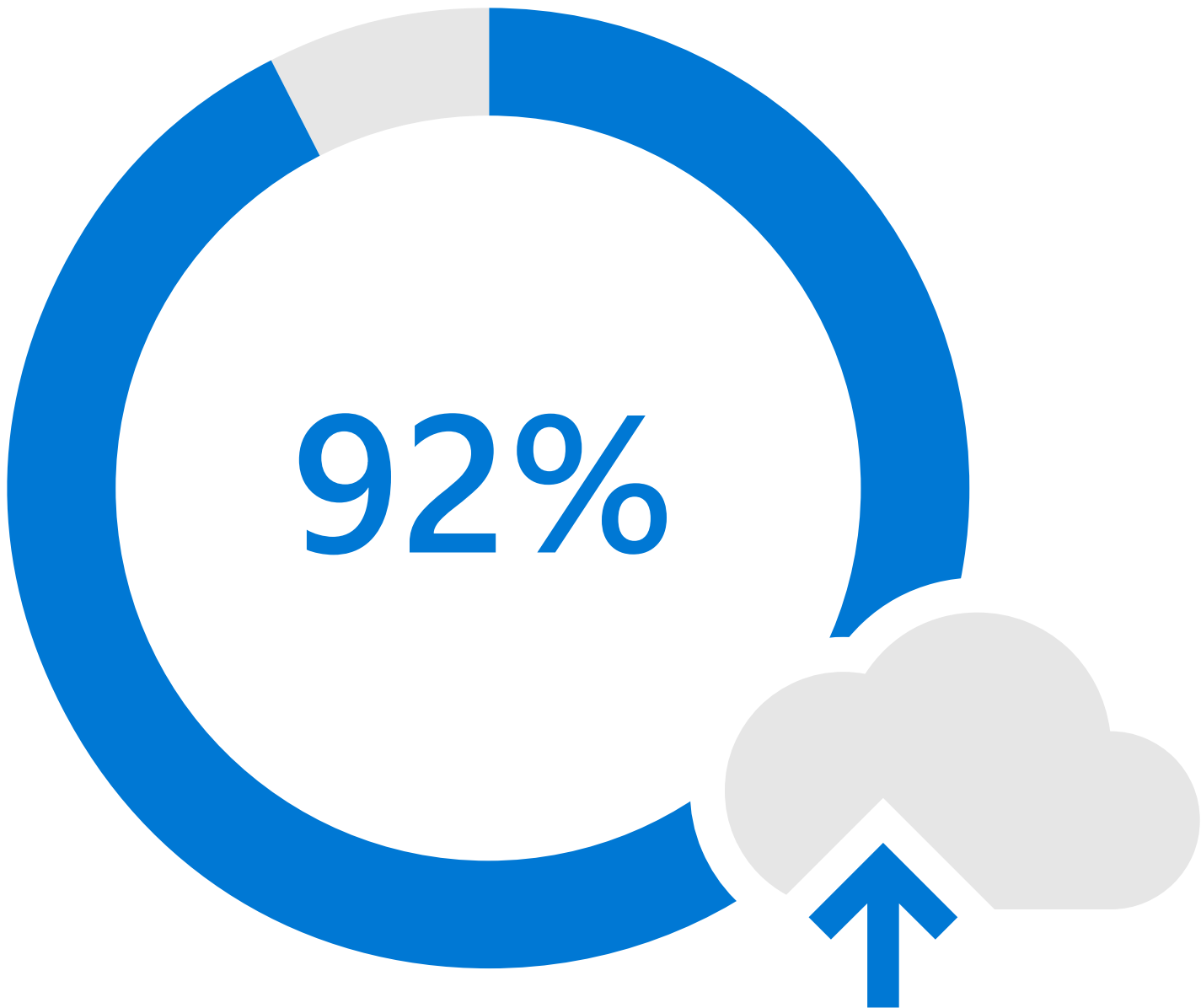


Leverage the  
cloud to simplify  
compliance



92% of businesses with most of their data in the cloud are confident of GDPR compliance

Archiving, auditing, and controlling data are all made easier with the right cloud technology. In fact, cloud solutions are a major reason that businesses see opportunity in compliance. Of the IT decisionmakers we spoke with, 41 percent say they are likely to move more of their company's infrastructure to the cloud to become compliant. Even more significant, 92 percent of IT decisionmakers with cloud as their primary data storage method are confident in their readiness for GDPR, while only 65 percent of those who stored data primarily in on-premises systems express similar confidence.





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Leadership in cloud compliance

Microsoft has always sought to lead in the cloud-compliance space. For example, we were one of the first cloud services providers to adopt the ISO 27018 privacy standard. We have continued to maintain the broadest portfolio of compliance certifications in the industry, along with services that are architected to be secure by design and help protect private data. With the cloud, these are all capabilities you don't have to build and manage internally.

Understand shared  
responsibility for  
data protection



## Compliance is a partnership

Compliance with contemporary privacy regulations is a partnership between you and your cloud-services providers. At Microsoft, we call this partnership “shared responsibility.” Your degree of responsibility for data privacy and security varies depending on how you use cloud services.

## Get the facts

At Microsoft, we provide in-depth documentation of our compliance capabilities mapped to key regulatory requirements, making it easy for you to perform risk assessments and understand how we help keep data private. While the responsibility will always be shared, you can know you are building on a trustworthy, audited platform that is built from the ground up to meet a wide range of compliance needs.

## Know what’s yours

This makes it critical to work with providers that offer sufficient transparency for you to effectively manage your data-privacy obligations. Regulations such as GDPR provide detailed requirements about who is responsible for various aspects of data control, protection, and reporting.



Protect your data and  
respond efficiently





## Understanding is the first step to compliance

To help ensure that your organization is effectively protecting personal data, solutions and processes must enable your organization to discover, classify, protect, and monitor data even after it leaves your organization. Once private data is identified, it must be protected. This requires the ability to control and monitor how information is shared.

## Be ready to respond

A proactive data-governance strategy of classification for personal and sensitive data enables you to respond with precision when you need to find the relevant data to satisfy a regulatory request or requirement, such as a Data Subject Request (DSR) as a part of GDPR.

## Data is the new perimeter

In the collaborative and mobile workplace of today, encryption, rights management, and auditability allow data to be shared and used without incurring unnecessary risk. Leveraging intelligent security that protects against modern cyberattacks is equally important. is responsible for various aspects of data control, protection, and reporting.

Empower  
your people



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## Technology is only part of the solution

In a privacy-aware culture, people are empowered to understand and identify sensitive information and take action to keep it secure. Technology solutions should make it simple for employees to classify data and use it in accordance with governance policies. Automation can help streamline the process and reduce errors, but human judgment will remain important to privacy efforts for the foreseeable future.

## Change management is key

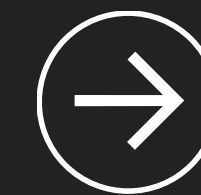
Becoming a trusted organization means educating employees about what privacy means in the context of modern technology and regulations. It can also require operational and personnel changes. As your company's portfolio of projects and strategies evolves, you need a workforce that is prepared to consider privacy protection as an integral part of your success going forward. Microsoft is committed to providing information and tools to help you create a privacy-aware culture.



## How Microsoft can help

Your partner in privacy protection. Working together, we can ensure everyone has technology they can trust so they can focus on creativity, collaboration, and productivity. Using the power of the cloud and intelligent security, you can not only reduce data risk, but get more value from data and build closer relationships with customers.

Microsoft is deeply committed to partnering with you to build new levels of trust and empowerment.



**Learn more about how Microsoft supports privacy and compliance in “Microsoft’s Journey to Compliance”**

<sup>1</sup> All statistics cited in this e-book are from an online survey commissioned by Microsoft and conducted by YouGov PLC from Oct. 31 to Nov. 8, 2017. Sample size: 1,542 IT decision makers.

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