



Information Technology Services

Microsoft Information Protection (MIP) Labels

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Abstract

Using Microsoft Information Protection (MIP) labels is crucial for safeguarding sensitive data within an organization. These labels help classify, label, and protect data based on its sensitivity level, ensuring that only authorized personnel have access to it. By applying labels such as Public, Personal, Sensitive, or Restricted, users can easily identify the appropriate handling and sharing protocols for each document or email. This not only helps in preventing data breaches but also ensures compliance with regulatory requirements, enhancing the overall security posture of the organization.

Label Definitions

Below is the name of each label followed by a description of when each label is to be used, matching the UWG Information Classification standard.

1. **Public:** University information approved for unrestricted public access, posing little to no risk to the institution.
 - Examples: press releases, public websites, marketing materials, event information
2. **Personal:** Identifies content that is outside university business activities.
 - Examples: personal notes & resumes, tax & financial records, family & healthcare records, travel plans & photos
3. **Sensitive:** Information not regulated but could create operational, financial, reputational, or personnel risk if disclosed.
 - Examples: draft budgets, performance reviews, salary data, internal audits, vendor negotiations
4. **Restricted:** University data requiring the highest level of protection.
 - Examples: FERPA / HIPAA / PCI data, Social Security numbers, banking information, research data, authentication credentials

Information Classification Reference

The chart below shows what type of information belongs under each label, for clarification when choosing a label.

UWG INFORMATION CLASSIFICATION

Right Information. Right Protection. Every Time.

Our Information Sensitivity Labels help us protect what matters most.
Use the right label to ensure responsible sharing and safeguard our community.

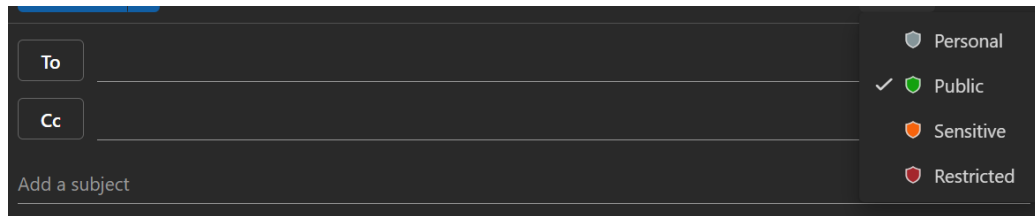
	PUBLIC University information approved for unrestricted public access, posing little to no risk to the institution.	EXAMPLES • Press releases • Public websites • Marketing materials • Event information	
	PERSONAL Identifies content that is outside university business activities.	EXAMPLES • Personal notes & resumes • Tax & financial records • Family & healthcare records • Travel plans & photos	
	SENSITIVE Information not regulated but could create operational, financial, reputational, or personnel risk if disclosed.	EXAMPLES • Draft budgets • Performance reviews • Salary data • Internal audits • Vendor negotiations	
	RESTRICTED University data requiring the highest level of protection.	EXAMPLES • FERPA / HIPAA / PCI data • Social Security numbers • Banking information • Research data • Authentication credentials	
We all play a role in protecting UWG.			
 KNOW the label	 PROTECT the information	 RESPECT our community	
Questions? Contact Information Technology Services.			

Using Labels in Outlook

1. When you click “New Email” at the end of the subject line you will see “No Label”



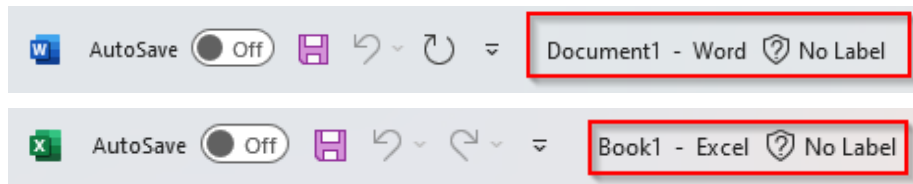
2. When you click on the drop-down arrow, you will see the information protection labels



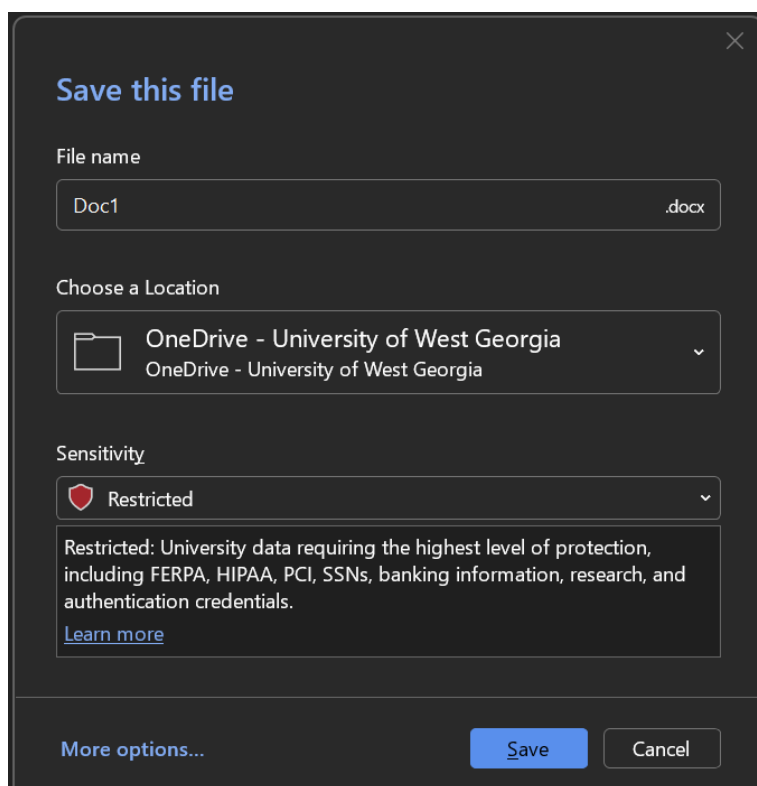
3. Once you have selected the label, a message will appear at the top with a description of how the label is to be used
 - a. If the description does not match your intended audience, simply select another label
 - b. Then proceed to send the email as normal

Using Labels in Microsoft Office

1. When using Microsoft Word, Excel, etc., look at the top of the document and you will see “No Label”, click on “No Label”



2. A box will appear and you will click on the drop-down where it says “No Label”
3. At this time, give your file a name and select where you would like to save the file
4. Select the label you would like to use



5. Once you have selected the label, a message will appear below the label with a description of how the label is to be used
 - a. If the description does not match your intended audience, simply select another label
 - b. Then proceed to save the document as normal