Automating Privacy Operations at Scale
Cloud Innovation and Regulatory Compliance in Azure

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Azure Privacy Strategy & Policy
Microsoft | Cloud + Artificial Intelligence

Azure

Productive
Hybrid
Intelligent
Trusted

Azure for Regulated Industries

The Largest Global Footprint for residency and latency
The only hyper-scale cloud supporting right-to-audit
The broadest and deepest compliance coverage
Designed to exceed regulator requirements
Supports the broadest selection of security tools and features
The Trusted Cloud-Compliance Certifications

Azure has the Deepest and most Comprehensive Compliance Coverage in the Industry

![Compliance Certifications](image)

Prioritizing Privacy

- **Control** – We will not access your content or share it unless permitted by you
- **Data Residency** – We will not replicate or move your data outside the Geo location you choose
- **Security** – We will protect the data you entrust to us through strong security and encryption.
- **No Content Based Targeting** - We will not use your data for advertising or commercial purposes
- **Transparency** - We will be transparent about data collection and use so you can make informed decisions
- **Strong Legal Protection** - We will not disclose your information outside of Microsoft without your consent or when required by law

Privacy at Microsoft

Your data, powering your experiences, controlled by you.

Satya Nadella
CEO

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Evolution of Privacy & Compliance

<table>
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<tr>
<th>Privacy Governance, Risk, Compliance</th>
<th>“Future Proofing”</th>
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<td>Privacy Compliance as a Competitive Advantage</td>
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Realizing Privacy Engineering

- Responsible Use & Artificial Intelligence

Managing highly regulated data in a data-driven context

- Leveraged GDPR to advance technical data governance capabilities
- Technology-focused solutions; adaptable to different regulatory scenarios
- Work with customers to share knowledge

Data Governance: Knowing your data & developing data-driven governance strategies

- Identify Business Objectives and Rules
- Identify Data and Uses supporting Business Objectives
- Technology-focused strategies to integrate data and uses into compliant Cloud usage

Expertise: Identifying skills and personnel for effective transition and long-term management of data in Cloud

- Deep expertise in data governance and technology
- Azure’s privacy program runs at-scale across 1000s of services
- At-scale strategies to automate and manage data-driven privacy operations

Data Protection: Safeguards and security practices to protect your data

- Multiple certifications backstopping data protection practices
- Leveraged GDPR advance data protection and security practices across the board
- Supports 24/7 integrated privacy and security incident response, with 72-hour notification response time
Governance & Risk Management Structure

Policy Definition

Privacy Policy
- Built upon the Microsoft Privacy Standard (corporate privacy policy)
- Online Service Terms
- Microsoft Privacy Statement

Primary Policies & SOPs
- Azure Incident Management
- Privacy Program Guidance & Documentation

Governance and Monitoring

Azure Global Privacy Duties
- Privacy Inquiry Management
- Privacy Reviews
- Privacy Incident Management
- Data Governance
- Continuous Monitoring
- Training & Awareness
- Privacy by Design
- Third Party Data Sharing
- Cookie & Banner Compliance

Adherence to Certifications

Certifications
- ISO/IEC 27001:2013
- ISO 27018 Annex A
- SOC2 Type 2
- &c.

Data Governance - Privacy Engineering

Data Governance: Extensive inventory & classification of all services and personal data

Instrumentation for data-driven continuous monitoring

Compliant Third Party Engagement

Privacy Incident Management & Breach Notification

Privacy Reviews & Data Protection Impact Assessments

Updated processes (e.g., Data-Driven Privacy Reviews)
### Data Governance - Pillars

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<tr>
<th>Stay Green on GDPR</th>
<th>Privacy By Design</th>
<th>Data Access Control</th>
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<tr>
<td>Data Governance at Scale</td>
<td>Designed to be Secure &amp; Complaint</td>
<td>Data Protection, Security and Transparency</td>
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<tr>
<td>Services are continuously monitored to be GDPR Ready</td>
<td>Privacy integrated into Engineering lifecycle</td>
<td>Two Factor Authentication (2FA)</td>
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<td>Compliance Certification</td>
<td>Role Based Access Control (RBAC)</td>
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<td>Scalability with Azure</td>
<td>Secret Management using KeyVault</td>
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**Built on Trust**

### Looking to the Future

- Privacy Engineering & Automation
- Policy Automation
- Ethical Computation
- Safe AI