



# Microsoft Priva Privacy Risk Management

Build a privacy-conscious workplace

## Today's challenges with managing unstructured personal data

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Managing personal data privacy risks presents significant challenges. As data spreads across various digital platforms, the risk of unauthorized access and non-compliance with privacy regulations increases. Without robust strategies, many organizations face heightened vulnerability to privacy breaches and penalties. Thus, a comprehensive approach to managing personal data is a crucial part of mitigating personal data privacy risks.

### Consumers are clear on what enhances and what reduces their trust in a company

There are several actions consumers want organizations to take, and not take, to gain their trust. According to 64% of consumers, companies that provide clear information about their privacy policies enhance their trust. Meanwhile, 33% of consumers would lose trust in an organization that uses their data to offer them products or services from another organization.<sup>1</sup>

## Microsoft Priva Privacy Risk Management

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Priva Privacy Risk Management is here to empower you to simplify the identification of personal data usage. Privacy Risk Management enables you to automate risk mitigation through easily definable policies that conform to your specific needs.

<sup>1</sup> IAPP. Privacy and Consumer Trust Report. March 2023.

## How Priva Privacy Risk Management works

Priva Privacy Risk Management helps you build a privacy-conscious workplace by identifying personal data and critical privacy risks around it, automating risk mitigation to prevent privacy incidents, and empowering employees to make smart data-handling decisions.

### Identify personal data and critical privacy risks

Gain visibility into your personal data and associated privacy risks arising from overexposure, hoarding, and transfers with automated data discovery, user mapping intelligence, and correlated signals.

### Automate risk mitigation and prevent privacy incidents

Effectively mitigate privacy risks and prevent privacy incidents with automated policies and recommended user actions.

### Empower employees to make smart data-handling decisions

Foster a proactive privacy culture by increasing awareness of and accountability toward privacy risks without hindering employee productivity.

## Key features

Microsoft Priva Privacy Risk Management has features that enable your organization to build a better foundation for privacy, including:

### Actionable privacy insights

Assess your organization's privacy posture. How much personal data exists in your digital estate? Where is it located, how does it move, and what types of privacy risks does it detect?

### Data minimization

Help detect unused personal data and educate users on how to take action with email digests to delete obsolete items, and integrate privacy training to discourage data hoarding.

### Data transfer

Help detect personal data movement between customizable boundaries, such as geographical regions or departments, and block risky transfers in near real-time.

### Data overexposure

Help detect personal data oversharing, inform file owners to review and adjust access, and provide privacy training to reduce overexposure incidents.

## Take the next step

Learn more about the [Microsoft Priva](#) family of products to streamline and improve your data privacy processes today.

Check out the [Microsoft Priva Privacy Risk Management web documentation](#) to dive deeper into our product.