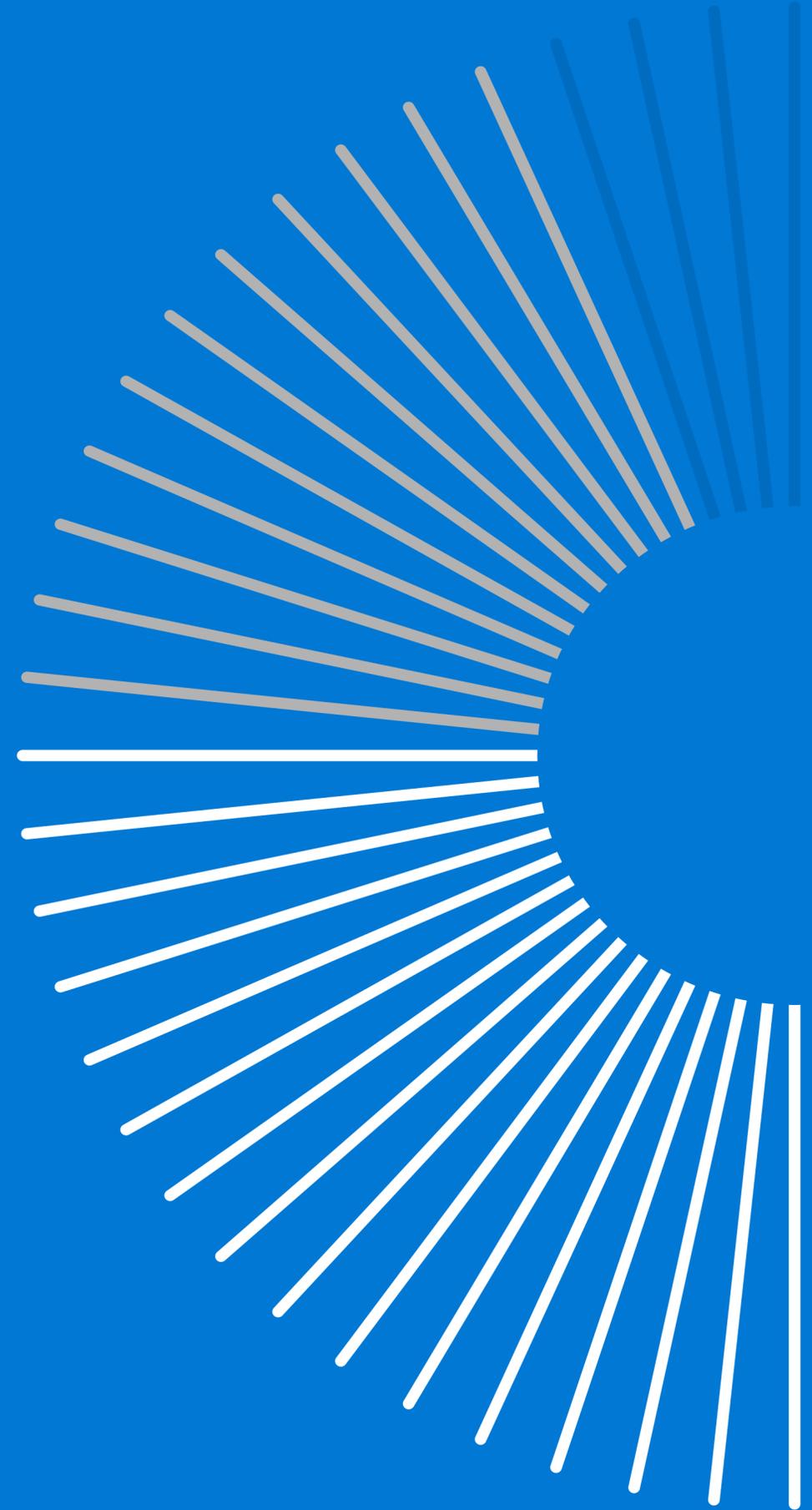Microsoft

# Compliance risk and your organization:

Tips you need to know

Data protection is vital to your company's future

The quantity of data businesses need to maintain is increasing exponentially—with volumes so high, it's hard to get your head around the numbers. According to IDC, the world will create 163ZB (163 trillion GB) of data per year by 2025. That's roughly ten times the annual rate in 2015. And by 2025, enterprises will be creating the majority of that data.[1] Pair that with ever-evolving compliance needs, including the General Data Protection Regulation (GDPR), and you've got a significant and ongoing challenge to protect your data—or risk fines, unhappy customers, and a tarnished brand. The first step is to assess your current situation.

163ZB
of data created each year by 2025

10x
**more data in 2025 than in 2015**

60%
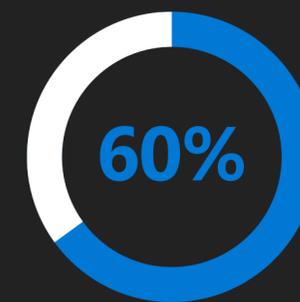
of total data will be created by enterprises in 2025

Analyze your existing compliance strategy and obligations

Understand your compliance obligations and the compliance requirements you are subject to. Have a sense of what controls you have or need to have in place, and what you need to do to implement those controls. Without a clear set of goals to meet your requirements, you are putting yourself at risk of non-compliance.

Consider these questions as you examine your regulatory environment:

- Where is our data stored, and what regulations apply there?

- Where are our customers, and what compliance measures are required for them?

- How is our data classified, and what level of protection is required?

- Are our data protection, privacy, and retention measures documented and available?

- How would we prove regulation compliance if necessary?

90%
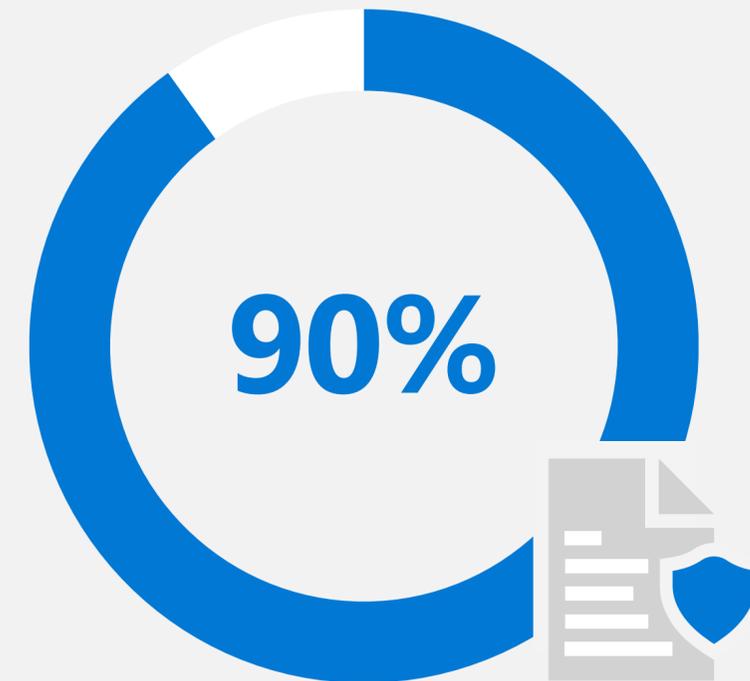
of data created by 2025 should be protected

Begin to develop your data protection and governance strategy

Now that you've assessed your current compliance posture, you need a holistic approach that covers data protection and privacy as part of your overall compliance strategy.

Consider these tips to get started:

01 **Build a comprehensive data inventory** that accurately maps out the flow of personal data across your entire business.

02 **Automatically discover, classify, govern, and protect sensitive data** with policies including event-based retention, defensible disposition, and encryption.

03 **Standardize data retention policies** across your businesses, systems, and partners/suppliers.

04 **Review your data privacy requirements** for your vendors, and build compliance requirements into your procurement process.

05 **Create a plan to monitor, measure, and enforce privacy compliance**, and update it at regular intervals.

06 **Be transparent about privacy policies** and empower customers to access and manage their own data.

07 **Encrypt and rights-protect sensitive emails** with anyone inside or outside your organization.

08 **Efficiently respond to regulatory requests** by using AI to find the most relevant data.

Microsoft is uniquely positioned to help you on your compliance journey

In addition to helping you achieve compliance, robust data security and governance capabilities can enable you to better engage with customers, empower employees, and optimize the delivery of your products and services. The built-in security and compliance capabilities of cloud services can help you more quickly achieve your compliance goals. Microsoft has extensive expertise in protecting data, championing privacy, and complying with complex regulations, and currently complies with both EU-U.S. Privacy Shield and EU Model Clauses. We are committed to compliance with privacy and security regulations across our cloud services and stand behind our promise with contractual commitments for our cloud services.

→ **Next steps: learn more about data protection and governance**

[1] IDC White paper, sponsored by Seagate, "Data Age 2025," April 2017.