

# Exchange Classifier

**Enabling classification and safer collaboration**

## At A Glance

With new data protection legislation on the horizon and data breaches an ever-growing threat, it's no longer enough for organisations to rely solely on endpoint solutions to ensure that sensitive data is handled appropriately and consistently through its journey both within and outside of the enterprise.

Operating within Microsoft Exchange, in the form of an Exchange Transport Agent, Exchange Classifier enhances endpoint classification solutions by applying policy to every message sent and received within your organisation, internal or external, inbound or outbound - closing the gaps left by boundary-only or outbound-only solutions.

Exchange Classifier simplifies collaboration with external partners and other organisations by tailoring safeguarding instructions and automatically mapping the classification labels of your partners into your own classification scheme.

## Classifier360

As part of the Classifier360 approach to data classification, Exchange Classifier complements user-driven classification with a powerful range of semi-automated classification techniques, dealing with classification scenarios such as:

- Messages created on non-company devices
- Automatically generated messages
- Messages from external parties
- Messages from partners who use a different labelling scheme



## Key Benefits

- Safer collaboration
- Improved governance
- Compliance enforcement
- Classification consistency

## Safer Collaboration

### Tailored Markings For Partners

Exchange Classifier can tailor the labelling and marking of messages to meet the needs of business partners, for example to add additional handling instructions for a particular group of business partners, to add a Subject marking for a partner that operates a formal email labelling scheme or to add metadata that triggers the type of encryption required for specific business relationships. This improves the relevance of classification for your partners to ensure the safeguarding of your data extends beyond your corporate boundary.

### Label Translation

For business partners operating their own labelling scheme, Exchange Classifier ensures mutual understanding of data value and sensitivity by translating labels used in external classification schemes. It inspects messages not classified using your local labelling scheme to find a marking that can be translated to the local scheme, supporting collaborative labelling across all your key business relationships.

## Relationship-Based Labelling

Exchange Classifier can apply a default classification to unlabelled messages from partners, so that the default can be specific to a partner or group of partners, reflecting the business significance of information routinely supplied by partner organisations.

## Improved Governance

### Sensitive Data Tracking

Exchange Classifier uses the unique Classifier Message Tracking Service (MTS) to track and record the classification and distribution of every message and its attachments within a database. The MTS server component is not only used by Exchange Classifier, but can also be made available to other analysis applications via a published SQL schema, providing full visibility of the location of your sensitive information.

### Governance Alerts

Exchange Classifier informs and focuses risk managers on key information exchanges by applying rules that copy messages with specific classifications to those with governance responsibility for particular classes of data or business relationships - improving risk management and providing stronger governance.

## Compliance Enforcement

### Clearance Checking

The classification of a message can be used to control who may receive it. Classification permissions (or clearances)

can be set for particular users, internal groups or external domains - preventing inadvertent information leaks.

### Targeted Archiving

Exchange Classifier rules can copy messages with specific classifications and destinations to discrete archiving mailboxes, allowing you to selectively archive according to business sensitivity - applying retention periods more appropriate to the content and allowing non-business content to be more easily excluded.

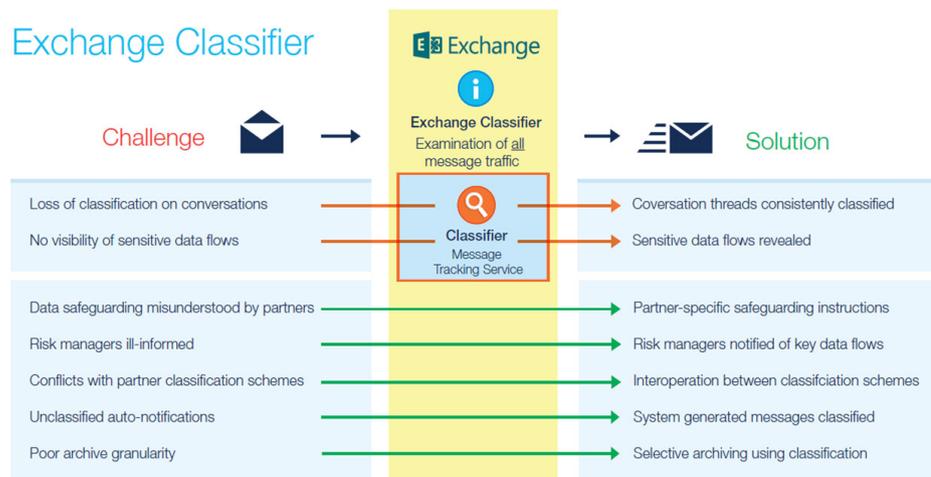
## Classification Consistency

### Conversation Labelling

Message replies and forwards from external parties or from mobile devices commonly do not retain the classification metadata of the original message, resulting in a loss of vital context during the course of a conversation. Exchange Classifier uses the Classifier Message Tracking Service to locate the label from the original message and reapply it to any unlabelled messages within a thread, maintaining the correct classification on conversation threads.

### Labelling Automatic Notifications

System-generated messages such as notification messages generated automatically by Microsoft Exchange can have a default classification applied, closing gaps to prevent inconsistency arising from such sources of unclassified messages.



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