Use Sensitivity Labels to secure email in Outlook

Sensitivity Labels for Outlook Email coming November 16th

What is a Sensitivity Label?
Feature of VUMC's Microsoft 365 subscription that allows you to classify and protect your content (email language & attachments), depending on the types of information they contain.

Why would I use Sensitivity Labels?
Easily apply different rules to help compliance with VUMC's requirements for information security. For example, marking an email as Private or Restricted will protect email being sent outside VUMC, whereas leaving the email as General will not.

Are Sensitivity Labels required?
VUMC policy requires the use of encryption when transmitting sensitive data. All internal email (email sent between VUMC recipients) in encrypted automatically. Sensitivity Labels provide that encryption when sending to external (non-VUMC) recipients.

Is there an advantage to using Sensitivity Labels over Accellion?
Sensitivity Labels are built into Outlook desktop clients and web apps to make the classification and protection process easier.
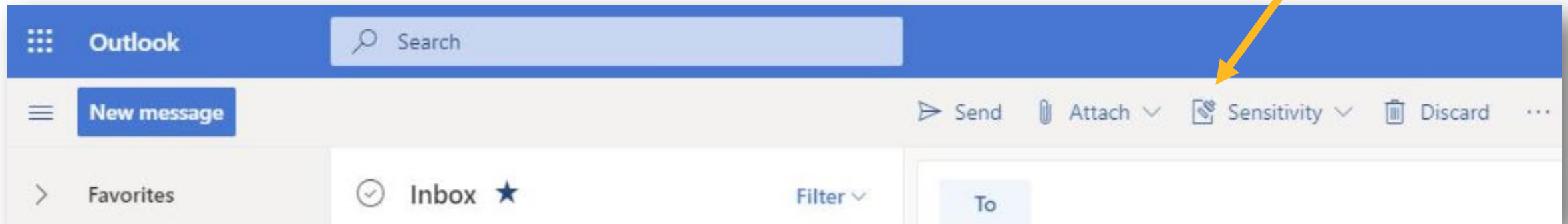
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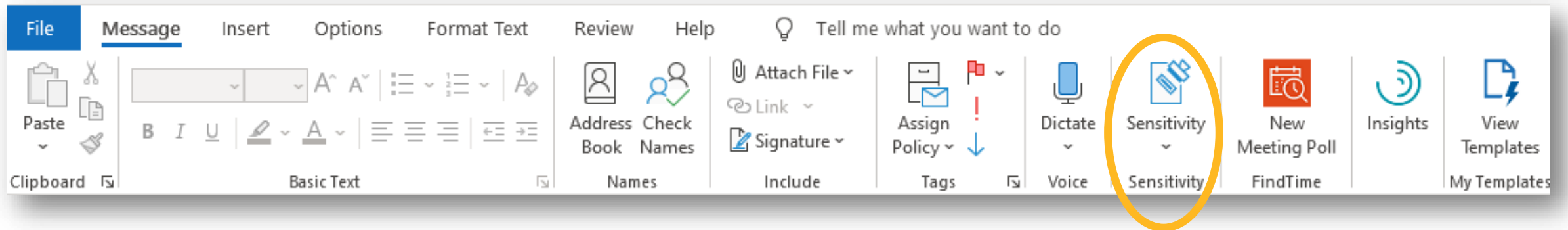
Sensitivity Label Choices

Label	Control/restrictions	Use this label for:
General	**Internal encryption only**	Default data category. There are no access restrictions for sending or sharing this content.
Private	**Encrypts content sent to non-VUMC email addresses; external recipients w/o Outlook receive a link for authentication**	Data that includes VUMC business-related and/or internal data (e.g. policies, internal communications, clinical protocols, market research, VUMC financial information). Private Data is not intended to be disclosed outside of the organization without an appropriate business reason.
Restricted	**Encrypts content sent to non-VUMC email addresses; recipients cannot forward or edit content; external recipients w/o Outlook receive a link for authentication**	Data that VUMC has a contractual or legal/regulatory obligation to safeguard in the most stringent manner (e.g. PHI/PII, data covered by non-disclosure agreements, Research Health Information). Unauthorized disclosure or loss of this data may require the organization to notify the affected individual and/or state or federal authorities.

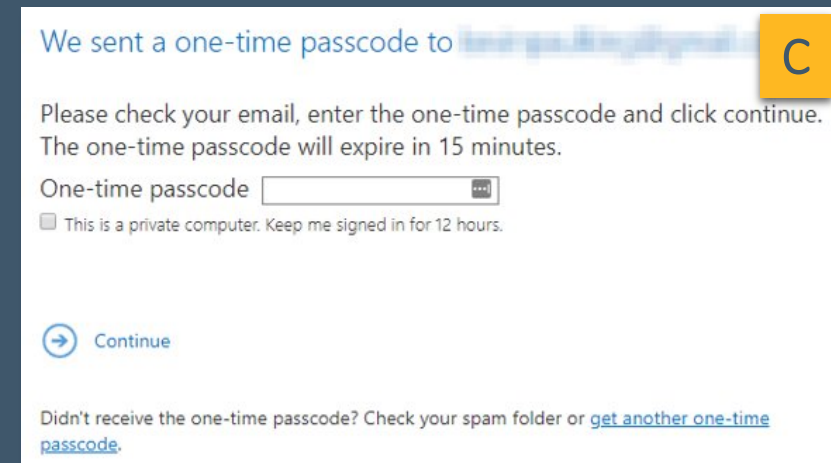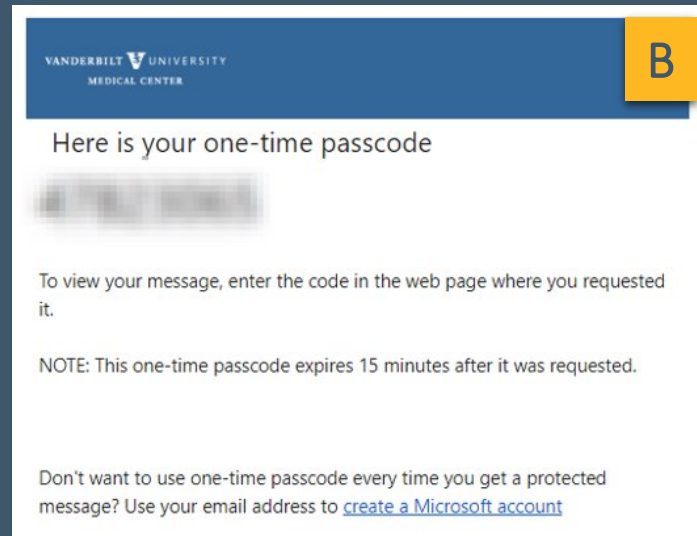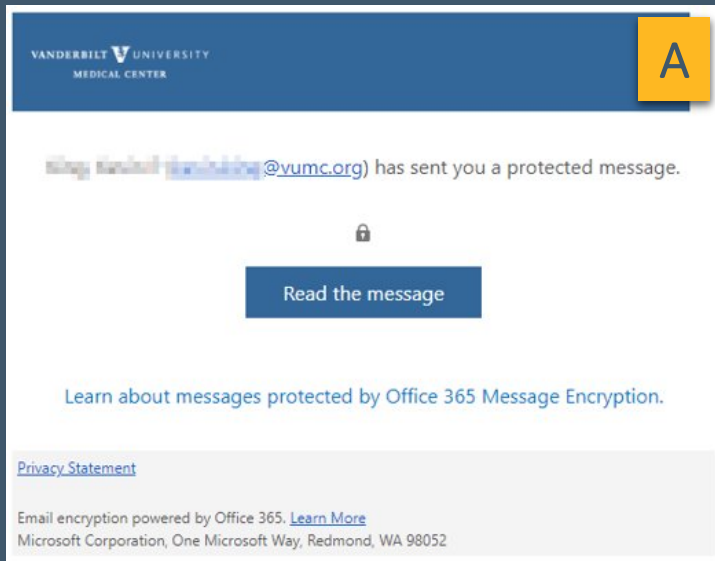# Built into your Outlook Email menu bar

Outlook Web Access:

Outlook Desktop Client:
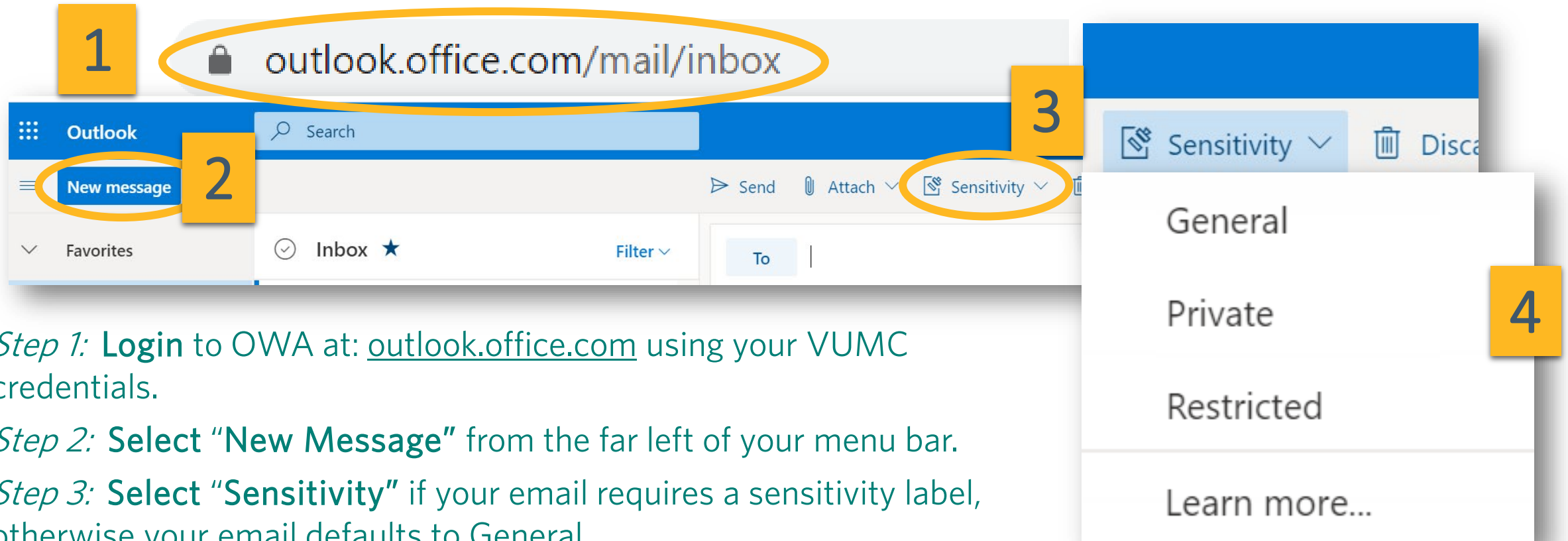
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When you send an email with a "Sensitive" or "Restricted" Label...

Recipient experiences will differ:

- **Internal VUMC Outlook recipients** will see a "lock" icon 🔒 in Outlook indicating that the email is secure.
    - This also applies to **external recipients with Microsoft Outlook** on their machines.
- **External recipients without Outlook** will receive a prompt "Read the message" (see picture A) They have several ways to authenticate, such as a valid Microsoft or Google account, if it matches their email address.
    - Alternatively they can request a one-time passcode be sent to their email (see picture B), which they can input to open the labeled email (see picture C).
- **All recipients** who receive a message with the **Restricted label** will not be able to copy, forward or share content.

A

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[____@vumc.org] has sent you a protected message.

🔒

Read the message

Learn about messages protected by Office 365 Message Encryption.

Privacy Statement

Email encryption powered by Office 365. Learn More
Microsoft Corporation, One Microsoft Way, Redmond, WA 98052

B

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Here is your one-time passcode

To view your message, enter the code in the web page where you requested it.

NOTE: This one-time passcode expires 15 minutes after it was requested.

Don't want to use one-time passcode every time you get a protected message? Use your email address to create a Microsoft account

C

We sent a one-time passcode to [____]

Please check your email, enter the one-time passcode and click continue. The one-time passcode will expire in 15 minutes.

One-time passcode [____]

☐ This is a private computer. Keep me signed in for 12 hours.

➡ Continue

Didn't receive the one-time passcode? Check your spam folder or get another one-time passcode.

How to use Sensitivity Labels in Outlook Web Access (OWA) Email

Step 1: **Login** to OWA at: outlook.office.com using your VUMC credentials.

Step 2: **Select** "New Message" from the far left of your menu bar.

Step 3: **Select** "Sensitivity" if your email requires a sensitivity label, otherwise your email defaults to General.

Step 4: **Choose a Sensitivity Label** based on the business need of your email.

Click on **Learn More** and find out details about information protection at VUMC.

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How to use Sensitivity Labels in Microsoft Office 365 Email

Step 1: **Select** "**New Email**" on the far left of the Microsoft Office 365 Outlook menu bar.

Step 2: **Select** "**Sensitivity**" from the right side of the menu bar if your email requires a label. Otherwise, your email defaults to General.

Step 3: **Choose a Sensitivity Label** based on the business need of your email.

Click on **Learn More** and find out information protection at VUMC.

john.doe@vumc.org

General

Private

Restricted

ⓘ Learn More

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For more information visit:
https://www.vumc.org/enterprisecybersecurity/sensitivity-labels

Training available in the Learning Exchange at
https://learningexchange.vumc.org/Learning Exchange