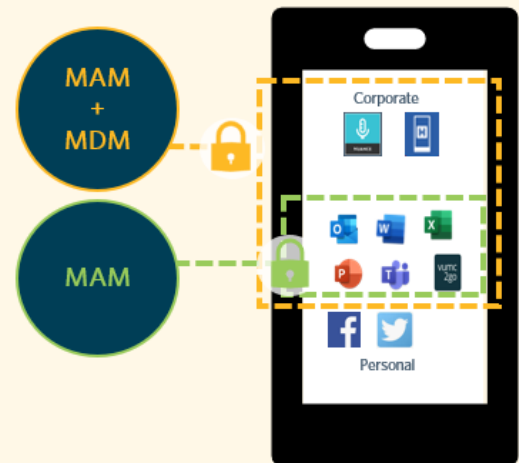


# Microsoft Mobile Application Management (MAM)

To support the ExpeditionTech Program, VUMC is enhancing security, simplifying technology, and operating from one platform using Microsoft products and services. We're using Microsoft Outlook Email as our standard email platform across all devices and protecting email on personal devices using a new technology called Mobile Application Management (MAM).

## WHAT IS MAM?

MAM is new technology that enables Vanderbilt to reduce the risk of data breaches on your personal device while **fully respecting your personal privacy**. MAM protects our data in Microsoft 365 Apps like Outlook Email, OneDrive for Business, and Teams. VUMC is transitioning to MAM because it allows us to secure enterprise data, **without the need to enroll your personal device in MDM**.



## WHAT ABOUT MY PRIVACY?

### Microsoft MAM/MDM & Your Privacy

Your privacy is important to us!  
Your private phone data **cannot**  
be seen by VUMC



**IT CANNOT SEE** this type of information on your personal device:

- Call history
- Text Messages
- Personal email, contacts, calendar
- Web history
- Location
- Personal data
- Personal apps
- Passwords

**IT CAN SEE** this type of information on your personal device:

- Owner
- Device name
- Serial number
- Manufacturer
- Model
- Operating System
- Company Apps

With MAM, **your device is NOT managed**. Instead, your work-related apps are managed and more importantly the data in those apps is protected.

If you use Outlook and Teams on your personal device, VUMC IT would **manage only the VUMC data** in Outlook and Teams, leaving any personal accounts in those apps untouched.

With MAM, VUMC cannot see your personal apps, they can't track your location, they can't see your browsing history, they can't see your social media accounts, they can't read your text messages. They also can't see your personal email accounts and they have no ability to delete any personal information at all.

## WHAT'S NEXT FOR MAM AT VUMC?

VUMC IT is rolling out MAM by department in 2021. We'll give you plenty of head's up and assistance to ensure you are properly enrolled. Find out more about MAM at <https://www.vumc.org/it/intune-mobile>.

