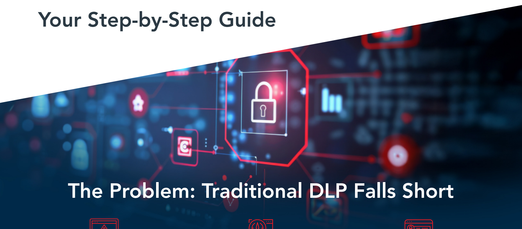
LIGHTHOUSE

Rebuilding DLP for the AI Era

Your Step-by-Step Guide



The Problem: Traditional DLP Falls Short

Increased Risk

AI tools like Copilot and ChatGPT introduce new data exposure risks.

Lax AI Monitoring

Legacy DLP doesn't monitor AI prompts, browser tools, or cloud-native workflows.

Unprotected Data

Sensitive data is everywhere: endpoints, apps, chat logs, and training data.

You need DLP built for AI, cloud, and behavioral risk.

What Modern DLP Needs

- **AI-Driven Detection**
  Understand unstructured data like natural language and chat prompts.
- **Context-Aware Enforcement**
  Analyze user intent—pasting, uploading, sharing.
- **Cross-Platform Coverage**
  Monitor cloud apps, browsers, endpoints, and AI tools.
- **AI Governance Alignment**
  Embed rules and guidance into generative AI workflows.

How Microsoft Purview DLP Meets These Challenges

Smart Classification

Detects PII, IP, and structured data

Uses machine learning and EDM

Endpoint & Browser Visibility

Covers ChatGPT, Claude, internal tools

Controls copy/paste, uploads, and screenshots

Adaptive Controls

Adjusts to user, device, or location context

Prompts for justification before risky actions

Microsoft Ecosystem Integration

Syncs with IRM, Sentinel, and Defender

Sends alerts for AI-related anomalies

Implementation Roadmap

STEP 01 — **Discover and Classify**
Tag and label AI-sensitive data with classifiers and sensitivity labels.

STEP 02 — **Define Risk Policies**
Target AI-specific actions: pasting, uploading, and sharing.

STEP 03 — **Test, Notify, and Block**
Use silent mode. Alerts, blocking, and justification.

STEP 04 — **Automate and Monitor**
Centralize dashboards and auto-remediation via Sentinel.

STEP 05 — **Educate and Evolve**
Use Policy Tips and user training. Align with quarterly reviews.

Best Practices for AI-Aware DLP

Build a Smart, Sustainable DLP Program

- ✓ Treat DLP as part of AI governance, not just IT security
- ✓ Avoid overblocking to reduce shadow AI adoption
- ✓ Use teachable moments—guide users with in-context tips
- ✓ Partner with AI and data science teams on policies

Ready to protect sensitive data in an AI world?
Contact us to operationalize Purview DLP.

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