



AI Cloud
Modern Work
Change & Adoption

Privacy after search.

What changes when
AI becomes the interface to
organisational knowledge.

What can AI actually see?

An hour on what changed and what you can do about it.

01

THE VILLAINS

Six ways AI changes the privacy picture for the worse.

02

THE HEROES

Six ways AI helps you do governance better than ever.

03

THE PATTERNS

Six things you can act on starting Monday.

01

THE VILLAINS

**Six ways AI changes
the privacy picture
for the worse.**



Amplifier of Chaos



At surfaces what exists.
Good or bad. Final or rough.

Your worst records were safe
because they were buried.

They are not buried any more.



Invisible Record Creator

AI outputs become records.
Without anyone noticing.

A whole new document type,
made at scale, ungoverned.



Memory Hoarder

60–80%

of stored content is ROT.

(Most studies put it here. Yours is in the same range.)

Redundant, obsolete, trivial.

AI will find it. Surface it. Use it.

Disposal is now your most important privacy control.



Unseen Observer



AI sees what the user can see.



REMEMBER MARGARET

22 years

*Permissions accumulated.
None ever removed.*

HR folder · 2009

Board papers · 2018

Salary review · 2012

Project Atlas · 2020

Restructure files · 2015

Strategic plan · 2024

Ungoverned Actor



AI generates.
It doesn't manage.
It doesn't classify.

It doesn't think about who
sees the output later.

That is now your problem.



Autonomous Operator



Agentic AI takes actions,
not just answers questions.

Your audit trail says ‘user X did Y.’

User X was at lunch.



THE VILLAINS

The Six Villains

Six ways AI changes the privacy picture



Amplifier of Chaos

Buried records are not buried any more.



Invisible Record Creator

AI outputs become records.
Without anyone noticing.



Memory Hoarder

60–80% of stored content is ROT.



Unseen Observer

AI sees what the user can see.
Including what they forgot.



Ungoverned Actor

AI doesn't preserve.
Doesn't classify. Doesn't think.



Autonomous Operator

User X did Y. User X was at lunch.

02

THE HEROES

**Six ways AI helps you
do governance better
than ever before.**



Information at a scale humans can't handle

Legacy systems, modern systems, scanned files, migrated, inboxes

Find everything on a topic. Protect what's private wherever it is.
Disposing of what shouldn't still be there.

**Nobody's team can do this manually.
Nobody's team ever could.**

THE HEROES

A radiologist can't read 200,000 scans

Before AI



Same shape. Different scans.

AI:

- **Reads the scan**
- **Classifies what it finds**
- **Triage urgency**

Your team's attention goes where it matters.
Risk, cost, and time all drop.

Healthcare may not reflect your organisation
but Information overload is universal.



The Classifier



AI structures content at scale.

Auto-classification.
Metadata enrichment.

The first thing in 20 years that
actually moves the needle.



Auto-classification at the point of creation.

01

FILE CREATED

User saves a document.

02

AI READS IT

Personal information detected.

03

LABEL APPLIED

Sensitivity, retention, encryption.

Diagnosis at scale, finally possible.

The Cleaner ✨

Thousands

of files in a leaver's OneDrive. Routinely

Some duplicates. Some personal.

Some Christmas party photos.

AI can triage in an afternoon. Decision in days, not never.



The Friday Leaver

12 years on staff. Solid contributor. By Monday, IT has the OneDrive.

Some duplicates.

*Heaps!
Often 'convenience'
copies.*

Some personal.

Almost certainly.

Confidential staff info.

Forgot it was there.

Sensitive opinions.

In drafts that never sent.

Christmas party 2017.

Nobody needs to see those again.

AI can triage this in an afternoon. Decision in days, not never.

The biggest hidden privacy risk most organisations have.

The easiest one to fix with AI.

Context Builder

AI connects fragmented information across systems.

The new graduate gets the answer the 20-year veteran would have.

Useful. Also exactly what villain one warned you about.



Privacy Enforcer

Almost zero

content is labelled in most organisations.

- *Sensitivity labels can now drive AI behaviour*
- *Labels shape what AI can read, summarise, and connect*
- *The control is real – when configured*
- *But labels only enforce what's labelled.*



Governance Accelerator

Retention applied at creation.
Classification continuous, not periodic.

Monitoring real-time.
Compliance at scale, finally possible.



Interface Redesigner



How people meet your information has changed forever.

Good governance gives you good AI.

Poor governance gives you confident-sounding wrong answers, fast.



THE HEROES

The Six Heroes

Six ways AI helps you do governance better



The Classifier

Auto-classification, finally at scale.



The Cleaner

4,000 leaver files triaged in an afternoon.



Privacy Enforcer

Labels do real work now. <5% have them.



Context Builder

New graduate gets the 20-year answer.



Governance Accelerator

Retention applied at creation. Continuous.



Interface Redesigner

Ask a question. Get an answer. Forever.

Scoped AI Access



Don't give AI access to everything.
You probably shouldn't.

Limit by purpose. The HR assistant sees HR.
The contracts assistant sees contracts.

Scope is faster, cheaper, more accurate.
Win on every front.



D.A.M.P.

Built for information. Turns out it also works for AI governance.

Delete

Files no longer needed.
Users or automation.

Access

Limit private info via permissions
on files, folders, libraries.

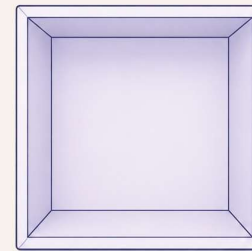
Migrate

Legacy stores cleaned as they move.
Detect, protect, or delete.

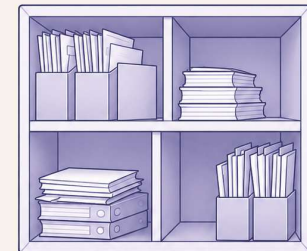
Protect

Encrypt the sensitive. If exposed,
files still can't be opened.

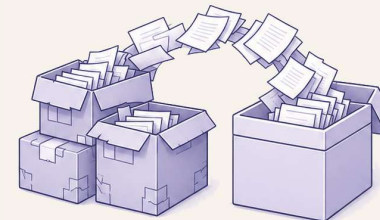
Delete



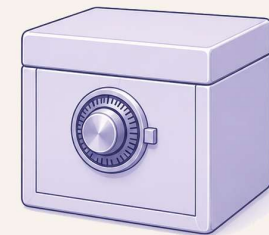
Access



Migrate



Protect



AI sees what the user can see. Control that, and you've controlled AI.

Prompt & Output Pairing

Capture the decision trail. Save what was asked alongside what was answered.



Human in the Loop



The risk isn't that AI gets it wrong.
It's that humans don't check.

Build checkpoints where the cost of
error is highest.

Not everywhere. Just the critical
places.

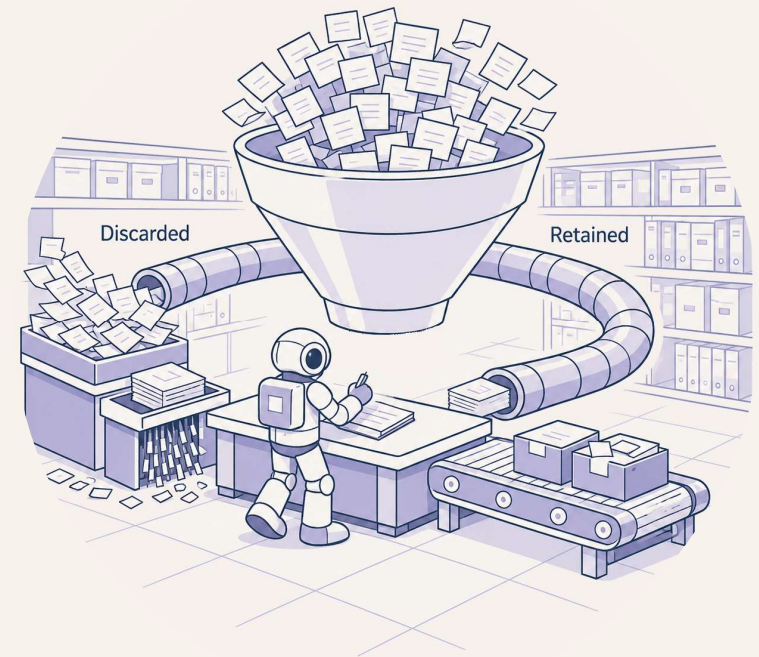


Data Minimisation by Design ↗↖

Reduce what AI can access in the first place.
Not after a problem. Before.

Minimise at collection.
At storage. At access.

The economics finally line up with the principle.



AI logs as personal information

AI prompt logs can be personal information

Apply minimisation to logs the same way you do with other information

Don't build a brand new privacy problem while solving the old one.



THE PATTERNS

The Six Patterns

Six things you can act on starting Monday



Scoped AI access

Don't give AI everything. Limit by purpose.



DAMP

Delete · Access · Migrate · Protect.



Prompt + output pairing

Save the question with the answer. Audit it later.



Human in the loop

Checkpoint where the cost of error is highest.



Data minimisation

Reduce before. Not after.



Purpose-bound logging

Log what you need. Not everything you can.

What can AI actually see?

IF YOU REMEMBER THREE THINGS

Three things to take with you.

01

Delete more. Sooner.

The cheapest, fastest, most underrated AI control you have.
Less data, less risk. AI didn't change this. AI just made it urgent.

02

Structure before automation.

Govern information first. Let AI work inside it.
Don't let AI generate first and try to govern it after. You will lose that race.

03

The hero and the villain are the same AI.

Which one shows up depends on what you've built underneath.
Your governance is now visible in every answer.

QUESTIONS

Thank you.

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 **Microsoft** Modern Work
Solutions Partner AI Cloud

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