

Data Classification Decoded

LEVERAGING AI FOR GOVERNANCE AND PROTECTION



Defining Data Classification

The term data classification has multiple uses and meanings. In the context of this session, we will define classification as: *“the process of understanding and organizing information based on what it contains, regardless of the classification framework.”*



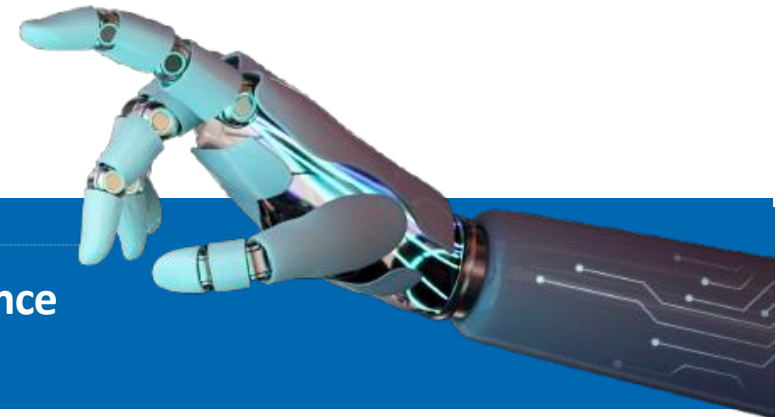
Some of the different types of data classification included in this presentation			
Sensitive information 	Passport numbers Client lists CVs	Social Security Numbers Bank account numbers Credit cards	PHI Other PII Addresses
Categories of records 	Broker communications Trade secrets Board meeting minutes	Invoices AML Reports Contracts and legal agreements	HR Records Tax filings Financial reports
Organization's data classification taxonomy 	Public General/internal only	Confidential Highly confidential	Legally privileged

Why are Classifiers Important and What's New?

Data Classification enables the compliant actioning of data

WHAT'S NEW?

AI is opening new opportunities & possibilities to better govern & automate information compliance through data classification aligned to data controls & actions



Enables compliance with data laws

Lower regulatory risk & auditable compliance from knowing your data



Supports defensible eDiscover, Legal hold & Investigations

Reduced legal costs and investigation timelines through reduced data volumes & knowing your data



Improves incident response & breach management

Faster breach understanding, better regulator outcomes through PII classification



Enables safe use of AI, analytics & automation

Innovation without violating trust or law through AI accessing governed data



Reduces legal, regulatory & financial exposure

Reduced downside risk & insurance exposure through handling data compliantly through-life



Improves access controls & Insider Risk Management (IRM)

Stronger governance without slowing collaboration



Protects the organization's most valuable information assets

Security can be aligned to business value & sensitivity reducing exposure to IP Theft



Enables proportionate security controls

Better security with lower operational overhead aligned to Data classification



Reduces storage, egress & operational cost

Lower IT and cloud costs over time through data retention & dsiposa/

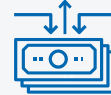


Increases trust with customers, employees & partners

Stronger reputation and competitive differentiation through a culture of data compliance



Classification Technologies Comparison



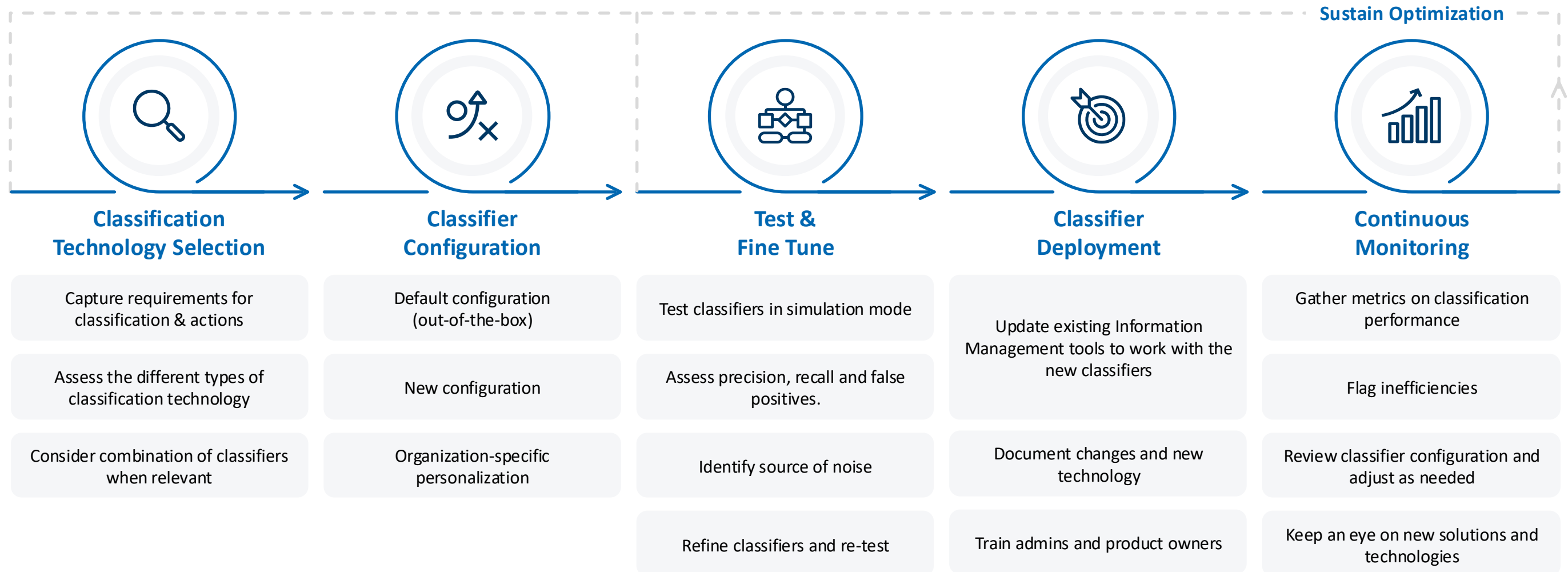
Classification Technology	Example	Strengths	Running Costs	Contextual Understanding	Time to Deploy	Use Cases
Keywords & RegEx	SITs - Purview	PII, PHI, Payment information	\$	●	●	DLP, IRM, sensitivity labels
Exact data match	EDM – Purview	Large datasets	\$	●	●	DLP
AI - ML models	Trainable Classifiers – Purview	Similar information, different structure	\$\$	●	●	DLP, data retention
AI - NLP	Spacy	Named entities, sentiment analysis	\$\$	●	●	DLP, data extraction
AI – LLMs	GPT-5.4	Contextual, global	\$\$\$	●	●	Data extraction, data retention, investigations



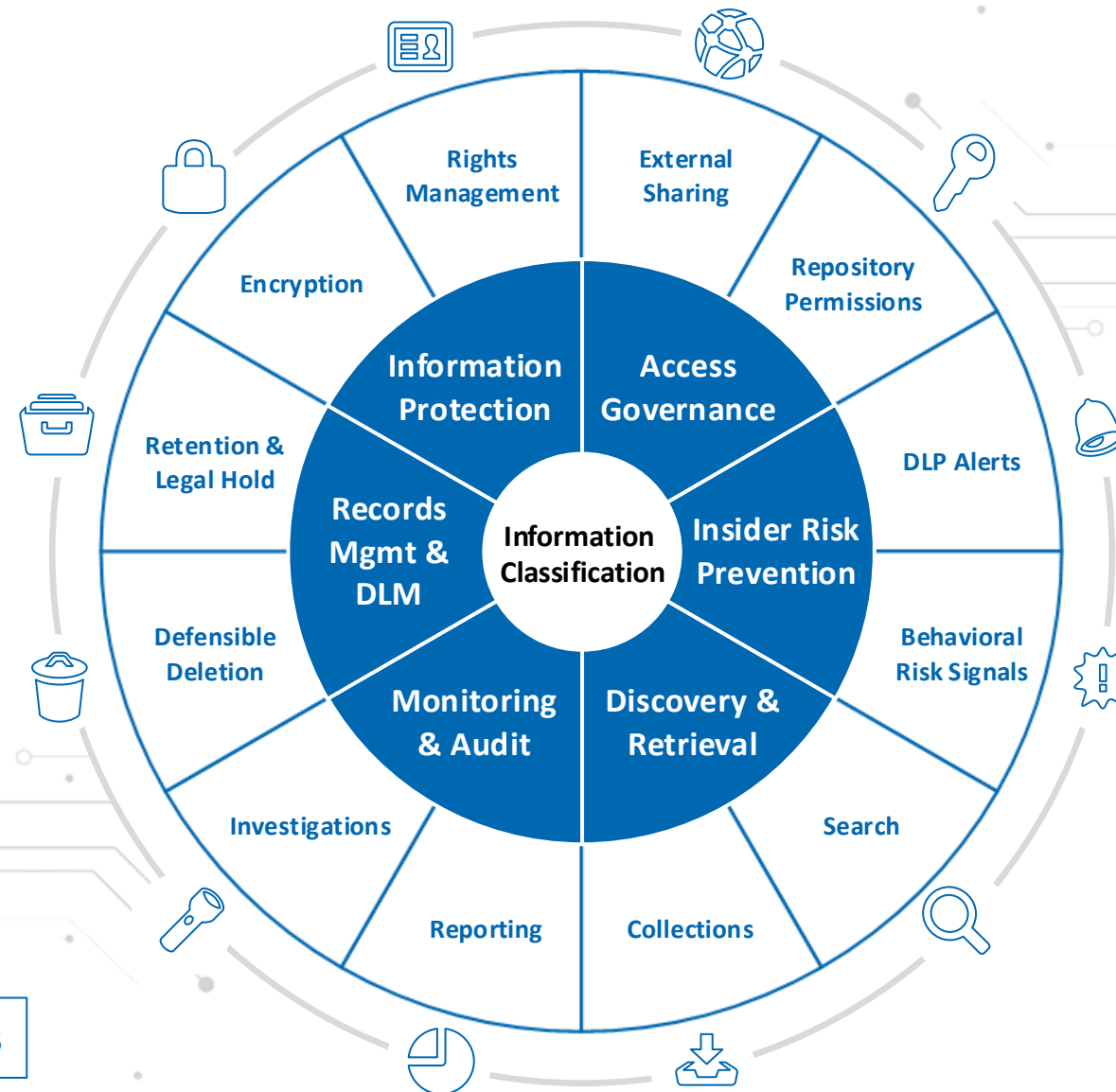
Which of the classification technologies are you using in your organization today?

Classification Technology Implementation

Implementing classification technology is an iterative, governed process. Effective classification requires more than just deploying technology. This slide highlights the key steps, from selecting and configuring classifiers to business as usual



From Classification to Action



Information Management Pillars

Information Management Capabilities

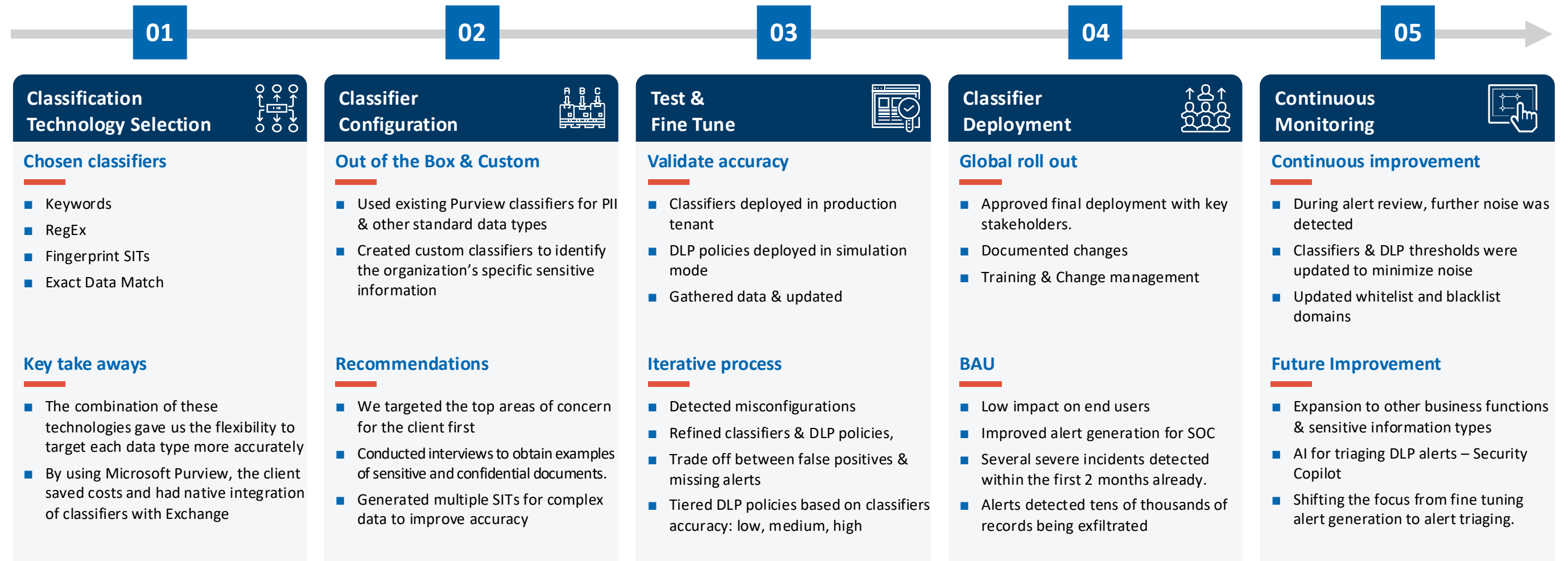


What challenges do you face when deploying classifiers in your organization?

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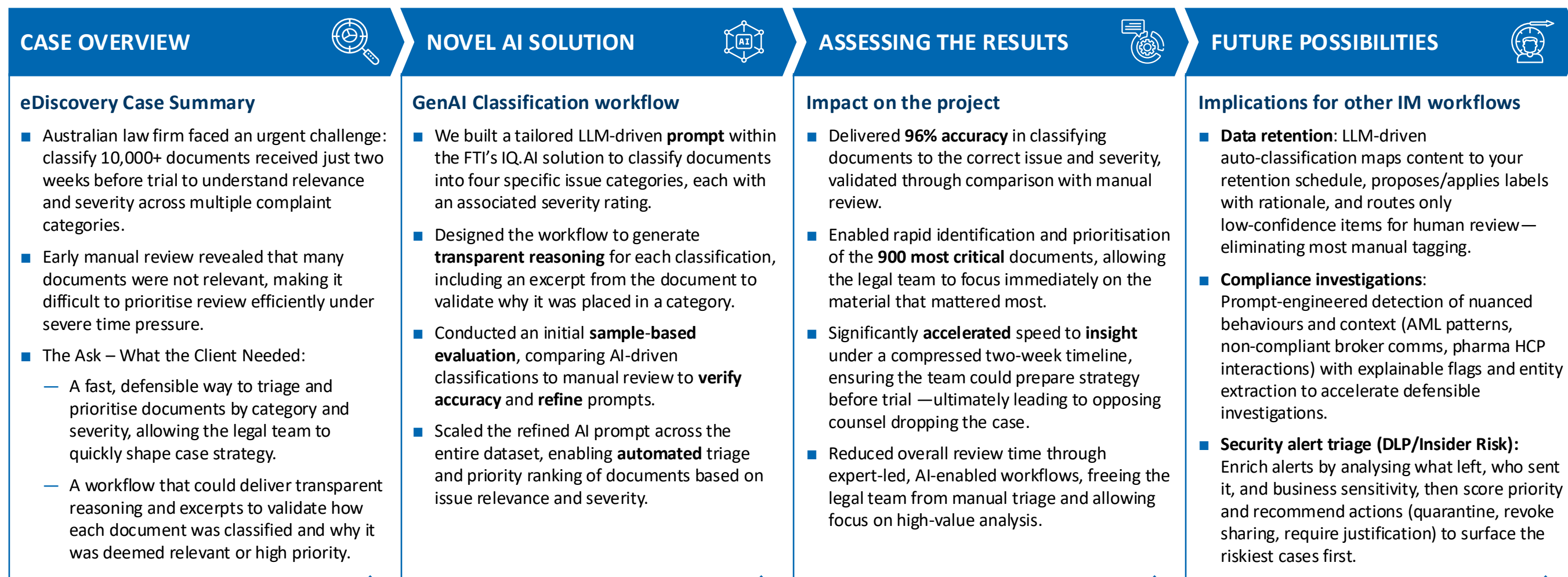
Practical Example 1 – Implementation of Classifiers for DLP policies

A big pharma company wanted to deploy DLP policies to detect the exfiltration of sensitive information in their organization. Their focus was Email. They needed some urgent policies that they would mature later.



Practical Example 2 – Using GenAI for document classification

The latest developments in AI, specifically GenAI have revolutionized the concept of document classification. The most advanced models (starting from a couple of generations ago), are now capable of classifying documents and emails on very nuanced categories with human-like accuracy



Open Mic:

How are teams in your organization using AI to improve information management workflows?



Final Thoughts

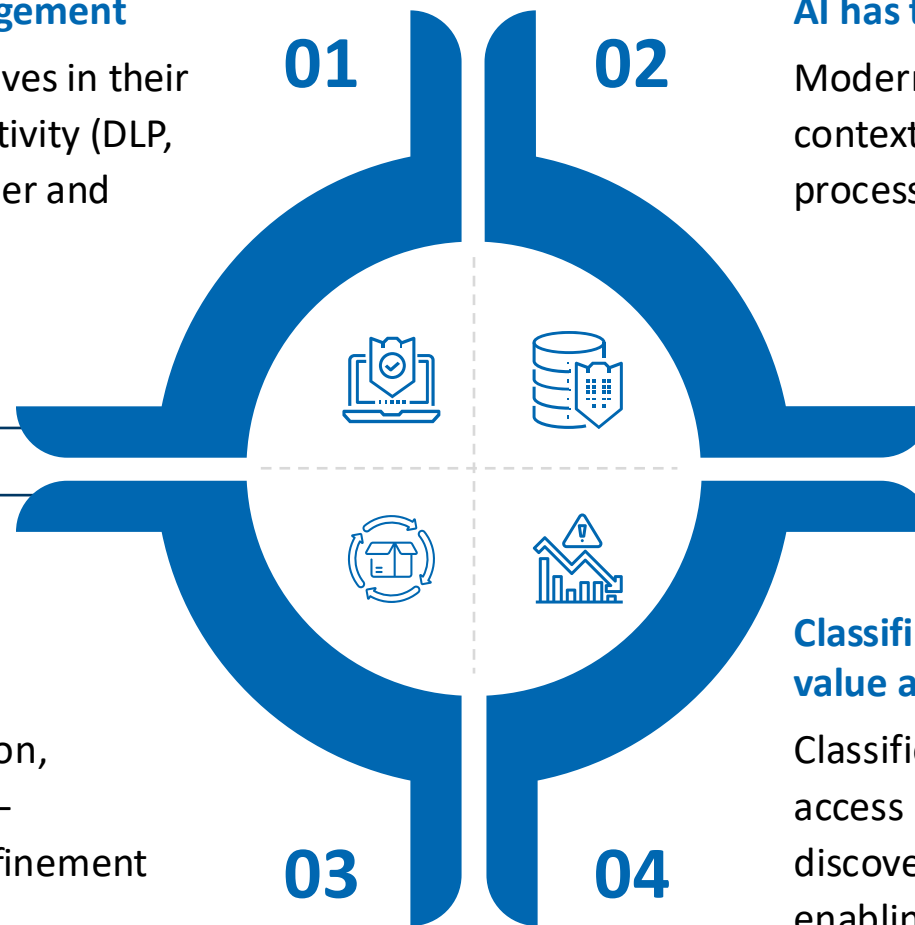
As organizations embrace AI-driven classification, they unlock clearer insight, deliver stronger governance, and faster action. Together, these capabilities create a foundation for smarter, safer, and more efficient information management.

Classification is foundation for Information Management

Once organizations understand what information lives in their files and emails, every downstream governance activity (DLP, retention, protection, investigations) becomes easier and more effective.

3. Effective classification requires an iterative, governed lifecycle

From selecting the right technology to configuration, testing, deployment, and continuous monitoring—classification only succeeds through structured refinement and measurement.



AI has transformed what's possible in data classification

Modern AI/ML and LLM models enable nuanced, contextual classification at scale—far beyond what manual processes or traditional keyword methods can achieve.

Classification unlocks real business value and risk reduction

Classifiers power actionable workflows across protection, access governance, records management, insider risk, discovery, and defensible deletion—reducing costs, enabling faster insights, and strengthening security.

Come and talk to us on our Stand!



Peter Shardlow

Managing Director
FTI Consulting

[linkedin.com/in/petershardlow](https://www.linkedin.com/in/petershardlow)

+44 (0)7929 827 812

peter.shardlow@fticonsulting.com



Pablo Quero

M365 Compliance Expert
FTI Consulting

[linkedin.com/in/pquero](https://www.linkedin.com/in/pquero)

+44 (0)7813 430 408

pablo.quero@fticonsulting.com





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