



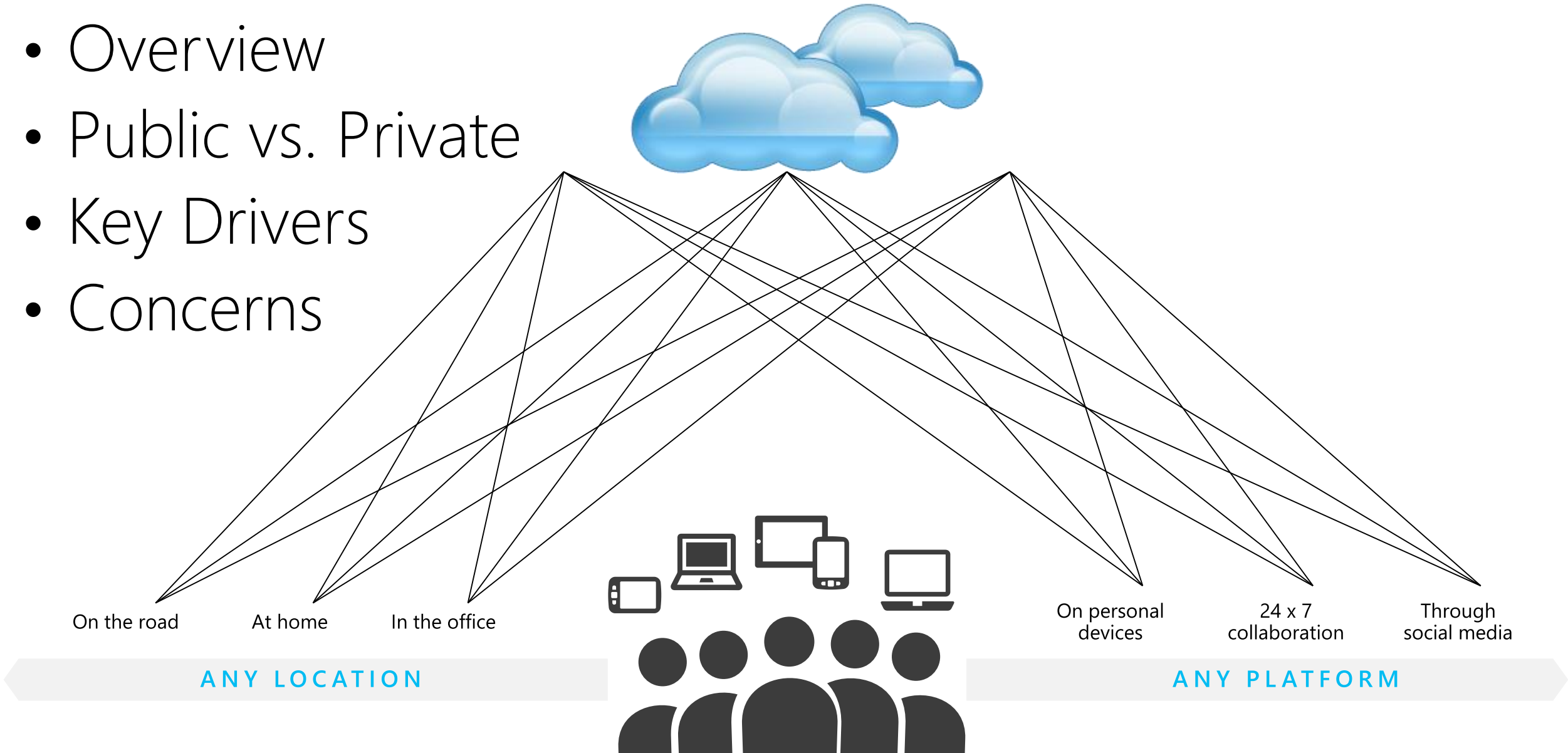
# Privacy Considerations in the Cloud

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# What is Cloud Computing?

- Overview
- Public vs. Private
- Key Drivers
- Concerns



# Trends driving IT pressures and opportunities

## Mobile

Enable digital work from anywhere

## Apps

Evolve business apps to meet new needs

## Big data

Help employees make faster decisions

## Cloud

Ensure infrastructure scales to meet demand

Devices: "Info Workers Will Erase Boundary Between enterprise And Consumer Technologies." Forrester Research. August 30, 2012  
Apps: Gartner: "Predicts 2013: Business Impact of Technology Drives the Futures Application Services Market." Nov. 21, 2012  
Big data: Paraphrased from "The Impact of the Internet of Things on Data Centers." Gartner Research, Feb 27, 2014  
Cloud: "Prepare For 2020: Transform Your IT Infrastructure And Operations Practice." Forrester Research. Oct. 24, 2012

\*[Microsoft: Cyberspace 2025: Today's Decisions, Tomorrow's Terrain](#)



# Key Customer Concerns When Choosing a Cloud Provider

- Ownership & use of data
- Privacy & security controls
- Compliance
- Location of data
- Access to data
- What happens if data is compromised
- Transparency

# Microsoft's Approach to the Cloud



Cybersecurity



Data Privacy



Compliance



Transparency



# Find out more!

- CSA Cloud Control Matrix:  
<https://cloudsecurityalliance.org/research/ccm/>
- Microsoft Trust Centers
  - [Azure](#)
  - [Dynamics CRM](#)
  - [Office 365](#)
  - [Windows Intune](#)
- [Microsoft Law Enforcement Transparency Report](#)
- [Microsoft "On the Issues" blog](#)

