



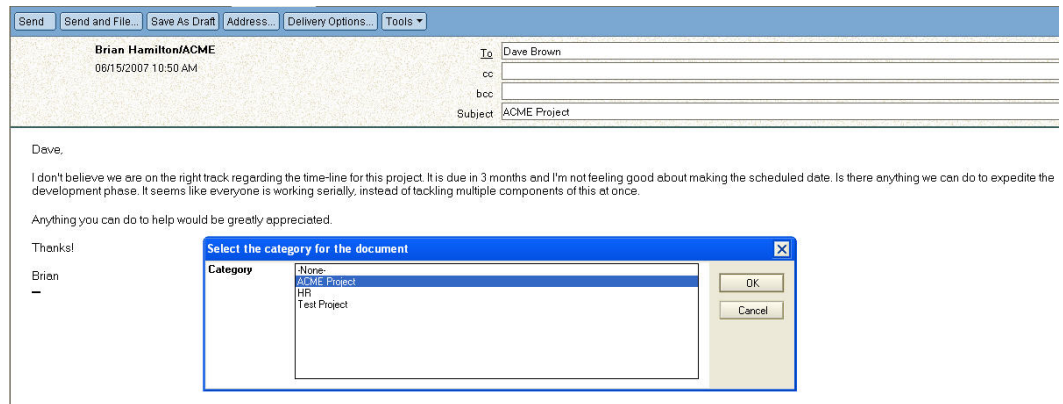
## APPLYING USER CLASSIFICATION TO MANAGE EMAIL SECURITY & RETENTION

### Mail Attender for Lotus Notes' Classification allows you to:

- Classify information for easier categorization and sort/search
- Address growing need to protect sensitive information
- Facilitate compliance issues surrounding the retention, protection and archiving of email content
- Allow administrators to build rules to better manage & protect document & email content
- Control the flow of proprietary information and IP out of the enterprise

Email classification is a technique for adding metadata and visual labels to email. If applied judiciously, it offers an effective strategy for managing and controlling email. The end-user or knowledge worker is the person best able to determine the proper classification and handling of email, including security, project based and retention classification labels. Server based content scanning technologies will never be able to match the knowledge worker in terms of proper classification of email.

The Classification or "Label" generated usually describes a ranked level such as "Unclassified", "Internal Use Only", "Secret" or "Restricted". However the classification can also be action-based; describing what kind of actions should be taken based on labels such as "Retain 30 days", "Retain 90 days", "Archive". Classification Systems are often also used to enforce internal ethical walls by preventing sensitive information from being shared inappropriately. A classification label such as "Mergers and Acquisition Dept Only" used in conjunction with a 'Safe Recipient' list will help ensure that sensitive information is restricted to groups of users with "need to know".



Classifications can specify retention periods to ensure that sensitive emails are not inadvertently deleted while still under one or more legal embargos. For example, email classification labels such as "Retain for 3 years" or "Retain for 90 days" can be read by server-based email archiving systems, which can ensure that the emails are retained for the desired period.

A well-designed and centrally defined classification system can be an effective mechanism for added security awareness, and mitigating user-originated mistakes. By enforcing classification policy at the point of email origination, users are forced to pause and consider both the sensitivity of an email and the implications of mishandling it. Since an estimated 90% of mishandled emails are the result of hurried, careless mistakes, encouraging vigilance on part of users is an effective form of prevention. This vigilance also ensures that employees are accountable for their actions because they must make a conscious decision when making the classification.

Mail Attender is a Lotus Notes email administration product that manages Lotus Notes mail databases. The management is automatically carried out by Mail Attender's Mail Restriction Rules which are created by Lotus Notes mail administrators. One of Mail Attender's primary uses is in maintaining email archives for regulatory requirements and storage relief.

Mail Attender for Lotus Notes provides the ability to Classify email and documents at time of creation/sending to maintain accurate & auditable, user-driven security & retention policies. This enables you to implement a far more granular retention strategy. The screenshot above shows a popup to the user at time of send.