A cloud you can trust

- Microsoft is committed to our customers' right to a cloud they can trust.

- Microsoft is serious about our commitment to protect customers in a cloud-first world and give them choices of cloud offerings.

- Microsoft collaborates with industry and governments to build trust and assurance in the cloud ecosystem.

"Businesses and users are going to embrace technology only if they can trust it."

Satya Nadella
CEO, Microsoft

Trusted Cloud Principles

A set of foundational beliefs that guide the way we do business in the cloud.

Security 🔒	Privacy & Control	Transparency	Compliance
Strong security protects content and safeguards from hackers and unauthorized access by using state-of-the-industry technology, processes, and certifications.	**Customers control their content,** as well as permissions. They can always access their data, take it with them when they terminate an agreement, and delete it upon request.	**Customers know what is happening** with their content. Microsoft explains in clear, plain language how the cloud provider uses, manages, and secures content	**Customers can store and manage** their content in compliance with their obligations, applicable laws, regulations, and key international standards.

ISO 27018: A Standard for Privacy in the Cloud

Key ISO 27018 principles for cloud service providers:

Must not use data for advertising or marketing unless **explicit consent** is obtained

Must **notify** customers of their policy on return and deletion of customer data

Must be **transparent** about where data is stored and how it is handled

Must **communicate** to customers a breach that affects personal data

Must provide customers with **control** over how their data is used

Can have services **independently audited** to document compliance

Perception v. Reality: Privacy & security in the cloud

Pre-adoption concern

60% cited concerns around data security as a barrier to adoption

45% concerned that the cloud would result in a lack of data control

Benefits realized

94% experienced security benefits they didn't previously have on premise

62% said privacy protection increased as a result of moving to the cloud

Barriers to Cloud Adoption study, ComScore, September 2013

Additional Resources

Learn more about the [Microsoft Enterprise Cloud](#)

Visit the Microsoft Trust Centers: [Azure](#), [Intune](#), [Office 365](#), and [Dynamics CRM](#)

Review the [Microsoft Law Enforcement Request Report](#) and [US National Security Orders Report](#)

Read our blogs: [Microsoft Cyber Trust](#) and [Microsoft On the Issues](#)

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