



# Slipping through the net

## What Metadata means to you

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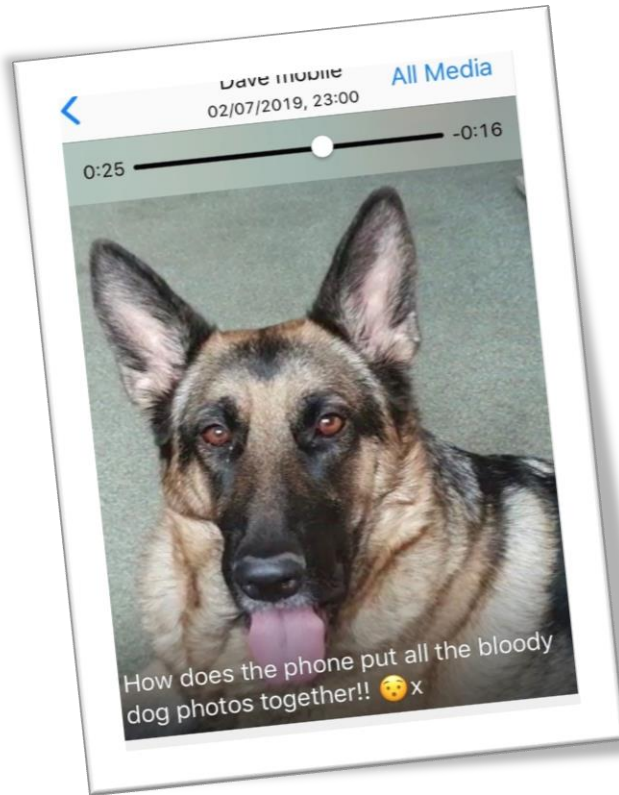


“ Everything we do in  
the digital world is collated and  
quantified.

Everything sticks



# A gift from the heavens!



I know she's  
not a meerkat  
but.....

# What is metadata?

Data about Data	Invisible	Reveals Information
<p>Meta is a prefix that normally means “an underlying definition or description”.</p> <p>Summarises information about data to make finding an working with particular instances much easier</p>	<p>Generally hidden in normal display but easy to find</p>	<p>Names, organisation, computer name, document summary, previous authors, document revisions, versions, editorial comments, hidden text</p> <p>And more</p>

## What's it used for?

- Allows resources to be found by relevant criteria
- Identifies resources and brings them together
- Gives location information
- Helps review documents
- Sharing documents
- Assists in going paperless

# Metadata and other files

Word / Excel	PowerPoint	And many more ...
Author Last saved by OLE Graphics Comments Hidden Rows/Columns Filtered Data External File Links	Author Last saved by OLE Graphics Comments Hidden Slides Speaker Notes Off-slide objects Slide borders	And many more....  PDF Email Images Mobile devices Videos Web pages



## Examples in the News

“ Metadata can change  
your life and seriously damage  
your organisation's  
reputation ”

# Damaging Reputations

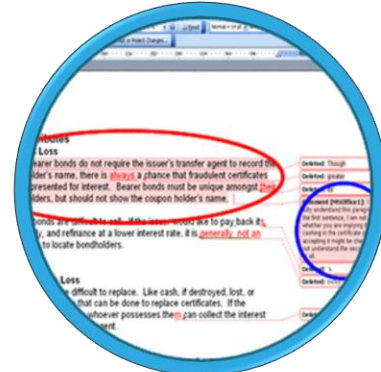
Improper redaction



Track Changes



Comments and Notes



What about Mobile





# Why manage metadata

- **Ethical Violations** - Privileged and confidential information exposed
- **Secrets Revealed** - Disclosing information that should not be revealed, including trade secrets, cost estimates and more
- **Embarrassment** - Disclosing embarrassing personal information or client relationships
- **Malpractice** - Don't open your firm to a malpractice suit due to policy and procedures not being followed

Thank you



DEEG