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(54) Title: METHOD FOR CLASSIFYING DATA ITEMS

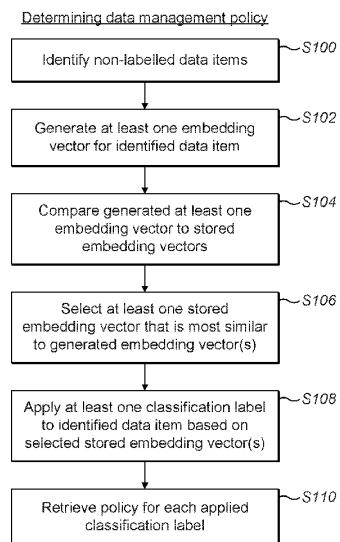


FIG. 2

(57) Abstract: Broadly speaking, the present techniques provide an automatic way of classifying data items within an environment (e.g. a business, workplace, organisation, etc.), and applying data management policies based on the classifications. This is advantageous over existing techniques which require manual classification of data items, which is time consuming in environments where hundreds of new data items may be generated in a day or week. The present techniques use an embedding machine learning, ML, model to automatically determine the relevant classification label(s) for an unlabelled data item, which is then used to select and apply the relevant data management policy(ies).

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[Continued on next page]

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