

The Quarterly Journal of the International Secure
Information Governance & Management Association

2019 | Issue 1



JOURNAL



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FROM THE EDITOR

I loved our new house, and the school down the street from us was within walking distance. My sweet little girl was seven years old. Coming from a school where she was one of the most well behaved, it was a bit of shock that she came home every day for the first month of the second grade with "yellow" and "orange" behavior indicators (those weren't good). She was talking too much - overcompensating for being the shy new girl, desperately missing her old friends. But after a few weeks, she began to adjust. She met new kids. And she grew more comfortable with her surroundings. She began coming home with "green" behavior colors intermittently and then regularly. She completed cool fun projects and learned a lot. And by the end of the year, it was "the best school ever."

*As my daughter experienced, change is never easy. Whether you are seven and starting a new school, or you run a business and your trade association merges with another. However, as we share in this issue in *The Undiscovered Country* on page 32, the timing for unifying couldn't be better, and it indeed does ...*Equal Growth* (page 22). During this time of change, having the right tools is more imperative than ever (addressed in depth on page 12). It's also essential to have a trade association that is doing something for you - read about the advocacy work of *i-SIGMA* in Canada (just one current touch-point) on page 28.*

I hope you enjoy this inaugural issue of the IG Journal and that you will undoubtedly be eager for many more. I have a feeling that for all of us, the best is still yet to come...

Kelly Martinez

NAID Director of Marketing & Communications

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PRESIDENT'S MESSAGE

Most readers are familiar with the Chinese saying, “May you live in interesting times.”

As I sit down to put pen to paper, in my eighteen years as a member of the association, including almost a decade in some leadership capacity, I can truthfully say from i-SIGMA's perspective, times are certainly interesting. That may even be an understatement.

Consider this partial list of i-SIGMA's recent accomplishments, developments, and initiatives:

- Folding the Data Protection Association (DPA) into i-SIGMA (pg. 34)
- Creation of the NAID Divisional Leadership Committee (pg. 7)
- Creation of the PRISM Divisional Leadership Committee (pg. 7)
- Forming the PRISM Privacy+ Certification Committee (pg. 11)
- PRISM Privacy+ Certifications in India and Saudi Arabia (pg. 38)
- Streamlining of the PRISM Privacy+ Certification Application Process
- Multiple advocacy initiatives in the U.S. and around the world
- And, we are launching this new publication, the IG Journal, acknowledging the broader world in which data destruction and RIM services reside (read more on this in “The Undiscovered Country” on pg. 32)

Of course, this intense level of activity is in addition to an already robust and ambitious association agenda.

- Membership and Certifications continue to grow, with more than 1,000 locations meeting NAID AAA or PRIVACY+ Certification
- The upcoming 2019 Conference & Expo is on pace to be among the largest in the organization's history
- i-SIGMA staff and leadership continue to speak at events across the country and the world and publish in international buying group publications

Like all i-SIGMA members, I spend my day investing in people, plans, and equipment to advance my business. When I consider what I spend in relation to this association, I can only wish that the ROI for all my investments was as good.

I want to close by personally inviting all readers to attend the upcoming conference. The event marks the first major conference for i-SIGMA, marks the 25th anniversary of NAID and the 38th for PRISM International. Denver is easy to get to. And while rooms at the host location, the newly built Gaylord Rockies Resort & Convention Center, is sold out, there are a number of quality hotels just a short distance away.

As the article “...Equals Growth” (pg. 22) explains, a new vitality and a new community are emerging. The future holds plenty of opportunity for those who embrace it.

See you in Denver!

Angie Singer Keating

i-SIGMA Co-President

i N P

NAID and PRISM Divisional Leadership Committee Charter Approved

Under the terms of the NAID and PRISM International merger, each division will be guided by a Leadership Committee as dictated by the association's new bylaws.

Recently, the i-SIGMA Board of Directors approved the NAID and the PRISM International Divisional Leadership Committee Charters.

According to i-SIGMA co-Presidents Angie Singer Keating and Christopher Jones these approval means NAID and PRISM International members will each have a formal group of industry leaders dedicated to protecting and advancing their interests, whether that be secure data destruction or records and information management.

"Throughout the merger process, we were keenly aware of the need for a formal structure that assured the interests of NAID members were acknowledged and protected," said Keating. "The respective Divisional Leadership Committees provide that mechanism."

Jones added, "We also needed to make sure the interests of PRISM International members and records management had a strong advocacy representation within the organization."

Both Divisional Leadership Committees were being vetted at the time of publication.

i N P

Board Adopts New Mission Statements

It is after several meetings and thoughtful deliberation that the i-SIGMA Board of Directors is pleased to announce that it has formed a mission statement for the association to reflect its role as an umbrella organization for specialized information management disciplines. The Board also approved new mission statements for NAID and PRISM International.

"The mission statement of any organization serves as the filter by which the Board determines the merits of its efforts," say i-SIGMA Co-President Christopher Jones. "As a result, it deserves considerable thought and a broad consensus. It wasn't easy, but we are confident we hit the mark."



The new i-SIGMA mission statement:

To advance secure data life-cycle management, security, and information governance globally by service providers and their customers through advocacy, education, and standards enforcement.

The new NAID mission statement:

To champion the protection of personally identifiable information, intellectual property, as well as regulatory compliance through the secure disposition of information and media in all forms by promoting customer best-practices using qualified service providers.

The new PRISM International mission statement:

To champion proper security, compliance, and information governance as it relates to information lifecycle management by promoting customer best-practices using qualified service providers.

i N P

i-SIGMA Board Makes Key Appointments

The i-SIGMA Board of Directors approved the appointment of two industry veterans to fill critical association roles.

Past President Eric Haas recently sold his firm to a company already represented on the board. The i-SIGMA bylaws do not allow for more than one director from any one member-company.

As a result, Don Adriaansen CSDS of TITAN Mobile Shredding will fill a vacancy at the post of Immediate Past President on the Interim i-SIGMA Board of Director. Adriaansen has a long history of service to NAID, participating on numerous committees, and more recently having just ended a seven-year stretch on the NAID Board of Directors. In that time, Don serviced as Director, Secretary, President-elect, President, and Immediate Past President.

Regarding the appointment, Adriaansen said, "While I'm honored to be rejoining the Board of Directors and look forward to the challenges, it's difficult to say goodbye to Eric. It's impossible to overstate the importance of his contribution over the past five years."

The i-SIGMA Board of Directors also approved the appointment of Don Gerard, CSDS of Land Shark Shredding to serve as Chairman of the i-SIGMA Government Relations Committee. Gerard is already a member of the Committee and serves on the Board of Directors as Co-Secretary, now filling the vacancy created when Mike Massaro of Iron Mountain stepped down as Committee Chair.

If you are interested in serving on the Government Relations Committee or one of the association's committees, please contact the Committee Administrator Sara Berntgen at sberntgen@isigmaonline.org.

N Time to Shine: Association Regulatory Advocacy Back in High Gear

Thanks to the past advocacy efforts of NAID on behalf of its members:

- Information destruction has been included in regulations that originally ignored it
- Responsibility for the destruction of abandoned media has been addressed
- Service provider qualifications and vendor selection due diligence are baked into regulations
- Recycling is no longer considered adequate destruction under the law

As many readers know, after five years of relative calm on the regulatory side of things, the EU GDPR has set in motion an enormous amount of proposed legislation around the world, and across the US at the state level.

According to i-SIGMA CEO Bob Johnson, this is a time of great opportunity and enormous threat. “Most policymakers do not consider data disposal, whether on paper or electronic media, as a factor in proposed privacy and data protection law,” says Johnson. “They also often fail to consider the burden on the covered entity to validate the services provider’s qualifications. Therefore, not only do we have to make sure data destruction is in the law, but we also must make sure the unintended consequences don’t make things worse.

“It’s important that we help lawmakers get these initial laws right,” says Don Gerard, CSDS, of Land Shark Shredding

and the newly appointed Chairman of the Government Relations Committee. “The laws that follow, whether in other states or at the national level, will refer to these laws being created now when crafting their own.”

Just this week, i-SIGMA provided input on a new state-level data protection law in the US.

“We are lucky to be invited to help craft these laws in the formative stages,” says Gerard. “Being invited to help write the regulations is much easier than trying to amend it after the fact.”

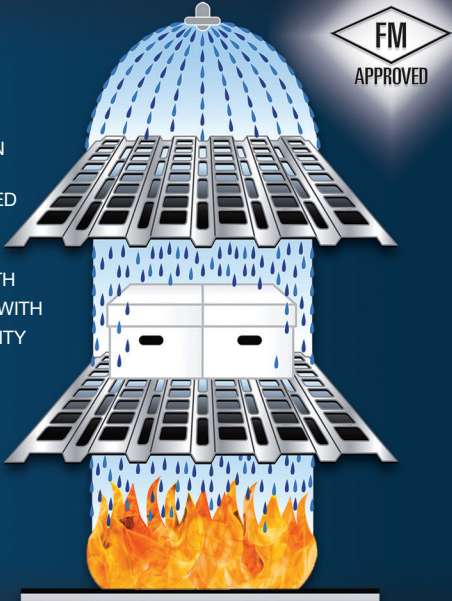
According to Johnson, there are more than a half dozen jurisdictions in the US and around the world where i-SIGMA is currently helping to shape new regulations.

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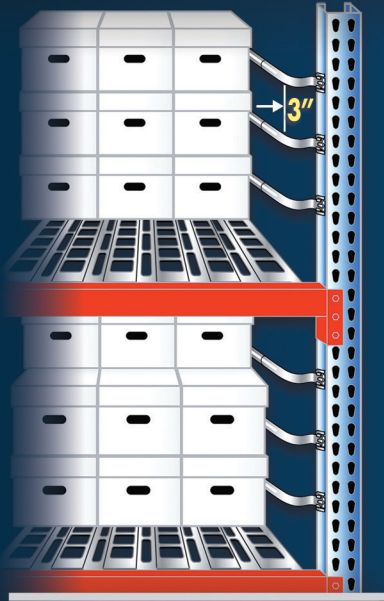
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P

Michael Payton Picked to Chair New Privacy+ Committee

In January, the i-SIGMA Board of Directors approved the appointment of Michael Payton, CSDS, to serve as chairman of the PRISM Privacy+ Certification™ Committee.

According to the Subject Matter Expert for PRISM International, Gail Bisbee, the association is lucky to have someone with Payton's vision and integrity in the driver's seat.



MICHAEL PAYTON, CSDS

"Prior to the establishment of the committee, the PRISM International Board of Directors oversaw the program," said Bisbee. "In order to take the RIM service industry's only certification to the next level, we needed someone highly-respected to bring focus to our efforts. I commend the board's decision. Michael Payton is the perfect choice.

Payton, an i-SIGMA Director, transiting to his new role as General Manager of RIM Services at Augusta Data Storage, Inc., is excited about the future of Privacy+.

"Though the program has been around for a few years," say Payton, "it is still in its infancy. Being the only certification of its type and with the regulatory environment requiring specific vendor qualifications, I am excited to watch Privacy+ Certification become the global standard."

i N P

New Globally-Applicable Contract Available Soon

The i-SIGMA Board of Directors has commissioned Australian-based Information Integrity Solutions (IIS), headed by the country's former Privacy Commissioner Malcolm Crompton, to add the final touches to what will be the first globally-compliant data destruction/RIM services contract.

"When this review is completed, i-SIGMA will have a sample service contract produced by the most highly-regarded data compliance professionals in the U.S., Europe, and Australia," says i-SIGMA CEO Bob Johnson. "In today's market, every customer needs to know their contracts address requirements and concerns in other jurisdictions. Members offering this contract will have a distinct advantage over their competition."

"The fact that i-SIGMA can offer such a contract to members at no additional charge to them is further validation of what a trade association can do for members" adds Johnson.

The new services contract will be launched at the 2019 Annual Conference in Denver. It will also be unveiled in Australia at the region's event on July 18, 2019.

i N P

No Obstacles to Attending the NAID & PRISM International 2019 Annual Conference

Excitement for this year's Annual Conference at the newly developed Gaylord Rockies Resort & Convention Center in Denver, CO is at an all-time high. This means a fantastic backdrop for an event already queuing a full set of exhibitors and registrations. And after extending the association's room block

twice, we have discovered that the conference venue is currently completely booked for accommodations.

All the more reason to attend! The 2019 Conference & Expo offers a full agenda, dynamic speakers, great networking opportunities, and more.

The 2019 NAID and PRISM International Conference will be held April 11-13 in Denver, CO at the Gaylord Rockies Resort & Convention Center.

Contact i-SIGMA Director of Programs & Events for a list of alternate hotel accommodations.

Register Online Today or Onsite at the Event – www.isigmaconf.org.

N

NAID-Japan Holds Inaugural Conference

NAID-Japan hosted more than 120 secure destruction professionals and a dozen exhibitors at its first conference, exceeding all expectations, and demonstrating that the beginnings of a strong organization are there.



The event, held on November 10 in Tokyo, featured five speakers, including an appearance by i-SIGMA CEO Bob Johnson.

"It was like traveling back to NAID's first conference," said Johnson. "Actually, NAID-Japan hosted more people and more exhibitors at their first event than we had in the U.S. in our first year."

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NAID-Japan is structured as a semi-autonomous non-profit chapter of i-SIGMA and operates under a contract that requires alignment with the i-SIGMA bylaws and NAID AAA Certification standards.

The secure destruction industry in Japan is very much like it was in the U.S. twenty years ago," adds Johnson. "Luckily, the government is hurrying to harmonize their laws with those of the GDPR, which is putting attention on data security into hyperdrive. What took twenty years to unfold in the U.S., may only take a few years there."

P

PRIVACY+ Committee Meets

Among the many new initiatives of the i-SIGMA Board of Directors is the creation of a committee charged with reviewing and making recommendations for improving PRISM International's PRIVACY+ Certification. Up to then, the program had been managed by the PRISM Board of Directors. While the PRIVACY+ Committee may eventually turn to promotional and educational aspects of the program, its initial priority is maximizing its relevance in fulfilling clients' regulatory due diligence obligations.

The committee held its first meeting in December and members include:

- Jim Beran (*Gilmore Services*)
- Tom Dumez (*PRIME Compliance*)
- Michael Fruchter (*Total Records Information Management*)
- Michael Payton (*The Data Vault*)
- Jason Teliszczak (*JTE Environmental Consulting, Inc.*)
- Andrew Ysasi (*VCR*)

PRISM International staff and i-SIGMA co-Presidents Angie Singer Keating and Christopher Jones also participated.

"Credible, relevant certifications are becoming an integral part of vendor selection due diligence," said i-SIGMA CEO Bob Johnson. "The world desperately needs such a standard for media storage and PRIVACY+ is its best hope."

The committee is still accepting members. Those interested should contact Sara Berntgen at sberntgen@isigmaonline.org.

N

What Happened to the Medical Waste Management Association?

Several NAID members have recently asked about the dissolution of the Medical Waste Management Association (MWMA).

According to i-SIGMA CEO Bob Johnson, it's understandable that members would come to i-SIGMA with questions. "A few years ago, NAID helped a group of members start a standalone trade organization for the medical waste industry," he said. "Even

though there was never any legal overlap and even though MWMA had its own Board of Directors and bylaws, because NAID helped them get started, some people got the impression the associations were connected."

In the closing months of 2018, the MWMA Board of Directors voted to dissolve the organization due to a combination of things, including low membership numbers and forthcoming changes in the association's management team.

Johnson adds, "This was a decision made by the MWMA Board, taking into consideration the information they had and the challenges they faced at the time."

i N P

Don't Be Shy: Providing Free Answers to Hard Questions is Our Lifeblood

NAID and PRISM International have a well-earned reputation for industry expertise. Over the years, these organizations have answered thousands of questions from members covering every imaginable industry issue.

According to Kelly Martínez i-SIGMA Director of Marketing & Communications too often members fail to realize the importance of bringing their industry business questions to the organization.

"It's because members bring their questions to the association that NAID and PRISM International are such a wealth of knowledge," says Martínez. "If we have the answer to the question now it is only because another member already asked it. Members are doing everyone a favor when they come to us with a challenging new question." She goes on to add, "Whether we already have the answer or have to do to look into it, any and all industry questions will be answered at no charge."

"Members can save themselves a lot of money," continues i-SIGMA CEO Bob Johnson. "They might have some question for a lawyer or a consultant for which they might have to pay handsomely. Not only will i-SIGMA provide the information free-of-charge, but we're also going to go to the top person in that field to get the answer."

Have Your Industry Questions Answered Today by sending an e-mail to info@isigmaonline.org.



GOOD FENCES

By Bob Johnson

As i-SIGMA prepares to release the second printing of the Information Disposition textbook, while at the same time commissioning the creation of a new contract that is compliant globally, the IG Journal asked the author to revisit the issue of service provider contracts.

Some people have the luxury of relying on someone's word. Others say a handshake is good enough. Nevertheless, as stated in the first edition of Information Disposition, there is no acceptable excuse for any customer not having a contract with a third-party with which the customer is sharing the personally identifiable information (PII) of others.

Since first written in 2016, this imperative for a customer to have a contract with their data-related service provider has become even clearer. The General Data Protection Regulation (GDPR) and the host of harmonization laws in the pipeline leave no wiggle room. For a customer to turn over PII to a service provider without a contract in place is becoming more than simple negligence; it is often illegal.

We remind readers that this is not legal advice but rather an attempt to articulate relevant issues. Obtaining appropriate legal counsel is always prudent and advisable.

It is worth noting that i-SIGMA awaits a universally-applicable, data-related service provider contract this spring. As a result, it is on our minds, and we hope on yours too.



It is expected that each party in the contract is responsible for protecting their interests. As a result, the party producing the agreement is primarily focused on protecting its interests, potentially at the expense of the other. It is assumed that both parties will consider how the agreements affect them and to be aware of the other party's responsibility to protect themselves.

What follows are contract provisions germane to the data controller-service provider relationship. The goal is to outline the relative vulnerabilities and warranties of both parties with the ultimate intention that contracts reasonably protecting both sides. Provisions such as legal jurisdiction, dispute settlement, payment, severability, and others common to any contract without regard necessarily to data destruction will not be covered in this article.

Liability Transfer and Indemnification Provisions

It is common to contractually address the liability while failing to address the indemnification. This is a mistake. Any contract between a data controller and data-related service provider should establish that the service provider is responsible for providing compensation to cover limited damages caused to the data controller as a result of failure by the service provider to fulfill their data destruction responsibility.

Furthermore, the contract should specify that the service provider will provide evidence of appropriate indemnification, including the policy.

Too often, data controllers simply pass on liability to a service provider. Unfortunately, there is nothing to stop the disreputable service provider from accepting liability even when they have

Among the more common shortcomings is the exclusion of claims resulting from the intentional or criminal acts of rogue employees.

no insurance in place nor any resources to stand behind their commitment. With no coverage or resources, in the event of a claim, the data controller is left with nothing.

Therefore, such contracts should focus on proper indemnification in tandem with liability transfers.

Because indemnification is a critical risk management control, and because many professional liability policies have fatal exclusions and misaligned coverages, service provider contracts should also specify that the indemnification unpinning the acceptance of liability is subject to the data controller's review and approval.

Among the more common shortcomings is the exclusion of claims resulting from the intentional or criminal acts of rogue employees. Another is a requirement to use a specified breach mitigation team. Unfortunately, most insurance brokers are unfamiliar with the subtleties of data protection regulations and, therefore, data controllers should not rely on verbal reassurance but rely instead on their interpretation of the written policy.

Data controllers should also be aware that professional liability policies obtained by their service provider have an annual claims limit. As a result, any claim paid, or legal defense mounted during that year reduces the amount remaining to stand behind indemnification obligations. It is therefore prudent for data controllers to contractually require service providers to notify them of any reduction in their capacity to pay the contracted liability at any point during the term of the agreement. It is assumed that any deviation from the contracted indemnification provisions would trigger a contract remediation protocol.

In summary, the liability and indemnification provisions of the contract should identify a reasonable limit of liability, require appropriate indemnification subject to data controller approval, and require notification of any reduction in the service provider's capacity to reimburse to the accepted liability limit during the term of the contract.

Regulatory Linkage Provisions

One of the most important roles of a contract is to clearly delineate and hold a service provider to regulatory requirements. In some cases, such as HIPAA and GLBA, regulations require a contract between covered entities and service providers specifically for this purpose. However, even for cases in which a data controller is not provided explicit instruction, regulatory stipulations are essential.

Records and Information Management (RIM) contracts will have a greater regulatory burden, for instance in recognition of provisions requiring law enforcement's access to retained information. Given the nature of the services provided by data destruction vendors, they are not expected (nor likely) to have PII demanded by courts. A records storage firm on the other could very likely have such information in their possession and could, therefore,

be served a court order to produce a client's records they are otherwise legally required to protect.

Furthermore, RIM services would have a burden to track such requests. Where GDPR is concerned, it remains to be seen if service providers (defined as "data processors" under the law) would be required to fulfill data owners' requests to see their information; however, it is impractical and more likely such requests would proceed through the data controller.

Breach Notification

Federal and state-level data breach notification laws, for instance, require data controllers to notify individuals when their PII has been exposed to unauthorized access. Considering that the regulatory duty to notify resides perpetually with the data controller, the data controller has a burden to make sure the service provider will inform

them in the event of breach. From a reasonableness perspective, the failure to contractually require service providers to report data security breaches to the data controllers could be deemed negligent insofar as it is unreasonable to expect such reporting without such the requirement clearly stated.

Therefore, service providers should be contractually required to inform data controllers of any data security breach that may have exposed PII for which that data controller is responsible. HIPAA requires this contractual language in service provider agreements. Beyond that, service providers should be contractually required to have written policies instructing employees to notify management of any potential data security breaches. Finally, service providers should be contractually required to train employees to report any potential data security breaches to management and to obtain written acknowledgment and acceptance of this responsibility.

Given the nature of the services provided by data destruction vendors, they are not expected (nor likely) to have PII demanded by courts.

Operational Security Specifications

Data protection regulations universally require covered entities to ensure that service providers possess and maintain a level of security appropriate and adequate to protect any regulated information. The agreed-upon security specifications and processes should, therefore, be outlined with some specificity in the contract; including the service provider's written security policies and procedures as a contract exhibit. Additionally, contracts should require the service provider to validate any specific third-party certifications used to verify and monitor such security.



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Employee Training/Written Procedures

In conformance with regulatory requirements to train personnel with access to regulated information, service providers should be obligated to train their employees on the contractually-agreed written security policies and procedures, including breach notification requirements. The contract should include a requirement to obtain an acknowledgment and agreement in writing from each employee attesting to their understanding of the training, as well as an acknowledgment of their fiduciary obligation to protect and keep private all client information in the care and custody of the service provider.

HIPAA Business Associate Agreement

Data controllers responsible for protecting PHI under HIPAA are required by law to have a Business Associate Agreement (BAA) with any third-party (business associate) to which they delegate such access. The agreement specifically extends and binds that business associate to the HIPAA Privacy Rule and Security Rule, as well as HIPAA data breach notification requirements. As mentioned, the contract should require that the business associate inform the data controller (the HIPAA covered entity) of any security breach potentially allowing unauthorized access to PHI as soon as it is reasonably detected or within 60 days of the event, whichever is shorter.

Furthermore, when business associates subcontract to yet another service provider, the contract should reflect that they are also required (under HIPAA)

to have a BAA in place with such downstream subcontractors, which, in turn, requires those subcontractors to conform with the HIPAA Privacy Rule, Security Rule, and data security breach reporting requirements.

While the contracting business associate does not technically become a covered entity in the contractor-subcontractor relationship, it is useful to think of it that way insofar as the data breach notification provision flows upstream from the subcontractor, to the contractor (business associate), to the covered entity.

Provisions required of the BAA do not pertain to the duration of the contract, payment terms, indemnification or other issues covered in a general service contract. In that case, it is the prerogative of the parties whether the general contract terms will be a part of the BAA or a separate agreement.

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The Financial Services Modernization Act Safeguards Rule

The Safeguards Rule is part of the Financial Services Modernization Act. Most readers will be more familiar with this law under its commonly known as the Gramm-Leach-Bliley Act (GLBA), the contains.

The Safeguard Rule not only requires data controllers under its jurisdiction to prevent unauthorized access to nonpublic personal financial information, but it also requires they have written policies and procedures to demonstrate a data security program is in place and from which employees can be trained and find guidance. It also requires that any vendor or other third parties to which the data controller delegates access to such information to have such written policies and procedures. As a result, it is incumbent on any data controller to ensure their contract with such service providers contains linkage to the Safeguards Rule, concerning both the prevention of unauthorized access to nonpublic personal financial information, as well as the requirements to have written policies and procedures, and employee training.

General Data Protection Regulation (and GDPR-replicas)

Presently, Europe's GDPR represents the most comprehensive regulatory regime. Given that it is borderless in nature and that other jurisdictions adopt similar legislation monthly, the safest approach to contractual compliance is to use it as a regulatory baseline.

As mentioned, a universal contract, applying to RIM and destruction services, has been commissioned by i-SIGMA. The project will be complete in April 2019.

Any reputable service provider should be very concerned if they share an account with a competitor.

Industry-specific Data Protection Regulations

There are fewer general data protection requirements built into sector-specific laws aimed at everything from video rental preferences to academic performance records. Most do not require a specific contractual linkage related to secure destruction service providers. Adherence to the guidance provided above should be more than sufficient to demonstrate reasonable due diligence in the contracting process.

Exclusivity Provisions

In the absence of proper coordination, organizations can inadvertently end up using multiple secure destruction service providers. It happens most commonly when departments act independently of each other. It is most commonly a symptom of the data controller having no organized information destruction policy. Were one in place, the hiring of duplicate contractors would be prevented.

The use of multiple information disposal services adds risk by diluting the accountability of each service provider. It stands to reason that if there are two or more service providers, determining which is accountable in the event of a problem is more complicated.

From the service provider's perspective, providing services where another service provider is also involved increases their risk of being suspected of a data security breach for which they had no responsibility. As most service providers know, even the hint of an investigation often results in problems with their professional liability underwriters and, of course, causes harm to their reputations. Any reputable service provider should be very concerned if they share an account with a competitor capable of drawing them into such a situation.

However, while having duplicate contractors for data disposition services adds risk for both the data controller and service provider, from a contractual perspective the onus is on the data controller to prevent it for the simple reason that the service provider has no control.

Therefore, we recommend that the service provider contractually mandate that it will be the exclusive contractor for any data controller they serve. In the contractual clause specifying the exclusivity of the service provider, the data controller would agree to forfeit indemnification and other recourse if in violation of the provision. While this



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would be understandably uncomfortable for a data controller, the insurance underwriting requirements may leave no alternative. Because a data security breach by an alternate service provider could result in significant expense to the insurance company, they have no reasonable choice other than to exclude coverages where service provider accountability is contaminated and suspect.

Even if a data controller balks at an “exclusivity” clause, the result could still be that indemnification is disallowed.

Data-related service providers are well within their rights when insisting on an exclusivity provision in service contracts. The pill may be hard to swallow, but it is in the best interest of the data controller.

Transfer or Acceptance of Custody

When information is transferred from the custody (care and control) of the data controller to the service provider, with few exceptions, the service provider is unable to ascertain and attest to exactly what they are accepting definitively. The extreme example of this is in destroying bins of random incidental records, but it could also apply to boxes of labeled controlled documents and large batches of untagged hard drives.

While the data controller has good reason to identify the information or media to some degree of specificity to maintain a record of what has been destroyed, it is not reasonable for the service provider to contractually agree with any certainty to what they are accepting simply based on the data controller’s assessment.

As a result, contracts should stipulate that what is listed by the data controller on documentation transferring custody is for record keeping and

compliance monitoring only and does not constitute incontrovertible proof that such information (or media) is included in the materials that are transferred, unless otherwise impeccably mutually-established through some detailed and conclusive indexing or inventory at the point of transfer.

Subcontractor Provisions

The service provider’s use of subcontractors when providing secure destruction services is a foreseeable situation. There are generally four reasons for a service provider to use a subcontractor:

- The service provider has responsibility for a service territory that extends outside their practical reach.
- The data controller requests destruction of a type of media which the service provider is incapable of destroying.
- The service provider has a catastrophic incident that prevents them from temporarily performing the service.
- The service provider contracts with a third-party trucking company to transport materials from a great distance.

Contracts should anticipate that there will be an occasion to subcontract all or some aspect of secure destruction. There are several approaches and considerations in addressing the issue. Contracts should either disallow or provide provisions for subcontracting (either requiring notice or not). Where subcontractors are permitted, contracts should require that they hold to the same due diligence standards as the primary contractor, including necessary

certifications. A data controller would be entirely within reason to have approval authority over the use of any subcontractor or to request a copy of the subcontractor contract.

To the extent that these situations requiring subcontractors are foreseeable, protocols for each should be covered in the service provider’s policies and procedures.

Negotiable Instruments

On occasion, data controllers may need to transfer negotiable instruments to data destruction service providers. Such items can range from low-value merchandise redemption coupons to live checks from active bank accounts. If there is the likelihood that custody and fiduciary care for such instruments will be transferred to the service provider regularly, it is useful to describe and acknowledge this in the service contract, documenting any precautions in place to further assure their destruction. On the other hand, if custody for such items may be transferred rarely and randomly, it is useful and warranted that the data controller advise the service provider of their presence in advance of the destruction event if the value of such items exceeds the agreed threshold.

Both data controllers and service providers can argue that such additional precautions should not be necessary because the security already in place should be enough to protect the items well. However, while this position is defensible logically, the reality is that the risk of a problematic result is reduced substantially with advanced notice. The goal of the process is not to test and rely on the integrity of the built-in security, but rather to minimize the risk as much as possible for all involved.

Transferability Provision

Frequently, information and media services are outsourced to privately-held businesses. Like all such businesses, ownership may change from time to time and, absent contractual requirements for the service provider to do so, the data controller might never know of the ownership change. On the other hand, signed contracts are an asset in the sale and purchases of such businesses. So, while data controllers may want to protect themselves from being left in the dark on a change in ownership, service providers have a vested interest in retaining the ability to sell their company with the contract intact and in effect.

A regulatory purist might argue a data controller cannot forfeit its statutory obligation to select data-related service providers; however, it is not unreasonable for a contract to stipulate it

is transferrable to new owners provided the new owner meets all contractual obligations.

In any case, it will be left to the data controller to decide whether the service contract is ultimately transferrable and what stipulations would apply.

The Contract Imperative

If only for the sake of emphasis, it is worth repeating that any customer who shares PII with a vendor without a contract in place would likely be negligent. While service providers may draw comfort from the fact that this obligation resides squarely with the customer, we caution that such contracts also serve to protect them from unreasonable liability and lawsuits. There is little doubt a customer's negligence would not blow back on the service provider who was party to such.

The safer and more profitable approach is to fulfill the professional responsibility to protect the client. It is not their job to know the ins and outs of their contractual obligations, but rather the professionals they are hiring to advise them.



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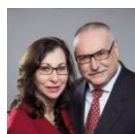
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...Equals Growth

Conditions are Ripe for a New Round
of Expansion and Profit in the Data
Protection and RIM Services Industry

By Bob Johnson

Organizations in the U.S. offering data protection or information management services have seen a lot of changes over the past few years. Whether it's IT asset disposal, records storage, or paper shredding, the current business environment bears little resemblance to what it was five years earlier.

Chances are pretty good that...

1. One or probably more competitors have sold to a large international competitor or merged with another local one.
2. The government has new data protection laws or will soon.
3. An increasing number of prospective clients understand their service provider must have qualifications beyond the lowest price.

These changes certainly benefit those service providers who are still standing. Here's how.

Consolidation Equals Growth

There may be no better testimony to the health of the data destruction and information management industry than the fact that so many corporations, large and small, are still lining up to buy them.

And, while we're all happy for those hard-working entrepreneurs who decide to cash out, it also means good things for those who remain, even for startups.

There is no denying the fact that local consolidation, whether it's a large firm or another local competitor doing the

acquisition, puts accounts into play. Some customers simply don't like having another service provider forced on them, or don't want the changes that inevitably come with any new vendor.

On the other hand, some acquiring service providers proactively shed clients who are not willing to conform to a new way of doing things or the new price structure.

Of course, whenever there's an ownership transition, especially if it involves personnel changes, there are service issues that will send clients shopping around.

For these reasons and a host of others, the acquisition of a competitor in a service provider's market usually leads to a significant uptick in business for the other locally-owned operators in that market.

Of course, consolidation also leads to competitive and pricing stability; both of which are immensely beneficial to the remaining service providers.

You don't need to be a Rhodes Scholar to figure out that fewer competitors is a good thing. Business owners who remain successful have often lived through the rampant and exuberant - and often chaotic - expansion of the past ten or fifteen years. The fact that they are around now to take advantage of the new stability says something in and of itself.

Shafer Gabrel co-owner of Data Shredding Services of Texas, Inc. says the changes in the marketplace are noticeable. "We have seen a half dozen mergers in recent years," says Gabrel. "Whenever a competitor is swallowed up, we see a direct link to growth and price stability. Local customers still prefer working with a local operator."

On the record storage side of the industry, Stacey Lombardo President & Founder of Connecticut-based Infoshred sees a similar correlation. "There's plenty of growth left in box storage," says Lombardo. "Even if the client doesn't move their older boxes and are utilizing our services on a go forward basis. After the acquisition of a competitor, we find ourselves uncovering a lot of new opportunities."

GDPR Harmonization and Growing Customer Scrutiny Equal Growth

Over the past two years, I spoke often and wrote at length about the global impact of the European Union's General Data Protection Regulation (GDPR). The basic tenet of my argument was the GDPR would impact the whole world because any organization doing business in Europe or with Europeans would have to comply.

With the GDPR now having been in effect since last May, I find myself having to apologize; I was wrong on two counts. The fact is I grossly underestimated it. What I failed to predict adequately was the extent to which U.S. states would take steps to harmonize their data protection laws with the GDPR.

With the U.S. federal government bogged down by committee jurisdiction issues (and the gridlock which has plagued it for decades), states are accustomed to filling the void. In the face of federal paralysis, states have created their own laws criminalizing identity fraud and requiring breach notification. That

fact that they are now amending their privacy protection laws to align with the GDPR is no surprise. The speed with which they are doing it, however, is one. Sparked by the Cambridge Analytica misuse of private data and the cascading weekly announcements of the same thing happening at other large firms, before the year is out, the rate at which states adopt new data privacy laws could dwarf the speed at which breach notification spread ten years ago.

As to whether the federal government steps in, it's anyone's guess. In the end, however, the point is moot. The states already are acting. If the feds do act, it will simply make nationwide compliance easier.

It remains to be seen if states will follow the GDPR lead, by imposing expensive fines for violations.

Increased Customer Scrutiny Equals Growth

While stronger data protection and privacy regulations are obviously needed, their existence is also good for data-related businesses who can help their clients comply. Service providers who keep their ear to the ground and focus their acumen on compliance may well see more opportunity than they saw with HIPAA, GLBA, or FACTA.

Readers should keep in mind, the GDPR-type requirements included in these regulations go beyond current data protections.

For instance, some of these nextgen provisions require organizations to:

- Proactively specify how long they will retain personal information about an individual (which can be no longer than necessary to serve its intended purpose) and to destroy the personal information when it reaches that timeframe.
- Share upon request by those of whom they retain personal information the security protections they have in place to safeguard it
- Provide upon request any information retained about any individual, so that the individual may correct or stipulate that the information be deleted or destroyed... including within hard copy records.
- Provide upon request information to those about whom personal information is retained, information about third parties with whom such information is shared - including service providers - as well as information regarding the criteria by which such third parties were vetted.

- Equate unauthorized release of personal information with a violation of the right to privacy, therein remove the burden for victims of data security breach to demonstrate actual damages. *(This dramatically increases the data controller's exposure to class action suits and has personal damages attorneys chomping at the bit.)*

In the final analysis, though these provisions and the others are designed to give total control of personal information back to the individual (the data owner), they clearly raise the pressure on all organizations, which is good for data protection and data management professionals.

When an organization must proactively explain how long it will retain personal information and must destroy it as soon it reaches that point, it drives data management and data destruction. When any customer can request information on third-party service providers with whom data is shared and about how those service providers were selected, it requires organizations to develop clear vendor selection criteria and due diligence.

When a data breach is considered damages in and of itself, thus lowering the hurdle for damages to be awarded in a class action lawsuit, suddenly every organization out there is a potential customer. It remains to be seen if states will follow the GDPR lead, by imposing expensive fines for violations (some certainly will). Even if they don't, the fact that they virtually guarantee the advent of large class action settlements is going to get everyone's attention.

Why Attending the 2019 NAID & PRISM International Annual Conference is Crucial

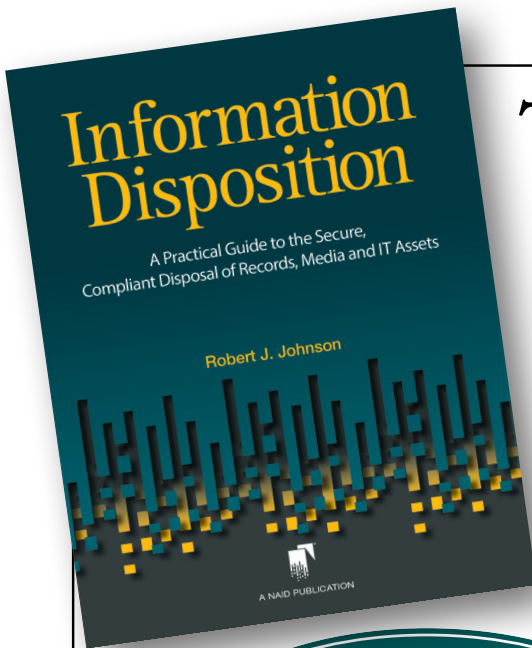
As discussed in "Equals Growth" (page 22), changes affecting the market are good for information management and data destruction firms, whether they are electronics-based or hard copy.

Therefore, it is no accident that the NAID and PRISM International Conference Committee intentionally included multiple sessions aimed directly at helping attendees prepare to make the most from the emerging market.

From Ross Federgreen's presentation "How Removing the 'Proof of Damages' Will Intensify Demand for Data Protection and Governance Services" to the panel discussion "How to Acquire Profitable Small Accounts to Create a Big Business," the goal was to offer sessions that provide tools that information service providers needed to succeed. In total, there are over 30-hours of such sessions, the most available at any industry event.



No one disputes the fact that data protection and information governance are driving client decision-making and vendor selection. Understanding and capitalizing on this fact is critical. That the 2019 NAID & PRISM International Conference and Expo being held April 11-13 in Denver, CO is the only event focused on these issues is also undisputed. As any good business person knows, it's always best to go with the facts.



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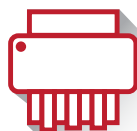
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All Boats Will Rise (Some More Than Others)

The past two decades have proven that increased pressure on organizations to protect and manage information lead to an increase in demand for related services.

And while any spike in demand will be noticeable to all solution providers, the lion's share of it will go to those who have the right qualifications and know how to talk about them.

Clients may only know they need something, and it will be up to the service provider to tell them what that is.

These service providers will have great SEO with a web page that explains things clearly and without deception.

Success will mean knowing how to explain how the new regulations affect case law (eliminating the requirement for plaintiffs to demonstrate damages.)

Being NAID AAA or PRISM Privacy+ Certified will be crucial, as will knowing the ins and outs of new GDPR compliant service provider contracts (see page 12 GOOD FENCES) and professional liability coverages.

Any client who is aware of how things are changing is going to be asking questions. This is not the time to stammer or fudge.

For those who are still standing, who have survived the craziness and are ready to reap the rewards, the coming years certainly equal growth.



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NAID and PRISM International and the Role of Advocacy

The wave of forthcoming regulations reference in "Equals Growth" (page 22) are both an opportunity and a threat.

On the plus side of things, any regulation the raises the bar on data protection and information governance is generally good for data destruction and RIM service providers.

However, regulators are not experts; therefore, NAID and PRISM International have a responsibility to their members as well as to consumers and the wider business community to help them get it right.

For instance, regulators would not understand without guidance that abandoned paper and electronic media are one of the major sources of risk. And they certainly would not realize that those abandoning such records and media often hide behind the corporation, thereby eliminating their risk from prosecution. It is not their fault they haven't considered it. How could they? It is necessary for NAID and PRISM International to bring these sorts of issues to the table.

This is just one example. Often, we sit down with sponsors of a data protection regulation that completely overlooks the need to address records retention or secure destruction. It falls to us to bring these oversights to their attention.

Luckily, it is getting easier. Having been at this for so long, and having developed a global reputation for thoughtful input, both NAID and PRISM International are more often invited to comment or welcomed with open arms.

Obviously, at a time when so many data protection and information governance regulations are in play, the vigilant advocacy of NAID and PRISM International is even more critical.





An Overview of i-SIGMA Advocacy in Canada

By Duncan Rayner

The mantra of i-SIGMA on government relations in Canada is to get the most bang for the buck, with a focus on the Federal Government and all ten provinces. That national scope is necessary as privacy laws come under both federal and provincial jurisdiction.

At the federal level, the focus is on two pieces of legislation:

- Personal Information Protection and Electronic Documents Act (PIPEDA), which governs the private sector in all provinces except Alberta, British Columbia, and Quebec, and all interprovincial private sector activity.
- Privacy Act, which governs the federal public sector.



Several provinces have made NAID AAA Certification a condition of government contracting.

The focus at the provincial level is mostly in the public sector and health care fields, which are provincial responsibility. However, for Alberta, B.C., and Quebec, i-SIGMA also engages in their provincial private sector legislation, such as the Personal Information Protection Act in Alberta and B.C.

Current Issue Environment

Privacy is one of the top five policy issues in Canada at present, and most of the focus has been on digital information. We believe this focus on privacy will extend into the October 21, 2019 election campaign and may even be a significant platform issue.

This enhanced interest is due to several factors, including high-profile breaches, the EU's General Data Protection Regulation (GDPR), questions about privacy and big data, and so on. As a result, even though PIPEDA just concluded a Parliamentary review in Q1 of 2018, there is a growing consensus that it needs to be reviewed and updated – with an increasing chorus of voices demanding enforcement power, fines, and more resources for the Privacy Commissioner of Canada.

Meanwhile, there is now mandatory breach notification legislation at the federal level and in most provinces. At the federal level, there is also a requirement to maintain a record of all breaches and to provide that to the Privacy Commissioner upon request.

Information destruction and records management have not featured prominently in recent debates. However,

it is important to note that twice now the House of Commons Access to Information, Privacy and Ethics Committee has accepted NAID-Canada's recommendation to include a definition of destruction in PIPEDA. That happened again in 2018 in the Committee's report on its review of PIPEDA.

Activity

i-SIGMA engagement in Canada falls into three main categories.

Monitoring: i-SIGMA monitors the Federal Government and provinces, the Federal and Provincial Privacy Commissioners, and media outlets for any initiatives or news that could provide an engagement opportunity (e.g., government outreach, media release, etc.).

Profile-Raising: i-SIGMA takes advantage of opportunities to raise its profile. For example, the association strives to post at least one to two mailings to Privacy Commissioners and politicians responsible for privacy each year. In recent years these have included mailings of the NAID textbook on information destruction, sharing the results of the NAID hard drive study, and introducing the association's regional leadership. In addition, i-SIGMA writes to relevant decision-makers and privacy authorities whenever a topical issue is raised in the media that could require a policy response.

Legislative Engagement: The leadership of i-SIGMA has appeared before legislative committees studying privacy legislation at the federal level and in Alberta, B.C., and Ontario. Whenever privacy legislation is being reviewed, i-SIGMA has requested an appearance. Where that was not feasible, written submissions have been filed. It was an appearance by the NAID-Canada Chair that led to the House Committee's recommendation to include a definition of destruction in PIPEDA in 2018. The Association has also been invited to attend consultations on various privacy issues led by the Privacy Commissioner of Canada.

NAID-Canada Reputation and Outcomes

Prior to the merger, NAID-Canada had developed a good reputation with policy makers, though its profile was limited. Outreach efforts have made the association familiar to privacy authorities across Canada and the federal Commissioner responds quickly to any correspondence, though political awareness is less. The educational efforts of NAID have also been well-received. The intention is for i-SIGMA to draft in the wake of NAID, emerging as the voice for both destruction and records management.

As for outcomes, several provinces have made NAID AAA Certification a condition of government contracting. Several privacy authorities have also made

The long history of involvement and success NAID has in Canada bodes well for i-SIGMA.

direct reference to NAID in materials on destruction and/or linked to NAID resources. The intent of i-SIGMA moving forward is to do the same for PRIVACY+ Certification.

While the Federal Government has yet to accept the recommendation, the House Committee has twice made to include a definition of destruction in PIPEDA, it did result in the Privacy Commissioner of Canada developing guidelines for safe destruction, which become the standard for organizations to adhere to.

i-SIGMA Opportunities

The following are initiatives under considered for this year:

- A meeting program to introduce i-SIGMA to privacy decision-makers.
- Take part in at least one of the studies occurring on privacy issues (e.g. the hard drive study could be used to argue i-SIGMA should appear before the just-launched House Public Safety Committee study on cybersecurity).
- Use the EU GDPR to show anew that Canada's privacy legislation is lacking and needs to be updated.
- Support the efforts of those suggesting PIPEDA needs to be strengthened by giving the Privacy Commissioner more powers and resources.

- Capitalize on the Privacy Commissioner's concerns about privacy and cannabis sales, offering to partner on a dumpster audit near cannabis retail locations.
- Try to make records management and destruction an issue in the 2019 federal election in October.
- Actively participate in the forthcoming review of B.C.'s Personal Information Protection Act.

Staying on Course

The long history of involvement and success NAID has in Canada bodes well for i-SIGMA. The strategy of vigilant monitoring and quick action will continue to serve the organization well. To date, this strategy as demonstrated that limited resources can be overcome by extreme dedication and unmatched expertise.

It is only a matter of time, and probably not much, before the GDPR pressures legislators to adopt stronger policies. When it does, i-SIGMA will be there to help them and defend the interests of its members.

ABOUT THE AUTHOR



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Temple Scott Associates (TSA) is a Canadian government relations and communications firm.

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The Undiscovered Country

i-SIGMA and the Birth of the IG Services Community

By Kelly Martínez

In the build-up to the merger of NAID and PRISM International a year ago, it was easy to see the efficiencies of a combined back office, joint events, and unified publications. It wasn't until after the merger that it became apparent there was potentially something much more significant taking place.

Both associations had long, proud traditions of service to their respective constituencies that went back decades. Both shepherded the industries they served from their humble infancies, through their rapid expansion, to stable maturity.

And while this concentrated focus was valuable, even necessary at various points in time, it resulted in a myopic perspective on the broader arena in which records storage and data destruction operated.

A Place in a Changing World

There was a time when records storage and data destruction were not outsourced. Not to say there were no customers who stored records off-site or who used a recycler to shred records. They did.

But still, it was only in the last forty years that organized off-site storage of records became popular with customers and a bonafide industry unto itself. And it wasn't until the past thirty years that same thing happened in data destruction. Before this, customers handled these things for themselves.

During that overlapping transition, customers often viewed these two services as separate and distinct. Rarely was the data destruction decision made by the same person who made the records storage decision. The truth is, at the time, most companies did not view information governance as a single overarching concept.

It resulted in a myopic perspective on the broader arena in which records storage and data destruction operated.

Of all the transitions affecting records storage and data destruction over the past decades, the fact that customers (and regulators) are coming to see all aspects of information and data management as falling under the banner of information governance is one of the most significant. And, though it was not the reason for NAID and PRISM International to merge, it certainly speaks well for the timing. As a result, i-SIGMA emerges as the largest trade association for information governance service providers in the world at the same time the world of business and government is starting to view its members' services as falling under that single heading.

Whether it was a case of years of preparation coinciding with opportunity or plain luck, the merging of the associations at the same time the rest of the world is merging the concepts bodes well for the organization.

As jurisdictions across the U.S. and around the world prepare to upgrade their data protection and privacy laws, there is a significant advantage in engaging them as the world's largest

As a result, i-SIGMA emerges as the largest trade association for information governance service providers in the world at the same time the world of business and government is starting to view its members' services as falling under that single heading.

association of information governance service providers compared to either of the former, divided, and more parochial organizations.

The Attraction is Compelling

By the time this article is printed, i-SIGMA will count another organization of information governance service providers among its ranks. In January, the board of the Data Protection Association (DPA) voted to fold the organization's fortunes and future into i-SIGMA.

"Neither NAID nor PRISM International was designed to serve and represent the interests of tape rotation and data backup services," said DPA's President Michael Payton. "The fact that i-SIGMA is able to represent our particular mission, while at the same time giving us the clout of a unified information governance services platform made too much sense for us to ignore."

"The fact that i-SIGMA is able to represent our particular mission, while at the same time giving us the clout of a unified information governance services platform made too much sense for us to ignore."

"They want customers who know the benefits of outsourcing. They want meaningful, beneficial regulations. And they want to make a reasonable profit. To do this, we need the strength of a combined voice."

According to i-SIGMA co-President Christopher Jones, other organizations will likely follow suit. He told us, "There are a number of other data-related service organizations serving other sectors or operating in other regions of the world. Once they see how they can benefit by our wider, stronger approach, we expect them to ally with i-SIGMA as well."

i-SIGMA is emerging as a new type of entity; one that captures the strength of the information governance services community, but is structured to provide industry-specific education, standards, and advocacy to the various service sectors falling under its umbrella.



One World, One Message, One Mission

"In the end, all information governance service providers want the same thing," said Angie Singer Keating, serving as co-President of i-SIGMA beside Jones. "They want customers who know the benefits of outsourcing. They want meaningful, beneficial regulations. And they want to make a reasonable profit. To do this, we need the strength of a combined voice. i-SIGMA is the best opportunity for achieving those results."

ABOUT THE AUTHOR



Kelly Martinez is the Director of Marketing & Communication for i-SIGMA.

She can be reached at kmartinez@isigmaonline.org.



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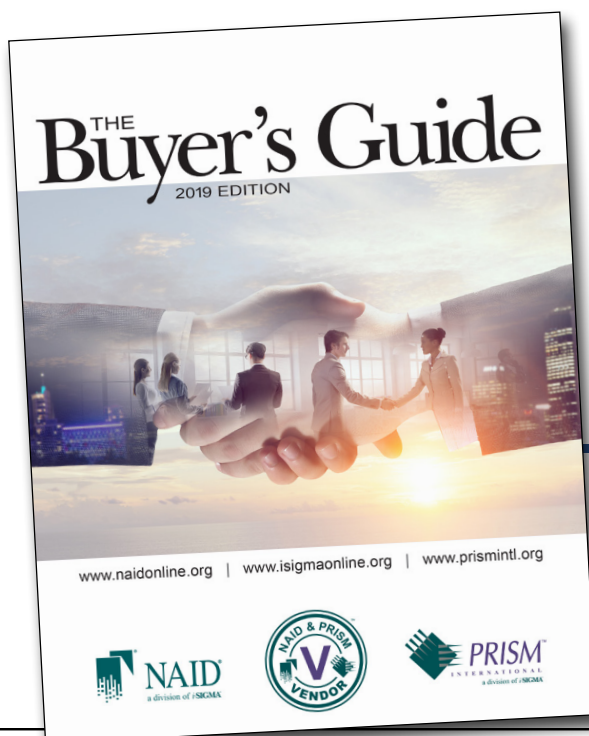
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Sponsors & Exhibitors lists are as of February 1, 2019. View the current lists at www.isigmaconf.org.

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Firm Earns First NAID AAA Certification for Solid State Device Erasure

EWASTE+ of Victor, New York is the first electronics recycling firm to add solid state device (SSD) media erasure to its NAID AAA Certification for Sanitization Operations.

“EWASTE+ was among the firms calling for NAID to add SSD erasure to its sanitization certification,” says association CEO Bob Johnson. “It was no surprise they were ready once we expanded the program. It takes fearless industry leaders to put themselves up to our level of scrutiny.”

According to Mike Whyte, President of EWASTE+, “Including the NAID SSD Sanitization Certification to our service portfolio really sets us apart from the competition;

and frankly raises the bar for all service providers in the ITAD space. EWASTE+ always strives to provide clients with a high level of service; which they expect and deserve. When a client recycles their old smart phone, or other SSD device with

EWASTE+ they have the option to choose either media sanitization of physical data destruction services under our upgraded NAID Certification. Our NAID Certified data destruction and sanitization process is the most trusted, comprehensive, and secure service offering on the market—ensuring full chain-of-custody reporting every step of the way.”



N

American Baler Company Announces New Hire for Key Account Sales

American Baler Company, a longtime NAID member and manufacturer of recycling balers used in distribution centers, manufacturing, and recycling centers worldwide, is proud to announce and welcome Sean Gertsch as Key Account Sales. Gertsch will be responsible for developing National and OEM Accounts. Previously Gertsch served as a Sales Representative for Hoosier Machinery Solutions where he specialized in sales of capital equipment for recycling and material recovery facilities. For more information: 800-843-7512 x 145 | www.americanbaler.com



P

First Privacy+ Certification Awarded in India

PRISM International is proud to announce Ninestars Information Technologies has been awarded Privacy+ Certification™, making it the first India-based firm to do so.

Commenting on the accomplishment, i-SIGMA CEO Bob Johnson said, “In achieving Privacy + Certification, Ninestars has demonstrated extraordinary operational excellence and joins an elite global network of information management firms.”

Johnson added, “Ninestars recognizes that consumers benefit by the third-party validation of service provider compliance. Under the current climate for data protection, customers’ liability is too great to be validating vendor qualifications without rigorous, credible, third party verification.”

Regarding the achievement of Privacy+ Certification and becoming the first Indian company to do so, the Managing Director of Ninestars, Gokul Krishnan, said, “Ninestars is proud to bring Privacy+ Certification to India. Protecting the data of our partners is our top priority and achieving this certificate solidifies our commitment of protecting the physical storage and handling of hard-copy records of our clients. With this certificate, we want our stakeholders around the world to both understand and embrace, our commitment to security. We see it as a service to our customers. As a result, they are assured we are meeting our compliance standards.”

According to i-SIGMA co-President Christopher Jones, announcements like this bode well for the future of the program.

"This and other similar announcements show there is a real need for Privacy+ Certification around the world." He added, "There is no doubt that need will lead to wider acceptance globally."

The announcement follows on the heels of the first Privacy+ Certification in Saudi Arabia last August.



Security Engineered Machinery Introduces New Optical Media Shredder

Secure data destruction device manufacturer releases the Model 0200 OMD/SSD-C for NSA listed destruction of classified CDs, DVDs, and Blu-ray discs



Security Engineered Machinery Co., Inc. (SEM), a NAID and PRISM International Associate Member, and provider of high-security information end-of-life solutions is pleased to announce the introduction of the Model 0200 OMD/SSD-C optical media shredder. The device, which is listed on the most recent National Security Agency/Central Security Service (NSA/CSS) Evaluated Product List (EPL) for the destruction of classified CD, DVD, and Blu-ray discs (BDs), is specifically designed for portability and ease of use in office environments.

In November 2018, the NSA/CSS released updated EPLs that meet NSA/CSS specifications for classified and top secret information in accordance with NSA/CSS Policy Manual 9-12, Storage Device Sanitization. The updated EPL for Optical Media Destruction Devices includes a new directive for DVD and BD destruction that requires a final particle size of <2mm. The previous directive was 5mm for DVDs and incineration only for BDs.

"The new 2mm NSA specification for DVD and BD destruction found many government agencies suddenly without an approved optical media destruction device," said Nicholas Cakounes, SEM Executive Vice President. "Our new optical media destroyer is an office-friendly, NSA listed plug and play solution that meets the needs of government entities with any type of classified optical media requiring destruction."

The Model 0200 OMD/SSD-C includes the NSA listed 0200 OMD/SSD optical media shredder and a 3-gallon vacuum waste evacuation system housed in a compact cabinet, which is mounted on casters for easy portability. The system is approved by the NSA for the destruction of classified CDs, DVDs, BDs, EMV credit cards, magnetic stripe cards, CAC ID cards, and SIM cards. It is also completely self-contained and uses a standard 110V plug, making it an efficient, user-friendly solution for office environments.

"We are excited to offer this new system to satisfy the NSA/CSS optical media destruction standards," added Bryan Cunic, SEM Director of Customer Care. "SEM has always been on the cutting edge of information destruction technology and we are thrilled to continue that tradition of excellence with the release of the Model 0200 OMD/SSD-C."

The Model 0200 OMD/SSD-C has a list price of \$5,999 but is available to US government entities for \$4,999. The device is TAA compliant and comes with a one-year warranty.

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All Source Receives Business Excellence Award – Manufacturing Sector

All Source Security MFG Corp, a NAID and PRISM International Associate Member, has been selected as the category winner for the 2018 Manufacturing Business Excellence Award at the Barrie Chamber of Commerce Business Awards. The award is presented annually to companies in recognition of their business showing excellence in manufacturing through productivity and innovation, export/import operational efficiencies, new product/market development, and manufacturing techniques.



Tim Young, President and General Manager said: "I am extremely proud and honoured to be part of this team and for the organization to be recognized locally. Barrie is a thriving market with lots of strong manufacturing companies in the area. Having a customer base across North America as well as managing the global markets, we are

fortunate to be able to grow our business and service our customers while living and raising families within the Barrie and Simcoe County area. We believe in the philosophy of 'work hard, play hard' and 'you get out what you put in' and this recognition has reaffirmed those values and is what creates the passion for excellence to our customers and team members."

Matt McKeown, Director of Sales & Marketing said: "Our manufacturing success is a direct result of listening to the feedback and unique requirements of our customers. With their input and our team's expertise, All Source is able to constantly create new product designs and improvements to provide the most durable and secure containers in the market."

"Offering solutions and delivering on commitments to our clients from inquiry to post sales service is what drives us." said Amanda Medlyn, Manager, Supply Chain Optimization.

All Source would like to thank the Barrie Chamber of Commerce, City of Barrie, preferred partners, all employees, family and friends, and finally our loyal customers for making this award a possibility and for being a large part of our organization's success!

Visit All Source Security Container Mfg. Corp. at booth 107 during the NAID & PRISM International 2019 Annual Conference! www.allsourcemfg.com



Amazing Innovation at 2019 Expo in Denver

The NAID & PRISM International 2019 Conference & Expo promises to yield cutting edge technology, new products, and plenty of interest in the exhibit hall. The following companies want you to know about the innovations they are bringing to the Exhibit Hall this April in Denver.

Meet the New AES Sales Engineer

Advanced Equipment Sales - Booth 119

Visit the AES booth to celebrate their 30th anniversary with them. AES was founded by Jeff Dietterich, honored as the NAID Member of the year in 2011, and has grown to become a highly experienced provider of secure destruction equipment and recycling systems in North America. You can also welcome Ben Rudolph, their newest Sales Engineer. Ben's experience as a long-time project manager at AES has given him a high level of expertise in secure destruction equipment and system design. Whether you need plant-based shredding and baling equipment or a truck unloading and baling system for your mobile operations, Ben is ready to help.

Demo the New Defender Series

All Source Security Container MFG - Booth 107

Stop by the All Source booth to see in person what makes the newly branded Defender Series of carts, desk sides, and consoles special. Discuss your business needs with All Source, recently selected as the category winner for the 2018 Manufacturing Business Excellence Award at the Barrie Chamber of Commerce Business Awards, to see which solution might work best for you.

Insert Demos, New Sales Rep & BBQ Samples!

American Container Equipment & Supplies - Booth 431

Drop by to see the plastic collection inserts available for both the standard REGAL Ergo 35" Cabinets and one designed for the shorter 24" and 27" REGALs. You can also explore the REGAL Ultra Bag, which fits all cabinets in North America and is the only collection bag in the industry with a flat bottom for a more complete fill and reinforced grommets for longer life. While there meet Kathy Sparkman, ACES' new national sales rep, selling Cavert Wire for recycling and baling. ACES has also expanded distribution into Florida to be closer to customers, making this ACES' seventh point of distribution (MA, MD, GA, FL, TX, IN, CA). Plus, mini BBQ sauce samples will be given out at the booth. Yummy!

Demo ASI Mobile

Andrews Software - Booth 223

Make your work life easier with ASI Mobile for iOS and Android, which improves productivity and quality of services and minimizes error and costs. Automation features that apply to records and destruction services include map integration, optimized routes, driver productivity logs, signature capture, and onsite email receipts. Other ASI Mobile automation features are specific to records centers or destruction companies. Visit ASI for a demo during this year's Expo to see for yourself how ASI Mobile brings automation and accountability together.

New Line of Containers & Plastic Liner

Bins4 Shredding - Booth 301

Bins4 Shredding is excited to be launching a whole new line of secure collection containers for paper and e-waste this year. Stop by their booth to learn more about the benefits of their 100% plastic console and to learn more about their new plastic shred liner for the Executive 36" console, which is available now! See for yourself how the new insert compares during this year's Expo.

On-Site Credit Approvals

BMO Transportation Finance - Booth 127

Looking to purchase a mobile shred truck? BMO will be facilitating on-site credit approvals for Shred trucks for well-qualified applicants. These applicants are also able to finance in shred cabinets along with their truck to help with cash flow. Discuss your options and discover what makes BMO different.

Investing in Customers

Cavert Wire Company - Booth 121

The largest and oldest manufacturer of black annealed baling wire is continually investing in new technology, manufacturing equipment, and talent to enhance their ability to take care of its customers – 2019 is no exception. Stop by their booth to see how. They look forward to visiting with lots of old friends and make new ones too during this event. Cavert Wire is proud of its history – over 100 years old – and its commitment and service to the Information Destruction industry.

Introducing CPSHred

Compliance Publishing Corporation - Booth 109

New to this year's Exhibit Hall, welcome Compliance Publishing. They are introducing CPSHred, a single online application in a secured cloud that offers a plethora of features for your organization and to provide to your customers. Preview CPSHred features today, and then, stop by booth 109 during the conference to learn more about how Compliance Publishing can assist you.

An Evolution in Revenue & Competitive Advantage

CSR Privacy Solutions - Booth 227

CSR Professional Services is now CSR Privacy Solutions. Just like their name change, they want to talk with you about how your data destruction company can become a Data Security company. Come to CSR's booth to hear about "Shredding to Becoming to A Data Security: An Evolution in Revenue and Competitive Advantage."

All-New Client Resource Center & Software Summit

DHS Worldwide Software Solutions - Booth 229

DHS Worldwide is pleased to announce an all-new client resource center with tools and on-demand tutorials designed to help clients get the most out of their Total Recall Software. Demonstrations at the conference will be available on the newest versions of Total Recall, including the all-new destruction features focusing on more automation in driver scanning and stronger route planning capabilities. Celebrate 25 years in business with DHS by attending the DHS Worldwide Software Summit on Thursday morning before the conference begins. Contact DHS directly to learn more.

Discover Industry Software Solutions

EZshred Software Systems - Booth 113

Hope alone won't make your business grow, but the right software will. EZshred Software Systems has been offering software solutions to the Document Destruction industry for over 15 years. Come and visit their booth if you're looking to reduce labor costs and increase profitability! Learn more at www.EZshred.com.

42 →



See the On-The-Go Mobile Degausser

Garner Products - Booth 423

Garner wants to help you make more money by degaussing before you shred! Stop by Garner booth 423 to see how you can take their on-the-go mobile HD-2XT Degausser with you. Securely destroy customer data in ~ 7 seconds! At 7 seconds, you can pay for a machine in 3 hours!

Demos, the e-Waste Series, Master Live Stream, Giveaways & More!

Jake, Connor & Crew - Booth 133

Jake, Connor & Crew is excited to showcase innovations to their already number one selling product line as well as the expansion of their e-Waste collection series. As the industry grows and regulations change, Jake, Connor & Crew is committed to offering innovative container solutions to keep customers compliant. Visit them in booth 133 on Masters weekend, and don't miss a minute of the Master's live stream, take advantage of giveaways, test your skills in their Putt for Prizes Challenge, and have a drink on Jake.... Your Best Friend in Document Protection!

Unveiling OneilCloud Version 4.0 & Preview DispatchView

O'Neil Software - Booth 211

Discover the latest software innovations from O'Neil during this year's event, including the unveiling of oneilCloud Version 4.0 and a preview of DispatchView. Stop by O'Neil's booth during the show to see this leading-edge technology in action for yourself.

Consult with Certification Expert

Prime Compliance - Booth 126

Tom Dumez, President of Prime Compliance, is available throughout the show to talk with folks. He has personally helped more than 50 companies become NAID AAA Certified and 5 to become Privacy+ Certified. Along with certification consulting services Prime Compliance also offers employee training. Talk with Tom about how Prime Compliance can assist your company with certification.

New Web Portal Offering Unveiled

RouteOptix - Booth 125

Be there as RouteOptix unveils its new web portal offering. All documents created using mobile applications or documents manually scanned into the RouteOptix system can be made



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available for customers' clients to be able to view and (re)print copies of these documents. It also offers new features for paying open invoices and viewing service schedules. Preview the features today and see for yourself in person when you stop by the RouteOptix booth.

Demo the 4112-HVR

Safety Vision - Booth 326

Safety Vision will be showcasing the 4112-HVR at this year's Expo. The 4112 recorder is great for people looking to get the most coverage with more camera views. It has significantly more storage space (2TB), is highly rated, and never fails in the field. And with the 4112-HVR agencies can easily convert their cameras from AHD to IP over time. Stop by to see the 4112-HVR for yourself.

On-Site Credit Approvals & Gift Card Drawing

TransLease - Booth 110

Discover a competitive edge when Financing with TransLease, offering flexible lease and loan terms, no money down with approved cred, terms to 72 months, and a simple application process. They will be doing on-site credit review and approvals during the conference! There will also be a gift card drawing, so stop by to enter to win.

Three New VBiz Services Solutions

Vero - Booth 414

Be among the first to learn more about three new solutions under VBiz Services Vero will be promoting at this year's event. These include Evault, enhanced dark web breach monitoring, and enhanced services for executive packages. Stop by the Vero booth to see for yourself how these solutions could help grow your business.

Launching: SmartpaXPro

XpresspaX - Booth 410

Xpresspax is pleased to introduce a unique, modular system of shred bins and consoles at this year's Expo. Stop by their booth to be among the first to see the cutting-edge innovation of SmartpaXPro. Xpresspax has been selling media storage containers for nearly 20 years and has a long history with PRISM International and the DPA.

Pay attention on Twitter to NAID and PRISM International as we release additional information on these conference opportunities and more leading up to the event.

The 2019 Conference & Expo will take place April 11-13 in Denver, CO at the newly built Gaylord Rockies Resort & Convention Center.

#NAID2019 | #PRISM2019

iG



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When Industry is Family

Whether you are new to it or have been in the secure data destruction and records and information management industry for decades, it does not take long to realize that this industry is a big small town and that the association really becomes family.

In an effort to foster that communal spirit that members cherish, we encourage you to share big achievements of the people behind the company with us so that we can in turn share with everyone else. This could be awards, degrees, babies, new hires, even to celebrate the lives of those who brought us joy and have moved on....

Allow us to remain better connected to one another. If you have news, please:

Email communications@isigmaonline.org

with the **Subject Line: Community Update**

Stay Connected or Start a Conversation Today!



In Memoria of Warde Paul Comeaux Jr.

With our deepest condolences we share that Warde Paul Comeaux Jr. passed away on January 19, 2019. Warde was a friend to many in the industry. Steve Richards of Richards & Richards Secure Shredding in Tennessee shared, that "Warde Comeaux was instrumental in helping me and countless others install shelving correctly and to fight the local codes department with his knowledge of the fire code." He is remembered fondly, and a loss is felt within the industry. Services honoring Warde were held on January 25.

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The Importance of conducting Military Court martial record searches.

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2019 Annual Conference & Expo

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April 11-13, 2019

CSDS Exam

Denver, CO
April 11, 2019

ANZ Annual Conference

Sydney, Australia
July 18, 2019

For more details about i-SIGMA events, visit www.isigmaonline.org

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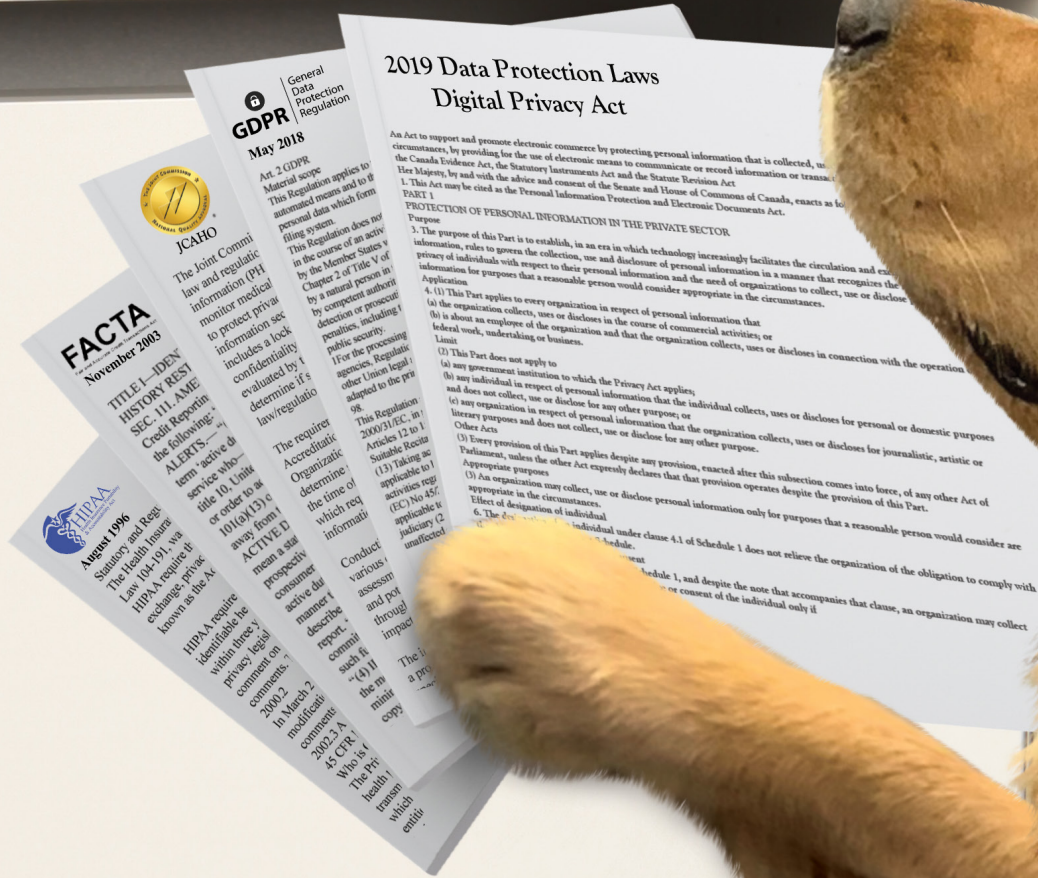


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