

2019 | Issue 2

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



Looking Under the Hood: How Clients Can Look
Beyond False Assurances

Residual Data: Threats at the Tail End of Devices

WSU Lessons Learned: A Case Review of the
Implications for Privacy Compliance

Data Small Claims: the New Opportunity



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 i-SIGMA

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 PRISM

The iG Journal™ is published four times per year by the International Secure Information Governance & Management Association™ (i-SIGMA™), the parent organization of the National Association for Information® (NAID®) and PRISM International™ (Professional Records and Information Services Management®). The opinions of authors are not necessarily those of i-SIGMA, NAID, or PRISM International, its volunteer leaders, or its management. Unsolicited articles and manuscripts are accepted. i-SIGMA reserves the right to edit and publish any and all materials submitted at its discretion. Advertisements submitted for publication are accepted on an as-is basis and i-SIGMA takes no responsibility for their content or placement. i-SIGMA reserves the right to deny advertisement placement to any company or individual based upon the propriety of the content, images, or messages therein, and insofar as an advertisement presents false information, is injurious to the contract information destruction/RIM industry, contrary to the mission of i-SIGMA, and/or the wellbeing of its members. Please address all comments or inquiries to iG Journal, 3030 N. 3rd St., Suite 940, Phoenix, AZ 85012. i-SIGMA can be reached at 602-788-6243 or media@isigmaonline.org.

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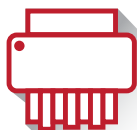
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FROM THE EDITOR

Sometimes we feel like we're crushing it. Sometimes like it's crushing us. And often, we're somewhere in between, just doing that thing we do.

I recently shared in i-SIGMA Social, the association's Members Only Facebook Group, how I dealt with my daughter's birthday cake this year. She wanted a unicorn-themed birthday party, so I pulled an 'almost homemade.' I purchased a basic round cake from the store (no baking for me). Then, inspired by a cute image I found online, I just added an ice cream cone and gobbled on the colored frosting to create the mane. It didn't take too much time, was much more affordable than commissioning a cake, and the kiddo was thrilled. Score one for mom.

Regardless of where you are in life, whether you own your own business or are just passionate about what you do, I think most people enjoy "wins". That's why life hacks are great. They help us get there, right?

NAID & PRISM International offer a plethora of boosts to members to make the work less complicate and a bigger win. And as I read through the articles in this quarter's issue of the iG Journal, I'm struck with this same impression.

Garner results from a recent second-hand hard-drive study on page 16 to help you back why your business is the player to contend with in town. Layout specifics for potential clients how you operate with integrity and how to spot companies that might not (see a guide on page 22). See how updating your business model on page 34 could reap you and your clients more revenue. Pull from these articles and more and use them as your own business life hacks. That's what we're here for...

Sincerely,

Kelly Martinez
NAID Director of Marketing & Communications



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PRESIDENT'S MESSAGE

Last June, members of NAID and PRISM International voted on the combination of associations, which set in motion a lot of hard work. Over the past 12 months, your i-SIGMA Board of Directors and staff have navigated the complicated business of merging these organizations. A lot has changed in a year! As co-President of i-SIGMA, it's my pleasure to share the progress we have made.

During this transition, the former NAID back office has taken on the management of the combined association, recasting budgets, assimilating member services, rebranding, and above all else, tirelessly communicating. While i-SIGMA CEO Bob Johnson and his remarkable team handled the complicated administrative functions, your combined board of directors took responsibility for combining the cultures of two distinct memberships and setting an ambitious agenda for the expanded mission of this new entity.

These combined resources have already expanded membership value. For example,

- On a state level, we are advocating on behalf of i-SIGMA member companies who are being double taxed due to flawed policy between two states. A successful resolution will create tens of millions of dollars in value.
- Nationally, we are advocating for a clear US policy for information management (similar to the EU's GDPR). That legislation will be written whether we are involved or not. Our aim is to educate lawmakers on the industry and help them craft legislation that will create value and not just red tape.
- We continue to raise the standards of information management internationally with the addition of seven international board members, expanded international programming and advocacy, and a timeline for increasing that investment.
- Finally, we are improving and expanding the PRISM Privacy+ Certification to help member companies get certified and to educate consumers on the importance of working with a certified company.

These examples are just the tip of the iceberg, but we are pleased with the progress so far and anticipate more in the days and months ahead. Last year, the stakes were high. After all, the pros and cons of such a merger had been weighed for half a decade. After you voted overwhelmingly in support of the combination, your board has spent the last 12 months finding common ground in the mission of each organization.

Thank you for your patience as we've navigated this change. We believe that the result is an expanded scope of what i-SIGMA can do for service providers, vendors, and most importantly, consumers of information management services.

We look forward to what the future holds!

Sincerely,

Christopher P. Jones

i-SIGMA co-President

i N P

Funds Approved to Investigate NY/NJ Taxation Resolution

The i-SIGMA Board of Directors has approved funding to investigate the best options for confronting duplicate sales tax collection requirements imposed on New Jersey-based members doing business with New York customers.

According to i-SIGMA Co-President, Angie Singer Keating, the issue exemplifies the value of a strong trade organization.

“Wrestling with the issue of New York and New Jersey sales tax is not realistic for most members,” said Keating. “It requires an industry response. And, because this double taxation threat exists in other states, success in dealing with it here and now potentially means hundreds of other members can avoid it elsewhere.”

As it stands, a New Jersey-based lobbying firm is developing a strategy for engaging the complicated maze of regulatory agencies and stakeholders in both states.

i N P

i-SIGMA Board Approves 2019 Consumer Attitude Study

A Consumer Attitude Study to determine the preferences, habits, awareness and regulatory compliance of records storage and data destruction decision-makers in North America and Australia has been approved by the i-SIGMA Board of Directors.

When the association conducted a similar survey over a decade ago it benefited both members and the association for many years after according to i-SIGMA CEO Bob Johnson.



“What we learned in the first survey about decision maker habits, beliefs, and level of awareness allowed us to craft messages to overcome misconceptions in the marketplace,” said Johnson. “It was directly responsible for the success of many of our programs, including certification.”

Johnson is also quick to share how the study benefits individual members. “When we can tell members what decision makers are thinking, what they know, and what they prefer by the size of company, the industry they are in, and their location, not only can we develop tools for them, but they can better position themselves. And by sharing our results with lawmakers, they too can better understand what they are up against when creating and enforcing new regulations.”

The study will employ state-of-the-art surveying methodology and be conducted by an accredited third-party service. As approved, the survey will be completed in time for an unveiling at the upcoming i-SIGMA Conference in Sydney, Australia in July.

N

NAID Divisional Leadership Committee Holds Inaugural Meeting

To assure the NAID and PRISM International divisions of i-SIGMA keep an eye on their respective interests, the association bylaws required each to be overseen by a Divisional Leadership Committee (DLC).

“The i-SIGMA Board wanted to put together a team of professionals that know the industry and NAID history and who would not be afraid to call us out if we were taking our eye off the ball,” said Board Co-President Angie Singer Keating. “I’m in the data destruction industry too, and I want NAID to continue doing what NAID has always done with excellence.”

“The board has picked a dream-team, as far as I am concerned,” said i-SIGMA CEO Bob Johnson. “Every one of them is a force in the secure data destruction industry and their leadership ability was proven long ago.”

The i-SIGMA Board of Directors approved the appointment of Nate Segall of Ohio-based AccuShred to serve as chairman of the NAID Divisional Leadership Committee (NAID DLC).



NATE SEGALL

The NAID DLC members are:

- John M. Anderson, CSDS (Shred 360)
- Russ Bryden (Shred-it)
- Pat Connor (Jake, Connor & Crew)
- Paul Hurst (SafeShred)
- Joe Roberto, CSDS (Shred-Tech)
- Nate Segall (Accushred)
- Tom Simpson (AAA Certified Confidential Security Corp.)
- Cory Tomczyk (IROW)
- Lloyd Williams (Shredall, Ltd.)

DLC members will meet by conference call once per month and serve a three-year term.

P

PRISM International Subject Matter Expert Shares Impressions Thus Far

After a few months on the job reaching out to as many PRISM International companies as possible, PRISM International Subject Matter Expert Gail W. Bisbee, RN, BSN shares her impressions.



GAIL W. BISBEE, RN, BSN

Exploring the role as the Subject Matter Expert (SME) during the past months has been exciting as well as challenging. Networking with PRISM International members has been beneficial as we identify additional resources and services that will have the greatest impact on and add value for members, including the identification of emerging client service needs. A significant amount of time has been spent calling and emailing individuals to get their feedback.

As a resource available to each member, my goal has been to personally talk with as many of you as possible determining those needs, while ensuring members are aware of resources currently available. If I have not reached your company yet – it is only a matter of time.

While talking with PRISM International members, a common theme has been the need for continued resource information related to risk management

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topics, as well as proposed legislative changes. Many members relate a continual challenge with recruiting, hiring, and maintaining qualified team members. It is noted that the high standards required for employee background security as well as mandatory drug screening often have an impact resulting in a lower volume of qualified applicants.

When asked, "Where do you see your company growth in the next 3-5 years?" Most members indicate that they intend to "stay the course", providing current RIM services, i.e., storage, imaging, vaulting, indexing, shredding, etc. However, members are also eager to identify new and emerging service models that will be needed by RIM industry clients. These services would not only add value for the client but have a positive impact on the bottom line.

Exploring the potential for emerging markets is what ensures the future. So we ought to ask ourselves:

- What methodologies can members use to assist clients who wish to extrapolate and analyze the data from the information on the shelves in the boxes now stored?
- How can members leverage the skills of their team in other settings to manage a client's records on-site?
- What other types of business entities are untapped by our industry and would benefit from our service models?

Questions such as these should drive the future of RIM service delivery! Let's explore new ideas and concepts.

I am eager to hear your thoughts, identify your resource needs, and explore ideas for the future of PRISM International and the RIM industry. Please feel free to contact me at 602-788-6243, ext. 2005 or by email at gbisbee@isigmaonline.org.

i P

Data Protection Association (DPA) Rolls into PRISM International



The i-SIGMA and Data Protection Association (DPA) Boards of Directors have voted to accept a proposal for the DPA to formally become a part of the larger organization. As a result, the mission of the DPA to represent the interests of tape backup and storage vendors will be embedded in the overall mission of i-SIGMA in representing all records and information management service providers.

According to DPA President Michael Payton the decision to throw in with i-SIGMA came after observing the recent NAID/PRISM International merger.

"Associations need strong infrastructure and horsepower to be effective," said Payton. "Once we saw how both NAID and PRISM International benefited by combining their resources and expertise, we wanted those same benefits for our members."

As part of the roll-up, the i-SIGMA board has provided assurances to the DPA, all largely focused on ensuring data vaulting and tape backup would receive its share of attention and resource in the larger organization. Such reassurances included specified involvement in the PRISM International Leadership Committee, allocation of resources to education and advocacy, and development of programs dedicated to marketing and research.

"We are both humbled and appreciative of the DPA's decision," said i-SIGMA Co-President Christopher Jones. "i-SIGMA is emerging as a collaborative community of secure records, media and information

management service providers. It was the vision from the beginning, and it is heartening to see it coming to fruition."

N

Australia: Deadline for Discontinuance of ASIO T-4 Nearing



Australian Government
Australian Security
Intelligence Organisation

Come the first of July, the new NAID AAA Certification – Protective Security Policy Framework (PSPF) Endorsement will officially replace the ASIO T4 qualification for secure destruction firms to destroy records designated as "Official Information" by the Australian government.

"There was an 18-month overlap to allow time for service providers to convert over to the NAID AAA Certification with PSPF Endorsement," said i-SIGMA CEO Bob Johnson. "That ends in July. So, while there's still time to act, it's going fast."

The PSPF Endorsement requires completion of the basic NAID AAA Certification, as well as further verification that additional government-approved destruction equipment is operational on-site along with various policy modifications.

Johnson is quick to remind applicants that NAID's audit methodology is more robust than what T-4 formerly required.

"NAID AAA Certification's use of both scheduled and unannounced audits is one of main reasons for the transition from T-4 to the PSPF Endorsement,"



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Johnson said. "It has taken some former T-4 facilities by surprise, but in general the majority welcome the higher level of scrutiny."

Australian secure destruction service providers interests in obtaining the approved PSPF Endorsement, including hard copy and electronic media, should contact certification@isigmaonline.org.

i N P

i-SIGMA Executive to Address Australian Records Management Professionals

It has been confirmed that i-SIGMA CEO Bob Johnson will be a featured speaker at RIMPA Live 2019 being held in Melbourne this October. The event is the annual conference of Records and Information Management Professionals Australasia.



Johnson's session, *A Failsafe Approach to Globally Compliant Third-Party Service Provider Selection*, is scheduled for the main stage Friday, 11 October from 11:10 am to 12:30 pm.

The event traditionally draws more than 300 records and information management professionals. This year's event will also be streamed live across the country.

"It is an honour to have been invited," said Johnson. "There is no better way to impress upon these professionals the importance of vendor qualifications and proper vendor selection."

RIMPA Live 2019 marks the 35th annual conference for the group and runs from 8-11 October 2019. For more information or to register, visit the event's official website: <https://www.rimpa.com.au/eventdetails/2718/rimpa-live-35th-annual-convention>

P

Board Streamlines Privacy+ Certification Process



PRISM Privacy+ Certification currently requires either the SSAE 18 or SOC 2 audits as a baseline. And, up until recently, those relying on the PRISM-designated accounting firm, Kirkpatrick Price, to obtain those baseline audits initially applied to PRISM International Headquarters.

That has changed. As of earlier this year, RIM services firms applying for (or renewing) Privacy+ Certification will obtain their baseline SSAE 18 or SOC 2 audits prior to submitting the application.

As Michael Payton, CSDS, chair of the newly formed Privacy+ Certification Committee explains, this change simplifies the process for both applicants and i-SIGMA administration.

"When we reviewed the process," said Payton, "we determined involving the office prior to the baseline audits, added unnecessary steps. Now, whether the

applicant gets their SSAE 18 or SOC using Kirkpatrick Price or another accounting firm, they don't apply for the certification until that part is complete."

Though other accounting firms may be used to achieve the baseline SSAE 18 or SOC 2, Kirkpatrick Price remains the recommended auditor and provides their services at a preferred rate to those seeking Privacy+ Certification.

For more information, contact PRISM International staff at prism@isigmaonline.org or Kirkpatrick Price staff, Sharon Kempen, at s.kempen@kirkpatrickprice.com.

P

PRISM International Advocacy: Abandoned Records and RIM Services

Over the years, abandoned records have been among the most common and troubling causes of data security breaches. This usually happens when an organization goes out of business, leaving paper records or electronic equipment behind in an office or warehouse. Of course, other times the media is tossed in the trash or left on the shelves of a PRISM International member.

Given the fact that abandoned media plays so prominently in data security breaches, it is difficult to understand why data protection laws up until now have ignored the issue.

Part of the solution, as i-SIGMA Government Relations Chair Don Gerard, CSDS, explains, is holding individuals legally responsible for media and records abandoned by their companies.

“People get away with abandoning records and equipment because they are insulated by a corporate shell,” says Gerard. “If they suffer the consequences personally, they would be more conscientious.”

Gerard says holding individuals personally responsible for abandoned records and media will also make it easier for PRISM International members to collect payment. “If the laws change, businesses will be a lot less likely to stick the records storage company with unpaid bills and additional liability.” Gerard went on to say, “Members would be able to go after the business owners personally. In this case, increasing data security comes with an additional benefit.”

Addressing the issue of abandoned records is a core platform issue for i-SIGMA in all government relations advocacy that they are currently pursuing in their ongoing work.

Year Award. According to i-SIGMA co-President, Angie Singer Keating of Reclamere, Inc., “With the merger of NAID and PRISM International being less than a year old, it seemed fitting to honor two member representatives this year.”



Co-President, Christopher Jones of Secure Records Solutions, said of Thomas J. Seibert of Business Records Management, Inc who also serves on the Board of Directors, “I remember the moment when the merger deal died in a PRISM Board Meeting. We’d decided we weren’t going to move forward with the discussions. If Tom Seibert hadn’t rounded each board member up and encouraged us all to come back to the table, the merger wouldn’t have happened. I think all iSIGMA members can see the value of the merger after the success of our joint conference in Denver. If it weren’t for Tom, we wouldn’t have experienced that.”

The other recipient for this prestigious honor was Eric Haas formerly of A.R.M.S. Inc. and former NAID President. i-SIGMA CEO Bob Johnson shared that, “Eric’s determination, research, and work during the merger helped to see it through for NAID. It makes sense that the Executive Committee found it befitting to name him for this award.”



Unlike Member of the Year, The President’s Award – and this year’s first ever Presidents’ Award – is not given out annually; only occasionally to acknowledge those who have given a sustained and lasting contribution to the secure information destruction industry. In NAID’s 25-year history, it has been bestowed 14 times. This year, the i-SIGMA co-Presidents, Jones and Singer Keating, found it fit to name a person who they felt was more than deserving given their service to NAID, PRISM International, and i-SIGMA, Tom Adams, President & CMO for Flourish Press Inc., Founder of Webvitality, and Author of *You Are the Logo*.

“Honoring Tom Adams was just something that we knew we needed to do for his extraordinary work in leading our merger to successful completion. He was probably the only person with such deep knowledge of both associations, that also had the professional experience and emotional intelligence to make this happen. We board members can sometimes have big egos and all of us deeply loved our professional associations. Channeling those egos

i N P

i-SIGMA Recognizes Members with Awards of Honor

At the NAID & PRISM International Conference & Expo this past April in Denver, CO, i-SIGMA announced the recipients of the Member of the Year Award and the Presidents’ Award. Eric Haas formerly of A.R.M.S. Inc. and Thomas J. Seibert of Business Records Management, Inc. were each bestowed the Member of the Year Award. The recipient of the Presidents’ Award was Tom Adams, President & CMO for Flourish Press Inc., Founder of Webvitality, and Author of *You Are the Logo*.

In the tradition of NAID, every year the association’s Executive Committee singles out an individual with the presentation of the Member of the

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and passions toward our new, combined association required patience, tact, and tenacity. Tom was our beacon and our shepherd. Without him, I truly don't know if the merger would have happened."

i-SIGMA is proud to honor each of these individuals for their contributions to the industry and association.

N

Congratulations New NAID CSDS Accredited Professionals



The NAID Certified Secure Destruction Specialist® Accreditation® (CSDS®) Program promotes and acknowledges an individual's competency in a range of subject areas related to the secure destruction of information and the secure destruction of other items. Unlike the NAID AAA Certification Program, which verifies the ongoing compliance of an organization, CSDS credentials recognize the individual as an expert professional in our field.

The following persons studied for and then passed the exam, which as of last year was revamped and now contains essay questions and utilizes the book, *Information Disposition: A Practical Guide to the Secure, Compliant Disposal of Records, Media and IT Assets as a study guide*. The exam took place earlier this month outside Denver, CO during

the NAID & PRISM International 2019 Conference & Expo. We congratulate each of these individuals on now officially becoming a Certified Secure Destruction Specialist (CSDS):

- Brian Neesen, CSDS of DataShield Corporation
- Frank Milia, CSDS of IT Asset Management Group
- Paden Wilcox, CSDS of Computer Recycling Center
- Chris Pier, CSDS of Goodwill Data SHIELD
- Gaines Garrett, CSDS of Secure Shredding and Recycling

i-SIGMA Director of Certification Katie Mahoney said, "The CSDS exam is rigorous, covering data protection legislation, physical security, risk management, operations and records management. Passing it truly establishes an individual's competency in a wide range of industry issues and empowers them to better serve their customers. I'm very proud of all of our new specialists."

Learn more about the CSDS Program by contacting accreditation@isigmaonline.org.

N

i-SIGMA CEO Authors E-SCRAP Article

The upcoming edition of E-Scrap Magazine will include an article by i-SIGMA CEO Bob Johnson discussing the impact of the current regulatory changes on electronic recyclers. Titled "Here Come the Data Regulations," Johnson admits he underestimated the extent to which the EU's recent General Data Protection Regulation (GDPR) would inspire a wave of new regulation across the U.S. and around the world.

In the article, Johnson also explains how this new generation of data protection laws requires more transparency in the way clients hire their electronic service providers and how service providers who prepare for it can capitalize.

Johnson also describes how new regulations dovetail with the emerging Internet of Things, wherein the new laws will apply to everything from used cars to the disposal of medical devices.

"Here Come the Data Regulations" will appear in the Spring 2019 edition of E-SCRAP Magazine.

i N P

Meet the New Director of Certification Programs, Jeffrey White



JEFFREY WHITE

There has been an important change to the i-SIGMA staff. Effective this month, Katie Mahoney, i-SIGMA Director of Certification Programs, is leaving us to raise her young son. She considers it quite a promotion and we wish her all the best. All members and the industry are indebted to Katie for having shepherded NAID AAA Certification to global acceptance over the past decade.

But when a door closes, another opens, and so we are pleased to announce the new i-SIGMA Director of Certification Programs, Mr. Jeffrey White.

Jeff comes to i-SIGMA with 15-years' experience in healthcare insurance, where, among other things, he was responsible for customer service, compliance, training, and policy writing. And while we are sad to see Katie leave, the association was extremely fortunate to find someone with Jeff's experience and capabilities to continue the growth of the CSDS®, NAID AAA Certification® and PRISM Privacy+ Certification programs.

Jeff can be reached at jwhite@isigmaonline.org.

General questions about any of i-SIGMA's certification programs can be directed to certification@isigmaonline.org.

Karen Lyons, i-SIGMA Certification Administrator, can be reached at klyons@isigmaonline.org.

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Residual Data: Threats at the Tail End of Devices

By: Sunil Chandna

Data is growing at a phenomenal pace. Worldwide it is expected to only get steeper in the coming years.

According to Forbes, 2.5 quintillion bytes of data was created every day in 2018, and 90% of the entire data in the world was created in the preceding 2 years alone! A Seagate IDC report predicts that the global data sphere will grow from 33 Zettabytes (1 ZB=1 trillion GB) in 2018 to 175 by 2025, indicating a 430% growth in 7 years!

Managing the security of this data while it's being produced, stored, and consumed across a huge number of devices is a key challenge. The IDC informs that roughly 400 million computing devices were shipped globally in 2019, which helps size up the potential data threat scenarios across the lifespan of a device.

Further, the rapid evolution of technology with user needs and aspirations has shortened the lifespan of devices. A large number of used devices is being disposed of - sold, exchanged, returned, recycled - in the secondary market, without sufficient awareness (and discretion) concerning the potential data threats.



It's a largely unappreciated fact that unsecure disposal of used devices, i.e. without proper sanitization, poses an immense risk by way of breach and misuse of 'residual data'. Residual data leakage can lead to identity theft, financial fraud, and criminal exploits against individuals. Governments and private organizations may face risk of penalties, litigation, and brand damage on account of violating data protection regulations such as EU-GDPR, HIPAA, GLB, and SOX.

A lab investigation of second hand devices, conducted by Stellar Data Recovery in 2019, outlines the 'residual data' threat landscape with several key findings that hold relevance in the global data privacy context. As the largest known investigation to date, the systematic study by Stellar Data Recovery establishes inadequate media sanitization as a global data privacy and security concern. Considering that the world sees a constant flux of devices – as offshore installed IT infrastructure and e-waste shipments – data privacy and security problem in one region of the world can have global implications.

Stellar® Second Hand Device Study – Approach and Key Findings

The study analyzed the world's largest known sample of 311 used devices – comprising mobile phones, memory cards, and hard drives – procured from businesses and individuals directly or through resellers from multiple locations.

The purpose of the study was to test and ascertain the presence of residual data in used devices and thereby the general awareness levels (and risks) concerning the disposal of used devices. The data extracted from the devices was completely anonymized and put into broad categories and generalities to derive indicative findings. The research was conducted based on the NAID® Second Hand Device Study principles and in compliance with global data privacy standards and practices.

The investigation revealed that **7 out of 10 used devices contained residual data**, with risk of PII and personal data leakage. 71% of the individuals who disposed of old devices were found vulnerable to data privacy threats.

Type of Data Compromised

The study revealed the presence of a vast variety of sensitive personal and business information on a majority of the used devices. About 46% (or 69 out of 151) of the total hard drives analyzed had personal photos, videos, national identity cards, voter identification cards, income tax records, drivers' licenses, banking details, login credentials, sales deeds, invoices, partnership agreements, etc.



Likewise, 6 out of 10 mobile phones were found with contact numbers, call recordings, photos, identification cards, and banking information. Total 98% (or 147 out of 150) memory cards contained visa and passport copies, and photos, etc.

Residual Data Breach – Risk Implications

Breach of residual data poses a variety of risks to individuals and organizations. **Identity theft** is a major risk with leakage of PII such as social security number, biometrics, medical reports, driver's license number, bank account number, and passport number, etc. PII breach can result in fraudulent transactions such as opening bank accounts, tax return filing, exploitation of credit history, misattribution and falsification of facts, etc.

Leakage of other sensitive data such as online banking credentials, private pictures, messages, emails, contact numbers, chats, browsing history, and date of birth can be exploited for harassment, personal security threats, extortion, and other types of physical and emotional threats. An inadequately sanitized second hand device may result in misattribution of any illicit information stored within to the new owner of the device. This situation poses the risks of legal action, reputation loss, and embarrassment.

Residual data leakage can have overarching implications for businesses and governments. **Leakage of sensitive business data** can lead to theft of intellectual property, confidential reports, sensitive customer data, trade secrets, and strategic dossiers, etc. Breach of this data can lead to financial loss, brand damage,

Second Study Confirms Consumer Trust is a Major Inhibitor to Second-Hand Mobile Market Success

Results of a global consumer research study examining consumer sentiment and actions for trading in mobile devices was released by Blancco Technology Group earlier this year.

Blancco found that 58 percent of global consumers surveyed have yet to trade in an old device, though almost two-thirds (64%) globally reported they would be willing to do so if more stringent data management processes were in place.

Blancco's study, titled "The Critical Importance of Consumer Trust in the Second-Hand Mobile Market," proves the need to maintain consumer trust if the secondary mobile device

market is to meet current expectations. In fact, 66 percent of respondents globally revealed some concern that data on their old devices might be accessed or compromised after trade-in. This mistrust among global consumers could be attributed in part to recent high-profile incidents of data misuse, such as the Facebook and Cambridge Analytica scandal.

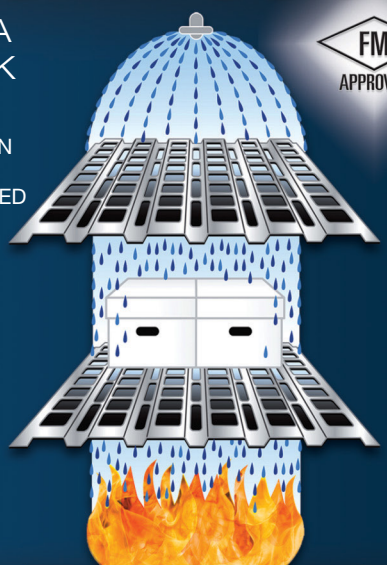
For the full analysis, read the report "The Critical Importance of Consumer Trust in the Second-Hand Mobile Market" : www.blancco.com/resources/rs-the-critical-importance-of-consumer-trust-in-the-second-hand-mobile-market/

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lawsuits, and violation of data protection regulations such as GDPR with hefty fines. Violation of data protection regulations such as EU-GDPR in 2019 could result in fines of up to 4% of annual global turnover or €20 million – whichever is greater!

Ignorance is Risk!

The investigation of second hand devices revealed major threats to data privacy, emphasizing lack of general awareness concerning disposal of used devices. The study found that a large 45% of the used devices had undeleted data, which shows a clear disregard for the residual data risks and that the device owners were unaware of the need to erase the data. The remaining 25% of the devices analyzed were disposed of either after deleting the data or formatting the device, with the misbelief that the data is permanently removed by deletion or formatting. These users had put their sensitive information at risk due to lack of awareness and concern.

Residual Data Responsibilities of the World & Way Ahead

Realizing the risks of residual data and lack of awareness concerning safe disposal of used devices, the need is to adopt and follow rigorous practices to safeguard data privacy. Individuals need to be aware that - while availing lucrative exchange offers is tempting - handing over a personal device

Organizations need to define and enforce stringent IT asset management policies and protocols for proper sanitization of legacy hardware before its disposal.



Stellar Information Technology Pvt. Ltd.

is the first to investigate the presence of personal information on used hard drives conforming to the NAID Second-Hand Device Study Principles.

The Second-Hand Device Study Principles were released by NAID in March 2019 to address the issue of credibility. Because the results of such studies have favored those having commissioned them, NAID created public steps to assure the results are legitimate, fair, and compliant with relevant regulations. NAID commends Stellar for being the first organization to conduct such a study using the newly developed tool.

“By employing the NAID Principles, the company assures the results are accurate and the personal information

found in the process was fully protected at all times,” said NAID founder and CEO Bob Johnson.

Regarding the results of the study itself, Johnson went onto say, “The Stellar Second-Hand Electronic Device Study continues to demonstrate the gravity of the problem - data security breaches caused by personal information that too often remains on second-hand electronic devices.”

As the largest such investigation to date and first conducted in India, the study conducted by Stellar establishes the problem of improper data erasure is a global issue and that data protection in one region of the world poses challenges for data security everywhere.

Stellar’s CEO Sunil Chandna says the study is a cautionary reminder that organizations must be careful to ensure retired electronic assets are properly sanitized.

“That fact personal information was discovered on so many devices is truly alarming,” said Chandna. “No organization can afford to risk their reputation, or the growing fines associated with data security breaches. There are solutions for the proper erasure of information, but the first step is awareness. That is the reason for our study.”

The NAID Second-Hand Device Study Principles are publicly available for download at <https://bit.ly/2JdSvoc>.

to a 3rd party without proper erasure might affect their privacy, culminating into serious threats. Likewise, organizations need to define and enforce stringent IT asset management policies and protocols for proper sanitization of legacy hardware before its disposal, and also conduct regular data security & privacy audits to comply with regulatory standards.

Media sanitization can be performed internally or through a professional IT Asset Disposition (ITAD) services agency. Among the various media sanitization methods, data erasure enables ITAD service vendors to perform on-premises media sanitization, in line with the growingly stringent corporate Information Security standards and global data security laws. Aside from helping ITAD vendors deliver secure media sanitization service, data erasure technique allows the erased devices to be reused, reallocated, or donated. So, it's a cost-effective and socially responsible approach which also serves as an eco-friendly solution to the world's growing problem of e-waste.

Read the full report "Residual Data Study on Second Hand Devices":

www.stellarinfo.com/ResidualDataStudy.php

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ABOUT THE AUTHOR



Sunil Chandna is the Founder and CEO of Stellar.

Reach him at sunil@stellarinfo.com.

Stellar is a global Data Care Corporation, with expertise in Data Recovery, Data Erasure, Mailbox Conversion, and File Repair software and services. Stellar's product BitRaser helps in permanent erasure of data from all types of storage media with no data traces left behind; the product is compliant with global erasure standards and helps maintain data privacy. www.stellarinfo.com/company/about/stellar-overview.php



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i-SIGMA[®]

fast Facts

One year ago, NAID and PRISM International proudly came together to offer comprehensive information lifecycle management under the auspices of the newly formed International Secure Information Governance & Management Association (i-SIGMA). But who is i-SIGMA? As a member of NAID and/or PRISM International, it's important for you to know the integrity behind the association you support.



Fact: i-SIGMA is a member-owned, non-profit association. Members, through their elected board, are in complete control of the association's funds, and every dollar is spent to advance the interests of members and to promote the use of member services.

Fact: No one company contributes more than 3% of i-SIGMA's total revenue, meaning the association is free of undue influence.

Fact: All i-SIGMA member-representatives are eligible and encouraged to serve on the Board of Directors. Directors are restricted from serving two consecutive terms, making sure there is healthy turnover so that it never becomes a "good ole boys club" and the general membership is well represented.

Fact: The overwhelming majority of those serving on the Board of Directors are owners or managers of small, independent businesses, which means they are ideal to best represent the general membership.

Fact: i-SIGMA utilizes a Code of Ethics & Complaint Resolution Council with an established system for members to hold each other accountable. i-SIGMA will take action against any industry company engaging in harmful activities or producing materials with false information.

Fact: i-SIGMA as a trade-association (meaning our membership is made up of companies vs. a professional association wherein the membership is made up of individuals) believes in being cost sensitive to our members. Active member dues vary by division and company revenue; they are several thousand dollars less than other similar trade associations.

Fact: i-SIGMA conferences held in the USA currently cost less than \$600 for early member registrations. Other trade association conferences charge \$900-\$1200 to receive the same full access that our event provides. i-SIGMA is proud to keep costs low for our annual conference.

Fact: i-SIGMA international initiatives and events are fully funded by dues from the regions they serve. This means that i-SIGMA as a global entity has a healthy and proportionate focus on regions to membership.

Want to know more fun facts about i-SIGMA?

Follow us on Twitter: @naidonline | @prismintl



Looking Under the Hood: How Clients Can Look Beyond False Assurances

By Bob Johnson



i-SIGMA CEO advises customers on choosing an ethical electronics recycler, paper destruction shredder, or records management service. Providers can use this as a guide to ensure your own organizations are operating according to best practices and in guiding prospective customers on what to look for in making a wise business decision.

The unethical business practices found in every business have one thing in common; they prey on customers who don't know any better.

It's not the customer's fault. They're not supposed to be experts. I know more than most about cars, but that doesn't mean some unethical auto mechanic couldn't pick my pocket. Of course, left unchecked, unethical behavior casts an unfavorable shadow on everyone in that space. Ask any used car salesman (or automobile mechanic).

Enter trade associations. If widespread unethical behavior casts a negative shadow on the whole industry, there can be no argument industry trade associations have an obligation to act. Some do and some don't. While many make reference to their Code of Ethics, few encourage complaints, post a complaint form, and post their process for investigating them.

i-SIGMA does. It not only holds NAID and PRISM International Members to its Code of Ethics, it makes its Ethics Compliant Form and Complaint Resolution Guidelines readily accessible on the association's website and offers an active Complaint Resolution Council to oversee such matters.

Aware Customers Equal a Good Marketplace

In the end, i-SIGMA arming customers with information to recognize unethical behavior is selfish. An educated client is the best way to ensure a marketplace for thousands of ethical service providers providing legitimate, safe solutions.

What follows is a list a some of the more troubling ethical transgressions, any of which should send the customer running in the other direction (and hopefully lead to an ethical complaint).

1. Falsely Claiming to be Certified by NAID or PRISM International
2. Falsely Claiming to meet Certification Standards
3. Misrepresenting Membership as a Form of Certification
4. Promoting Certified Equipment as a Qualification
5. Falsely Claiming Membership
6. Claiming to Meet an Inferior Standard
7. Claiming to Meet an Un-Auditable Standard
8. Accepting Professional Liability without Proper Indemnification
9. Accepting Unlimited Professional Liability

1

Falsely Claiming to be Certified by NAID or PRISM International

Customers that use electronics recyclers, paper shredders, and records management services are required by law to ensure their service providers' data security and regulatory compliance. As a result, thousands of customers rely on NAID AAA Certification or PRISM Privacy+ Certification to fulfill their due diligence obligation. Both certifications are conducted by trained, accredited outside auditors to inspect and verify the necessary elements and one or the other is required in thousands of contracts around the world.

Note: For complete details regarding the specifications covered during NAID AAA Certification and PRISM Privacy+ Certification audits, please visit www.isigmaonline.org/certifications or contact certification@isigmaonline.org.

THE PROBLEM:

Due to the popularity of both certifications, occasionally a vendor will falsely claim NAID AAA Certification or PRISM Privacy+ Certification in an effort to trick customers.

THE REMEDY:

Clients should verify a company's NAID AAA Certification or PRISM Privacy+ Certification using the association's Service Provider Locator, directory.isigmaonline.org.

2
Falsely Claiming to Meet Certification Standards (Variation on #1)

This happens when a service provider represents they meet the NAID AAA or PRISM Privacy+ Certification standards but fails to complete the required audits. They do not claim to be certified but instead claim to “meet” the requirements.

THE PROBLEM:

The claim to “meet” NAID AAA Certification or PRISM Privacy+ Certification standards is a “false” claim; the third-party audits, scheduled and unannounced, built into the program are as critical as any other specification. A service provider cannot “meet” the standard if they are not subject to the audits. Self-declaration defeats the integrity of submitting oneself to the scrutiny of unannounced audits, which is an essential component of the program’s ability to ensure a customer is fulfilling their due diligence obligation reference earlier.

THE REMEDY:

Same as #1... Clients should verify a company’s NAID AAA Certification or PRISM Privacy+ Certification on the association’s Service Provider Locator, directory.isigmaonline.org.

3
Misrepresenting Membership as a Form of Certification

NAID and PRISM International are part of a trade association and many service providers join to access member benefits. Membership is NOT the same as Certification. NAID AAA Certification and PRISM Privacy+ Certification require that the member undergo third-party audits.

THE PROBLEM:

Due to the popularity of both certifications, occasionally a member will misrepresent that their membership in NAID and/or PRISM International equals certification or infers that they are held to some higher standard of operations. It does not. Members do agree to abide by the Code of Ethics; however, there is no verification of operational security in membership alone.

THE REMEDY:

Same as #1... Clients should verify a company’s NAID AAA Certification or PRISM Privacy+ Certification on the association’s Service Provider Locator, directory.isigmaonline.org.

4
Promoting Use of “Certified” Software or Equipment as a Qualification

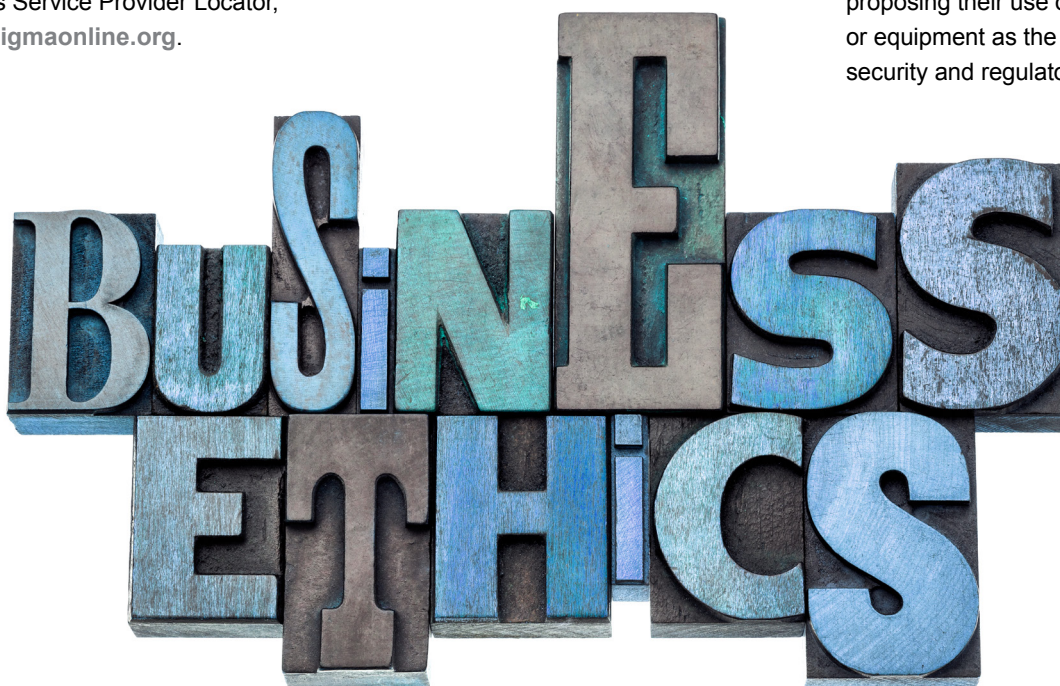
Computer recyclers sometimes advertise their use of “certified” software overwriting solutions. Additionally, service providers that provide physical destruction or degaussing of media, sometimes advertise their use of “certified” or “approved” equipment.

THE PROBLEM:

The fact that a service provider uses “certified” software or equipment says nothing about their employee screening or training, regulatory compliance, access controls, or breach notification preparedness. Despite many requests, NAID and PRISM International have refused to certify the efficacy of software and equipment specifically because customers could be misled that its use implies the services using them meet overall operational requirements.

THE REMEDY:

Clients should not rely on the use of certified software or equipment as a measure of a service provider’s operating qualifications and, furthermore, clients should be suspect of any service provider proposing their use of certified software or equipment as the sole measure of their security and regulatory compliance.





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Ethics Enforcement Differentiates NAID and PRISM International from other Organizations

It is not unusual for a trade association to have a Code of Ethics. They all do, and they are quick to point to them as standards to which they hold their members.

When pressed, however, one soon finds that most of those same organizations have no process for reporting or investigating violations and no formal means of enforcing them.

That is not the case with i-SIGMA. In addition to the i-SIGMA Code of Ethics and just as important is the i-SIGMA Complaint Resolution Process - a formal system that provides a method for members or the general public to report a violation and a formal system to investigate and refer disciplinary action to the i-SIGMA Board of Directors.

“It may seem divisive”, says i-SIGMA CEO Bob Johnson, “but we encourage members to file a complaint if they see any organization putting the industry or the association at risk. Our industry relies on integrity and the Code of Ethics is there to confront actions that diminish it.”

This is how it works:

1. If an ethical transgression is suspected, consult the i-SIGMA Code of Ethics to identify the violation.
2. Complete and submit the i-SIGMA Ethics Complaint Form. Anonymity is respected if requested.
3. The Complaint Resolution Council (CRC) reviews the complaint to determine if it should be put on their docket (usually based on the evidence).
4. If the CRC determines an investigation is warranted both complainant and respondent are separately interviewed.
5. Once complete, the CRC makes a recommendation to the i-SIGMA Board of Directors. The Board will either approve, modify, or decline the recommendation presented. The decision can include a number of things from exoneration, financial penalty, and up to permanent suspension of membership (for more information please refer to the CRC Guidelines).

Proving a Claim

“The most common challenge to those reporting a violation is the quality of the proof,” says Johnson.

Johnson describes a complaint where a member sent in photos of a competitor leaving a bin unattended, claiming it showed a clear ethics violation (as well as a violation of NAID AAA Certification). He described the pictures as “troubling.” In the interview, however, the responding company simply said the attendant was outside the frame of the picture. Johnson says it was impossible to prove otherwise.

“The best evidence is usually date-stamped, a screenshot, or where there is video footage,” says Johnson. “A false claim on a website or a video showing a continuous stream of events is hard to refute.”

Johnson also maintains that proof is NOT always needed to get bad actors to change their ways. “When a company is contacted by i-SIGMA requesting they address an ethics complaint, even if absolute proof is lacking, they often correct the action because they know someone’s watching.”

5

Falsely Claiming NAID and/or PRISM International Membership

PROBLEM:

A company falsely claims to be a member of NAID and/or PRISM International, hoping the affiliation will infer credibility onto the company and services.

THE REMEDY:

The first thing the client should remember is that NAID and PRISM International membership are not the same thing as NAID AAA Certification or PRISM Privacy+ Certification. In any case, a client should always check with the association’s Service Provider Locator, directory.isigmaonline.org, to validate the membership and/or certification status of a service provider.

6

Claiming an Inferior Certification

Regulatory requirements for clients to validate service provider qualifications have led to the creation of questionable and inadequate certifications.

THE PROBLEM:

Service providers hoping to prey on clients’ unfamiliarity with legitimate certifications, obtain inferior, self-certification, requiring no audits and no transparent specifications. Often, these certifications are created and sponsored by a for-profit organization with little transparency or accountability.

THE REMEDY:

When presented with a questionable certification as a vendor qualification, clients should verify the certification body itself is legitimate, and that it’s corporate structure is that of a non-profit required to maintain the appropriate level of transparency.

7

Claiming to Meet an Un-Auditable Standard

There are some legitimate standards that do NOT require an audit regime. Because no audit is required, there is nothing inherently wrong with a service provider claiming to meet them. NIST 800-88 is an example; any firm may claim to meet the standard with no third-party verification.

THE PROBLEM:

The unaudited claim to meet the NIST 800-88 for media sanitization or the D.o.D. standard for hard drive wiping (no obsolete) is intended to infer some assurance to the client, when it is really no more than a claim. It may or may not be true, and there is no assurance in and of itself.

THE REMEDY:

Where a service provider suggests they “meet” a standard, it is important to know who is auditing it and how it is audited (frequency, random, auditor qualifications, etc.) to understand the validity behind the claim.

8

Accepting Professional Liability without Proper Indemnification

Because clients know they are responsible for the mistakes of their service provider, some clients contractually require their electronics recyclers, paper shredders, and information management service providers take responsibility for any

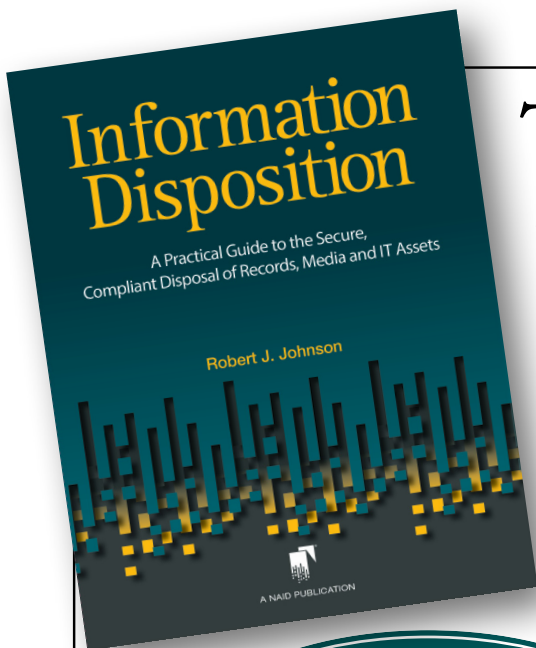
financial damages they cause. It’s called professional liability and it has become a best practice in data-related contracts.

THE PROBLEM:

Unfortunately, some service providers will accept such liability with no ability to pay it. And, while there is no law preventing a service provider from accepting professional liability without the proper insurance, it is unethical.

THE REMEDY:

Where contracts transfer liability for damages to the service provider, the customer should verify the vendor has properly-worded professional liability insurance in place. It is also advisable to have the contract require an indemnification clause in the contract.



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Accepting Unlimited Professional Liability

A variation of #8 above, unaware of their mistake, the client contractually transfers unlimited liability for financial damages caused by the service provider.

THE PROBLEM:

The service provider is not able to insure themselves to an unlimited amount. By accepting unlimited liability, most service providers are entering into an agreement they are by definition unable to indemnify.

THE REMEDY:

The client is better off identifying a reasonable level of professional liability, based on the risk and the value of the contract, which therefore allows the service provider to obtain a commensurate level of insurance.

Next-Gen Due Diligence

Regulations require clients to perform due diligence and yet it isn't practical to expect them to know how. It's no wonder they seek help. They're on the hook if something goes wrong.

As this article demonstrates, however, even with the best of intentions, navigating data-related service provider qualification (a legal imperative) requires a degree of healthy suspicion about the boasts and assurances given as evidence of compliance.

Customers need to look behind the curtain and kick the tires.

As I said from the outset, legitimate service providers benefit from a world of knowledgeable customers who are aware that some are feeding them a line.

The good news is there are plenty of good guys out there, and bad guys aren't hard to find when the client looks under the hood.

Customers can help ensure they are doing their due diligence by leveraging a NAID AAA Certified or PRISM Privacy+ Certified company, which is subject to the industry's most rigorous specifications including announced and unannounced audits. Learn more at www.isigmaonline.org/certifications.



ABOUT THE AUTHOR



Bob Johnson is the CEO of i-SIGMA.
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WSU Lessons Learned:



A Case Review of the Implications for Privacy Compliance

By Gail W. Bisbee, RN, BSN

After several million dollars in penalties handed down to Washington State University recently for failure to protect confidential data, PRISM International Subject Matter Expert Gail Bisbee looks at this case and advises service providers on best practices and how to help their clients avoid similar pitfalls.

The Synopsis

As many as 1.2 million people may be affected by the April 2017 theft of a Washington State University (WSU) hard drive containing sensitive data. The historical data maintained by the WSU Social and Economic Sciences Research Center, stored in a small portable safe within an off-site mini-storage unit. The confidential data included but was not limited to names, social security numbers, personal health information (PHI), and other personally identifiable information (PII). The estimated 4.7 million dollar fine that WSU will pay is primarily covered by a cybersecurity insurance policy and a smaller portion to be paid from the Washington State insurance risk pool. The extent of damage becomes difficult to determine. A three to five-year “window” of potential risk threat to each individual is not unreasonable. While the theft occurred in April 2017, the burglary remains unsolved.

The After-Effect

From July 2017 to July 2018, Washington State had an increase in data breaches of 26% over the previous year. As a result, Washington State recently passed a law to strengthened data breach notification from 45 days to just 30 days. Previously, Washington State required a business or government agency affected

by a breach to notify an individual if theft or a potential hacker accessed an individual’s name, social security number, driver’s license number, state ID number, or financial account information. The new law expands PII to also include birth dates, health insurance IDs, student, military and passport IDs, usernames and passwords, biometric data that may exist, and electronic signatures as well as medical histories. The Washington State standard for notification is even stronger than the Department of Health and Human Resources (DHHS). DHHS provides a 60-day notification window for organizations to notify those individuals affected if a breach occurs based on HIPAA and HITECH guidelines. Other states have taken this initiative and have either reduced the notification window or are considering the change.

The Primary Lesson

So how is a synopsis of the WSU incident of value to i-SIGMA RIM providers? Specifically, this incident calls into play an organization’s need for rigorous and measurable standards. In this situation, Washington State standards apply to the privacy of student records within the educational system while privacy and security standards mandated the protection of PHI and PII. If a RIM organization manages, handles, destroys, accesses and/or stores data for a client, whether the data relates to a business or is health care related, implementation of best practice standards that protect all forms of data written and/or electronic are essential. While the WSU data stolen is historical data, its value can’t be measured – when in the wrong hands. The regulatory standards that are employed within your organization must be “mirrored” by outside providers that

you utilize when servicing your clients – this includes secure data destruction providers. Documentation of expectations and validation of provider compliance takes effort and consistency.

Privacy and Information Management: What are “Reasonable and Customary” practices?

In a recent issue of the PRISMdirect I provided initial comments regarding the WSU breach incident and recommended use of “reasonable and customary” standards and expectations. i-SIGMA resources such as the PRISM Privacy+ Certification and NAID AAA Certification processes provide valuable insight into how an organization should conduct daily business processes to ensure regulatory compliance and each certification

i-SIGMA resources such as the PRISM Privacy+ Certification and NAID AAA Certification processes provide valuable insight into how an organization should conduct daily business processes

program is based on the implementation of “reasonable and customary” standards within the RIM Industry.

As we review the penalties handed down to WSU most recently for failure to protect confidential data, two words come to mind - “Reasonable” and “Customary.” At some point in their process of record management, a WSU committee decided to use a mini-storage unit. No doubt the decision revolved around convenience, availability, and cost. It is doubtful the WSU Compliance Officer and or Risk Manager was aware of the location for off-site storage of the confidential data.

Regardless of the format, an organization should consider two simple questions when defining standards for the management of critical client data. One – is my method of safeguarding the information entrusted to our organization being handled in a “reasonable” manner? Reasonable – referring to “determining if the measures my organization or I have taken to safeguard the data, is one that my peers and/or any applicable regulatory organization would deem a “reasonable” manner in which to protect the data?” If using this simple approach – WSU personnel would have chosen a more secure site for off-site management of the organization’s historical research data.

The second question: Is the method or format in/on which I am managing this critical data a “customary” format meaning “a format that industry peers and/or an applicable accrediting body would approve or recommend?” While it is not unusual for a backup system to include mass storage devices such as an external hard drive (even in the age of cloud storage), the method of management within this situation and WSU system

did not appear to meet the basic requirements with multiple levels of encryption to prevent unauthorized access. Clearly, encryption will not prevent the highly trained hacker from accessing the data – but implementing multiple levels of access control is a “reasonable” standard.

As a consultant to your RIM clients – exploring alternative solutions is a critical component of every sales call. Encourage team members to consider these two questions during their sales process. Be knowledgeable of the industries you serve and challenge the sales team to know what is “reasonable and customary” in each market for the management of various types of records.

You are not immune to the potential for a breach, and no organization is outside the realm of risk. How do you minimize your risk and ensure that you are protected? Train your team but – “Trust and Verify” that compliance is a priority for all.

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ABOUT THE AUTHOR



Gail Bisbee is the PRISM International Subject Matter Expert for i-SIGMA.

Reach her at gbisbee@isigmaonline.org.

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DATA Small Claims: the New Opportunity

By Dr. Ross Federgreen, FIP, CIPM, CIPP/US/C/E/G



With any business, it is a best practice, to ask how we can improve services, increase revenue, examine new opportunities, or review evolving historical approaches. One of the opportunity-rich areas is that of data compliance. We will look at how the trend of increasing numbers of small claims data breach lawsuits can enhance our business model.

Specifically, becoming experts in data compliance can lead to an increase utilization of expanded services. The laws continue to favor challenges to all entities when it comes to any failure of data management perceived or real.

The solution provider should be us.

The legal jeopardy for failure to comply with the complex regulations associated with Privacy continues to increase. The Federal rulings in *Attias v. CareFirst, Inc.*, as well as the Illinois Supreme Court unanimous ruling in *Rosenbach v. Six Flags*, cement the right of the data subject to sue without proven damages in data breach cases. Additive to this, many statutes such as the California Consumer Privacy Act are increasing the opportunities for plaintiffs to file private action lawsuits.

Three concepts are central to the new litigation approach. These are “right to private action,” class action, and small claims court. A **“right to private action”** means that an individual can sue another for some specific damage. In a **class action**, a plaintiff sues a defendant or several defendants on behalf of a group, or class. A **small claims case** is a legal action filed in county court to settle minor legal disputes among parties where the dollar amount involved is \$5,000 to \$15,000 or less (state dependent), excluding costs, interest, and attorneys’ fees.

More and more individuals are suing violators of data rules in small claims court because the results are quicker, the filing is much less expensive, the awards are received faster and, in many cases, larger than in a traditional class action. With this shift in behavior, several companies have sprung up to facilitate this goal. These include companies that fund a small claims action, that provide the filing documents and those that offer small claims services. Examples of these types of companies include: Legalist, DoNotPay, Funding for Lawsuits, Pay It Forward, and others. For instance, DoNotPay Chatbot provides an online application to file a small claims action and Legalist provides funding for small claims cases.

Why are small claims actions beneficial for the consumer and feared by companies that would prefer to litigate a class action? Time and money! As an example, statistics provided by the Judicial Council of California 2017 Court Statics’ reveal that in 2017, 95% of small claims actions were cleared with 58% (87,459 out of 150,842) resolved in a single hearing. During the same period there were 158,347 small claim actions filed, a 5% increase.

The Equifax case was first reported in 2017, and the class action lawsuit case is still actively being pursued today. Equifax has stated that to date they have spent about 250 million dollars on the case. However, given the fact that some 150 million victims are known, they have “booked” over one billion dollars to handle the matter in its entirety. On the other hand, there have been a growing number of small claims actions resolved with settlements ranging from

Three concepts are central to the new litigation approach:

- *Right to Private Action*
 - *Class Action*
 - *Small Claims Court*
-

approximately \$600 to over \$7,000 per case. The “victims” through the small claims process receive individual higher payouts quickly compared to the class action process.

If one takes the lowest settlement amount of approximately \$600 in small claims and multiplies this by the 150,000,000 victims, the total outlay, not including legal fees and court costs, would be approximately 90 billion dollars; simply non-sustainable for any company. Looking at this from the view of the victims, if the settlement of the class action lawsuit comes to the one billion dollars Equifax has estimated, this will equate to less than \$7 per victim - a far cry from the \$600 minimum achieved in small claims.

From the perspective of the data subject, the route to go is small claims. And it is equally clear that from the perspective of the entity, it is class action.

So why should we as members of the Shred Industry care about these legal gambits? Simply because if we become experts in the management and regulations of data, there is a **significant new revenue opportunity to be had**. Those seem as experts in the industry are viewed as valuable service provider partners.

STEPS TO SUCCESS

- Become knowledgeable regarding your jurisdictional laws regarding data lifecycle management
- Become knowledgeable regarding the requirements of small claims actions in your jurisdiction
- Advise your current clients and future clients about your ability to partner with them in data security issues as an expert in the industry
- Facilitate these actions with available third-party solutions
- Look for additional compatible offerings such as those related to Data Subject Access Request and Controller Processor Relationships

Remember, the trends are clear, the opportunities are real, and the decision is yours!



Dr. Ross Federgreen, FIP, CIPM, CIPP/US/C/E/G is the Founder and CEO of CSR Privacy Solutions, Inc.

Reach him at rfedergreen@csrps.com.

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In Memoria of Nate Lenow

It is with deep sadness that NAID reports the passing of Nate Lenow earlier this month. Based in Memphis, Nate served as the NAID AAA Certification auditor in Tennessee, Alabama, Missouri, Arkansas, Mississippi, and Kentucky for nearly a decade. In that time, many came to know him for his professionalism, positive outlook, sense of humor, and his infectious laugh. He will be sorely missed by i-SIGMA staff and the secure destruction professionals having been lucky enough to know him.

In Memoria of Jon Toigo

With deep condolences we share that Jon Toigo passed away on February 12, 2019. "Jon always provided valuable insight and was eager to share his knowledge. He will certainly be missed in the industry," said Gail Bisbee, RN, BSN.

Michael Payton, CSDS shared, "We had Jon as a presenter at DPA multiple times. He was always passionate about sharing his views on the industry. Our condolences go out to his family."



Photo by Russ O'Reilly

i-SIGMA Co-President Angie Singer Keating spoke as part of a panel that consisted of women in high leadership roles to a group of Penn State college students. They discussed their journeys, and how they rose to the top of their organizations. This was part of the university's new women leadership program.



A HUGE congratulations to Colin Scott, CSDS of Reclamere (PA) for expanding the NAID membership by welcoming his new daughter Ellie Marie last month. What a cutie! Though now officially outnumbered 3-1 by the women in his house, Scott says he wouldn't have it any other way.

The NAIDborhood is now i-SIGMA Social! We've opened up our NAIDborhood to include friends from PRISM International. Now, i-SIGMA Social continues on as the Member's Only Facebook Group committed to developing our association's community spirit. We look forward to hearing from you there.



#NAIDborhood

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Bins4 Shredding Inc. Announcing New Distribution Points in Illinois and Texas

Bins4 Shredding Inc., offering cabinets, consoles, carts, and collection containers, is excited to announce two new distribution points for pick up or delivery this summer. These locations are conveniently located in Illinois and Texas, providing Bins4 Shredding customers a variety of secure containers. Products will be stocked at these locations, as well as Bins4 Shredding's head office located in Ontario, Canada.

Cory Layes, General Manager for Bins4 Shredding Inc. explains "We want to be as accessible as possible, making the ordering process simple for our customers. These locations will allow us to further support our customers from coast to coast." www.bins4shredding.com.

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Access Announces Acquisition of Montaña & Associates

Access, a member of NAID and PRISM International, is a privately-held records and information management (RIM) services provider that announced in April the acquisition of Montaña & Associates, an information governance (IG) consulting firm specializing in retention policy and schedule creation and IG support including compliance and data privacy. The merger includes the cloud-based software application LexiTrac, a global regulatory knowledgebase compiled by Montaña & Associates legal and compliance experts.

"With the Montaña & Associates acquisition, we are bringing world-class information governance and compliance consulting services to our clients, expanding our offerings to create a full-service approach to the entire information lifecycle," said Rob Alston, Chief Executive Officer of Access. "Current Montaña & Associates clients can benefit from our comprehensive records management services, and high-quality, secure information management solutions."

"This acquisition is a significant step forward for Access and our clients and is central to helping us fulfill our purpose of protecting and managing information for millions of people," said John Chendo, President and Co-founder of Access. "The Montaña & Associates team will help our clients manage their risk in today's increasingly complex regulatory environment, including the burgeoning data privacy regulations such as GDPR and the CCPA law now in effect in California."

"We are a natural complement to Access' business as we advise organizations on how to best manage and comply with their records program on a global scale," said John Montaña, founder and CEO of Montaña & Associates. "Every Access client is dealing with some sort of information governance or compliance issue, and we can help organizations from small businesses to huge multi-national companies improve their approach, become more efficient, and avoid legal risk and regulatory fines."

Montaña added that a strong information governance program mitigates an information management crisis by assessing risks and understanding gaps. By doing advanced planning and putting the right policies, procedures, and tools in place, it enables organizations to proactively and compliantly manage their data and information. For more information on Access, please visit www.AccessCorp.com.

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Shred Nations Announces 2019/2020 Scholarship Winner

Shred Nations is pleased to announce the recipient of the 2019/2020 Academic Year Scholarship of \$5,000, Ms. Alexis Braaten.

Shred Nations acknowledges the importance of higher education for individuals who are interested in contributing to the information destruction community and businesses. This year, there were a total of fifteen scholarship applications and six finalists,



all of which were sponsored by a NAID member company. Each applicant provided compelling essays, making it a very difficult decision for the selection committee.

Shred Nations awarded the scholarship to Alexis Braaten due to her contributions to the information destruction industry through her family's business, EcoShred MN. Inc., along with

her dedication to furthering her education at St. Benedict's University. She is eager to increase efficiencies within the shredding industry while also making it more environmentally sustainable.

Alexis was recognized at the 2019 i-SIGMA Annual Conference. "Thank you so much for your contribution to help me further my education. My plan is to attend the college of St. Benedicts in Minnesota and play softball, which is one of my strongest passions" said Alexis. She was awarded the check onstage by Rand LeMarinel, President of Shred Nations and Angie Singer-Keating, Co-President of i-SIGMA.

The Scholarship Selection Committee along with Shred Nations would like to congratulate all the applicants on their educational and professional success. The 2020/2021 Shred Nations Scholarship will be announced in early summer and welcomes all previous candidates along with new applicants to apply. For more information, please visit www.shrednations.com/scholarship.

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2019 NAID & PRISM International Conference & Expo in Denver:

Beautiful Venue with Vast Opportunities to Network

Snow covered terrain with challenges of travel did not dampen the enthusiasm of attendees in Denver for the 2019 NAID & PRISM International Conference & Expo. An overwhelming successful conference, attendees had the opportunity to brainstorm with peers and explore potentially new lines of business while clarifying their understanding of the current secure data destruction and RIM landscapes.

During panel discussions as well as more intensive topic discussions, attendees expressed concern for the current industry direction as well as enthusiasm for their future as a secure data destruction and/or RIM service provider in their current business model. Business owners and the executive teams of any organization are charged with the responsibility to having a “vision” for the future as well as maintaining a strong foundation for the existing service model the organization provides. Networking at the conference clarified both the energy in the market as well as growth opportunities.

Take a look...



The Exhibit Hall was always full of life. Attendees were able to look at various business solutions hands-on and get more information from exhibitors.



Everyone thoroughly enjoyed the Keynote presentation with Howie Long, FOX NFL Analyst, Member of Pro Football Hall of Fame.



Attendees worked their way to our outdoor Truck Lot to see firsthand the latest mobile shred truck technology available.



Of course there was time to catch-up and discuss new opportunities in the halls too.



Sessions ranged in topics that would be valuable for growing one's business in the industry

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Receptions in the Exhibit Hall provided another great opportunity for attendees to connect with one another and exhibitors too.



Lunch packed a full house of industry colleagues



Attendees received a lot of good information during the educational sessions and were able to ask questions of the presenters and panels



PRISM Subject Matter Expert Shares Conference Insights

By Gail Bisbee, RN, BSN

Attendees were keenly interested in many topics. One of those topics included down-stream digital liability coverage, expansion into digital service offerings such as scan-on-demand, data migration into digital format and the concept of extracting data from a client's current archived data in various formats. Data extraction offers a new concept for many in the realm of "data management". RIM expertise typically addresses a wide range of services to include content and inventory management, retrieval and possibly scan-on-demand. Attendees expressed interest in training that would enable a member to implement more in-depth "data management" types of services such as these.

Various international members also expressed interest in offering document imaging and data conversion services

to their client base. Conversations included how to determine those clients that would "buy" these types of services versus those "exploring" conversion of the current data format and clearly might suffer "sticker shock" when proposals are presented. This has long been a challenge in the sales process of document conversion services. Members were encouraged to gather as much data as possible from their client base requests, competitors and potential market. Analysis of current and future client interests can easily drive an organization's market edge.

An additional topic that was "top of mind" for those attending included, HIPAA and regulatory compliance training that would focus on a "train the trainer" type of format. This model of training as a resource for the i-SIGMA/PRISM membership would empower members to develop in-house staff team members and engage in updates with team

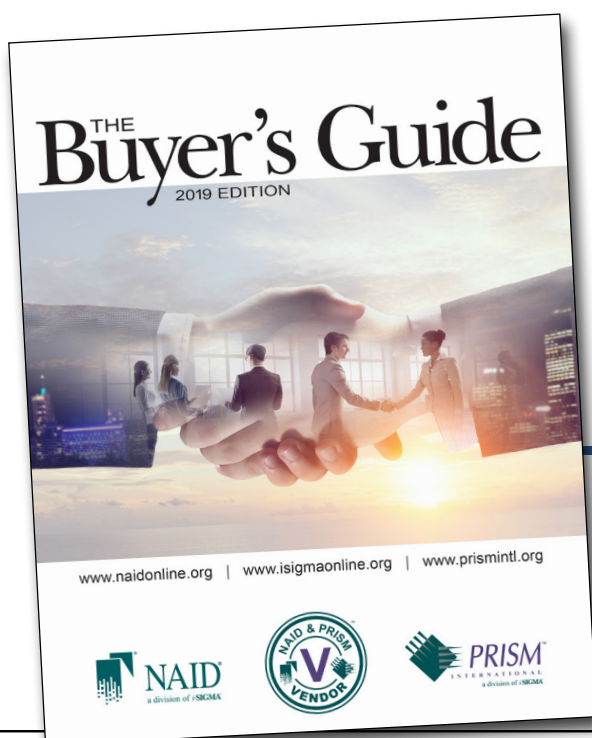
members as changes in compliance standards occur.

Members verified that programs such as PRISM Privacy+ Certification and NAID AAA Certification within the RIM industry provided an advantage in the marketplace. Understandably, certification documents an organization understands is compliant and upholds the highest of industry standards. The documentation of policy/procedures, self-audit as well as outside independent audits ensures each organization is a "client partner" in the details of regulatory compliance.

Be assured the feedback received while at conference will be used by the recently appointed PRISM Divisional Leadership Committee as well I-SIGMA Conference Committee to plan for development of member resources and programming.

Gail Bisbee can be reached at gabisbee@isigmaonline.org.

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The following NAID & PRISM International Associate Member companies can be found along with others in the association's Online Market, which lists vendors by service category as a resource for service providers in the secure data destruction and records and information management industry. While i-SIGMA provides these resources, it does not endorse any particular vendor, nor take responsibility for the products and services they represent. Companies should always undertake appropriate due diligence to ensure that products and services meets their specific needs.

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Storr Records Management Morrisville, NC, USA

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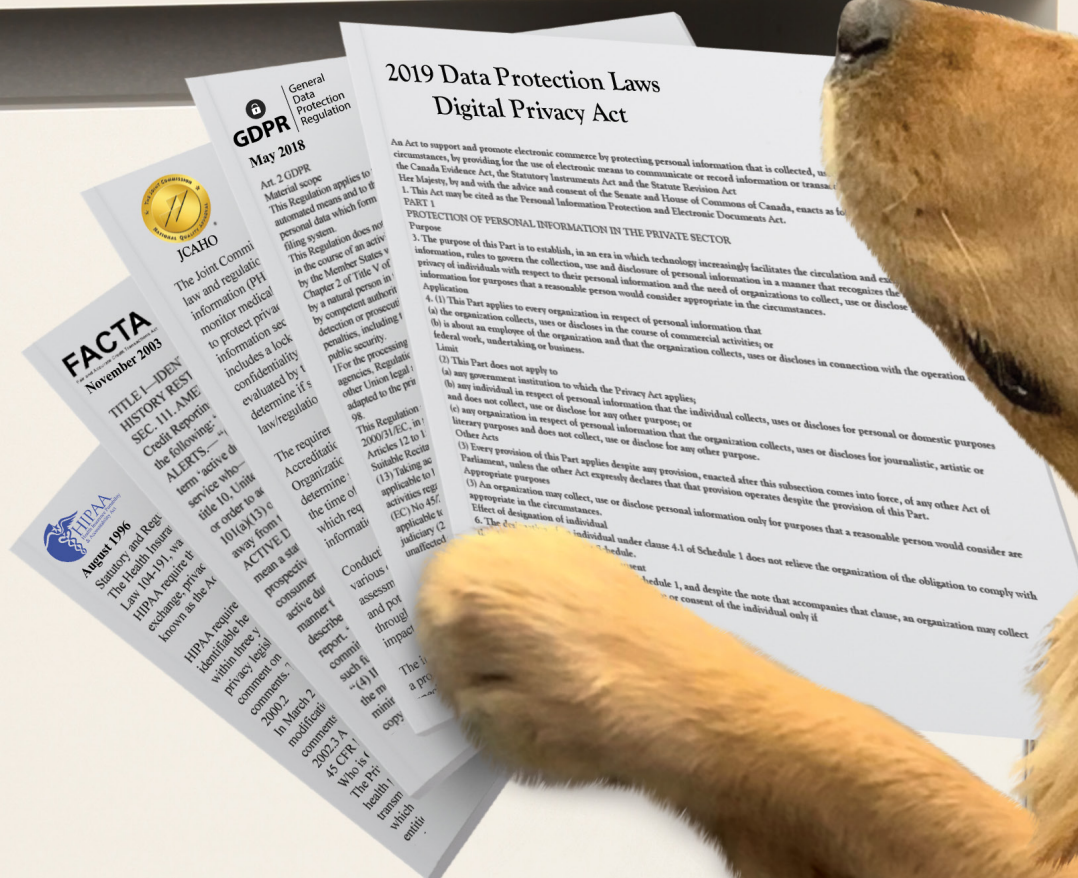
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