

Data Security Makes Headlines

Are the issues serious? **YES!**

THE BAD NEWS:

Data Security is a problem far greater than you may realize.

TEXAS SUES RADIOSHACK FOR DISPOSAL VIOLATION

April 19, 2007

Source: www.naidonline.org

The State of Texas charged RadioShack with violating the state's shredding requirement, after the company's store in Portland, Texas, exposed customers' personal information to would-be thieves. RadioShack could be fined up to \$50,000. The law provides for civil penalties of up to \$500 for each abandoned record.

HOSPITAL OPERATOR FINED

\$1 MILLION FOR IMPROPER DATA DISPOSAL

Oct. 11, 2007

Source: www.naidonline.org

A Detroit doctor was fined a total of \$1 million by the Michigan Department of Community Health. He was also named by the state in a separate lawsuit alleging improper disposal of patient medical records.

- The fines are huge, and the law is unrelenting. You're doing your part to keep data secure internally. . .but how about externally?

Do you know for sure what is happening to your hard drives once they leave your building?

- Knowing the stakes, why take any chances?
- You need Sims protection and assured destruction.

Call now and ask to speak to one of our consultants 800-323-1574.

Your Partner in Data Security



THE GOOD NEWS:

It doesn't have to be.



Sims Recycling Solutions

The **ASSURANCE** your data is safe.

CONFIDENCE the job is done right.



SIMS RECYCLING
SOLUTIONS

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Ask yourself...

Are you doing everything you can to secure your company's and clients' confidential data?

Do you have the assurance that private data on your computers is being completely destroyed?

Are you confident you are meeting your legal obligations?

Data Protection: A Growing Need

~~What's at stake?~~

The privacy and security of personally identifiable or competitively sensitive information. In our increasingly advanced technological marketplace, there are few guarantees of true protection.

In addition businesses must comply with an increasingly complex array of state, federal and international laws designed to protect this privacy and security.



The Era of Enforcement

Recently the federal government has become more aggressive in the enforcement of stringent rules and measures mandating data security. It's a new but rapidly developing scenario that affects all businesses.

A Myriad of New Laws & Cases

Who's at Risk?

A myriad of new security laws exist, such as HIPAA, FACTA and GLBA which deal with the health care, financial and credit information arenas. In addition, individual states with similar statutes are continually reviewing their own pending cases regarding improper data disposal and theft of individual records. As these new rulings continue to evolve in scope and authority, increasing numbers of individuals and firms found liable of non-compliance and theft face stiff fines and jail sentences.

A Serious Business...

Serious Consequences

Criminal prosecution is a serious business and affects companies and individuals for years--or entire lives. And these crimes result in real jail terms, not a slap on the wrist.



Are You Exempt?

No one who handles private information in any form is exempt. We are all responsible for the safe disposition of private information, and when data falls into the wrong hands, it no longer matters how or why. Security is absolutely essential in our brave new world. The bottom line: It's the Law.

Secure Data Destruction

Why Sims Recycling Solutions?

~~NAID~~—The National Association for Information Destruction has said...

- Every business and individual has information that requires destruction.
- Internal company personnel should not be responsible to destroy certain information.
- Information protection is a vital issue to senior management.

A Practical Look at the Facts:

You need the services of a vendor who will ensure the total destruction of your disposable electronic data. It could mean the difference between pass or fail in HIPAA, FACTA, GLBA, state or international law compliance.

There are no winners in the game of non-compliance. Everyone loses something when private information is made public.

The law is unyielding:

It does not distinguish between neglect and criminal behavior with private information. You cannot afford to take any chances with the disposal of secure data.

You need a company that has the credentials, reputation, technologies and expertise to accomplish these highly critical tasks for you.

When it comes to the secure destruction of your electronic data, there's one simple solution to this problem...

Sims Recycling Solutions. We use the gold standard of protecting your information, from NIST SP 800-88 for data erasure to complete destruction. Sims is committed to the protection of your confidential information.



SIMS RECYCLING
SOLUTIONS