


Legal & Regulatory Violations caused by NOT Destroying Info before Discarding

■ Direct Violation
■ Conditional Violation

HIPAA
 Gramm/Leach/Bliley
 Privacy Act
 Economic Espionage Act
 Trade Secret Protections
 FACTA and other I.D. Theft Laws
 Implied Contract Breach


	HIPAA	Gramm/Leach/Bliley	Privacy Act	Economic Espionage Act	Trade Secret Protections	FACTA and other I.D. Theft Laws	Implied Contract Breach
Account Data	■	■	■	■	■	■	■
Banking Info & Docs	■	■	■	■	■	■	■
Brainstorming Notes	■	■	■	■	■	■	■
Cancelled Checks	■	■	■	■	■	■	■
Copies of Checks	■	■	■	■	■	■	■
Customers' Addresses	■	■	■	■	■	■	■
Customers' Names	■	■	■	■	■	■	■
Drafts of Contracts	■	■	■	■	■	■	■
Drafts of Letters	■	■	■	■	■	■	■
Drafts of Proposals	■	■	■	■	■	■	■
Education Records	■	■	■	■	■	■	■
Employee Info	■	■	■	■	■	■	■
Insurance Info	■	■	■	■	■	■	■
Internal Memos	■	■	■	■	■	■	■
Loan Info	■	■	■	■	■	■	■
Market Analysis	■	■	■	■	■	■	■
Medical Info	■	■	■	■	■	■	■
Mis-Aligned Forms	■	■	■	■	■	■	■
Mis-Printed Copies	■	■	■	■	■	■	■
Obsolete Contracts	■	■	■	■	■	■	■
Obsolete Records	■	■	■	■	■	■	■
Patient Billing Info	■	■	■	■	■	■	■
Patient Names	■	■	■	■	■	■	■
Payroll Info	■	■	■	■	■	■	■
Phone Logs	■	■	■	■	■	■	■
Phone Messages	■	■	■	■	■	■	■
Purchase Orders	■	■	■	■	■	■	■
Sales Call Reports	■	■	■	■	■	■	■
Sales Info	■	■	■	■	■	■	■
Shipping Data	■	■	■	■	■	■	■
Soc. Sec. Numbers	■	■	■	■	■	■	■
Supplier Info	■	■	■	■	■	■	■
Training Info	■	■	■	■	■	■	■
Visitor Logs	■	■	■	■	■	■	■



Contact the following NAID MEMBER
 about protecting yourself, your
 organization and your customer with
 a high-security information
 destruction program.

**DOCUMENT
 DESTRUCTION
 AND RECYCLING
 SERVICES**


NATIONALLY CERTIFIED
1-800-798-4778
"YOUR PRIVACY PARTNER"



why shred?

National
 Association for
 Information
 Destruction, Inc.



The Law

Your organization must comply with laws and regulations, requiring that it protect certain information when it is discarded.

An increasing number of laws actually **require** organizations to **shred** or face **steep fines**.

At the federal level, FACTA (Credit Report Info), HIPAA (healthcare) and Gramm-Leach-Bliley (financial) require specific physical safeguards, such as shredding, to meet compliance. **Stiff penalties could result!**



Your Customers

Whether your customers are consumers concerned about **Identity Theft and Privacy**, or companies concerned with protecting trade information, you are entrusted with information that they consider to be extremely confidential.

In fact, whether you know it or not, you have an **"implied contract"** to protect that information simply based on the fact that you are collecting the data to conduct business.

They have the legal right to expect you to take every precaution to protect it, including shredding it before it is discarded.



Your Public Image

Dumpster Diving has become **Investigative Journalism 101**. With all the privacy compliance laws, it is the first place reporters look when trying to grab a quick headline.

Privacy is the newest consumer awareness issue. Confidential information in your dumpster is an easy source of sensational headlines.



Your Employees

Employees (past and present) have a legal right to have their personal information protected by shredding before it is discarded.

Insurance records, employment applications, time cards, health records, accident reports and attendance records are examples of information that legally must be protected.



Corporate Ethics

In this day and age, it is very important that your organization exhibits the highest ethical standards. Casually discarding company information, whether in the form of an individual's personal information, or company trade information, shows a callous disregard for customer and shareholder welfare. It exposes customers to the threat of Identity Theft and other fraud. It also risks your company losing its trade secret protections in court.



Your Trade Information Rights

The courts have demonstrated many times that they will not recognize trade information protections if a company doesn't take every step to protect the information themselves. Casual disposal of information has been the basis for courts to deny trade information rights, which otherwise would have been enforceable.

The U.S. Supreme Court has ruled that you forfeit the right of ownership to discarded information.

The Moral of the Story:
If you don't protect it like trade information, the courts won't either.

Why Use An Information Destruction Contractor?

- Employees are more productive when focused on their core responsibilities
- Safety - even small machines could cause injury if they grab clothing or accessories
- Reduced capital and employment expenditures
- Employees are most likely to realize the value of discarded company info
- Company info such as payroll, legal and employment issues, and correspondence should not be exposed to most employees
- In-house shredding will not handle large volumes and may prompt employees to circumvent the destruction process

Why Use A NAID Member?

As part of the only organization dedicated to increasing the security and ethics of the information destruction industry, **NAID MEMBERS** are bound to a strict code of conduct. As **INDUSTRY PROFESSIONALS**, they take their business and your trust seriously enough to promote NAID's efforts to improve the industry. **NAID MEMBERS** hold themselves to a **Higher Standard**.



Why Not Just Recycle It?

While **NAID MEMBERS** recycle everything they can after they destroy it, **recycling alone does not establish the necessary requirements of information destruction**, such as:

- *how it was destroyed*
- *where it was destroyed*
- *who destroyed it*
- *when it was destroyed*
- *legal chain of custody*
- *fiduciary obligations*