



Better Business Bureau®

Security & Privacy — *Made Simpler™*

Manageable Guidelines to Help You Protect
Your Customers' Security & Privacy
From Identity Theft & Fraud



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Customized Insights from National Association for Information Destruction (NAID)

NAID's mission is to educate business and government of the need to properly destroy discarded information.

Every business discards information on a regular basis. The challenge is to ensure that information is protected from unauthorized access. This includes phone messages, daily transaction reports, customer lists, your business records, old floppy discs, computer CDs and even old computers. If they are not properly destroyed, the information they contain can bring harm to everyone involved, including employees, shareholders, customers and even you as the business owner. It's important to exercise care when you hand over any sensitive information to someone else for disposal.

EASY SOLUTIONS FOR A DAILY RESPONSIBILITY

Properly destroying discarded information is not difficult. All it requires is a commitment to do the right thing. Certainly, your customers expect that you are protecting their personal information when they entrust it to your company.

SHREDDING IT YOURSELF

- One common solution to information disposal is to buy one or more shredders. This solution works well if every employee is diligent in making sure they shred all discarded personal information, and if the shredder capacity is well-matched with the amount of materials that require shredding.
- Small shredders also are not well suited to shred large volumes of materials. Even several boxes can pose quite a challenge.
- Small, internal shredders can sometimes be slow, so keep in mind that this process can be neglected by employees who are concentrating on other tasks. Experience has shown that strong management support for proper

information destruction is required to ensure employee compliance and attention to detail.

- The shredded material must also be safeguarded. Conventional office shredders produce pieces that can be reconstructed. Cross-cut shredders are preferable because reconstruction is more difficult.

HIRING A SERVICE TO SHRED FOR YOU

- Outsourcing shredding is growing in popularity and has become the preferred information destruction solution for many organizations *big and small*. Personal information needs to be properly destroyed no matter how small the office is. Employees are often already responsible for many other important tasks.
- Outsourcing your business shredding needs may be more reliable and convenient than doing it yourself.
- Not every shredding service takes security seriously. You should require that the service you choose screens their employees, has the proper insurance, and prevents unauthorized access to the material before and after it is shredded. Ask for documentation of this before you hire a shredding service provider. Making sure you are dealing with a reputable firm with the proper security in place is therefore of the utmost importance.

TAKE CARE IN CHOOSING A SHREDDING SERVICE

The National Association for Information Destruction (NAID) estimates that there are as many as 2,000 companies in the United States providing information destruction services. However, not every shredding service takes security as seriously as they should. NAID and NAID Members are the trusted resource for information destruction of hundreds of thousands of organizations.

For more information, go to the NAID website at www.naidonline.org.

