



## Myths & Misconceptions

### Part 1

#### **“We already have a shredding service so we’re all taken care of.”**

That’s great. You obviously recognize the vital importance for your information security. The following is just a list of things to look for when either selecting a shredding service or shopping the market for the best value:

**NAID (National Association for Information Destruction) AAA Certified:** Because security is the cornerstone of the information destruction industry, there are very high standards for this AAA certification. NAID has an independent auditor to verify the criteria. Visit [www.naidonline.org](http://www.naidonline.org) for more information about AAA Certification.

**Value in Efficiencies:** Shred-N-Go employs the most efficient and technologically advanced equipment available in the marketplace. In addition to the equipment, the business model of Shred-N-Go is designed to be economically efficient. Together Shred-N-Go is able to pass these efficiencies onto their customers in the form of savings without compromising professionalism and security.

**Professional Courtesy & Image:** From the president of Shred-N-Go to the consoles in your office, we strive to project and maintain the utmost in professional courtesy and image. Shred-N-Go is on time. Our Drivers are quick, friendly, and knowledgeable. Our executive management team has a combined experience of over 14 years in the industry. They are able to respond to your specific needs or questions with just one phone call.

#### **“We are a small office and/or don’t have documents that need to be shredded.”**

**Fact:** The Minnesota Office of Environmental Assistance estimates that the average office employee uses 10,000 sheets (20 reams) of copy paper each year. According to the Statewide MSW Composition Study (March 2000), recyclable paper makes up approximately 10% of Minnesota’s total garbage, even after accounting for what is recycled.

All businesses produce sensitive information, which would be of interest to any competitor or persons with ill intent. Incidental business records discarded on a daily basis should be protected. Without a program to control it, the daily trash of every business contains information that could be harmful. 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.

#### **“We have a recycler already so we don’t need a paper shredding service.”**

**Fact:** Law-enforcement authorities call identity theft “the fastest growing crime across the country right now”. In fact, identity theft is the most called-about subject on the Privacy Rights Clearinghouse’s telephone hotline. Such fraud may account for as much as 25% of all credit card-fraud losses each year.

Recycling is not an adequate alternative for information destruction and they are not designed to provide **security**. To extract the scrap value from office paper, recycling companies use unsorted, minimum wage workers, to extensively sort the paper under unsecured conditions. The “acceptable” paper is stored for indefinite periods of time until there is enough of a particular type to sell. The sorted paper, still intact, is then baled and sold to the highest bidder, often overseas, where it may be stored again for weeks or even months until it is finally used to make new products. There is **no fiduciary responsibility** inherent in the recycling scenario. Paper is given away or sold and, by doing so, a company gives up the right say in how it is handled. There is, also, no practical means of establishing the exact date that a record is destroyed. In the event of an audit or litigation, this could be a legal necessity. And, further, if something of a private nature does surface, the selection of this unsecured process could be interpreted as negligent. For all these reasons, the choice of recycling as a means of information destruction is undesirable from a risk management perspective.

#### **“We have an office paper shredder. I don’t see the need to spend more money for this service.”**

**Fact:** With 300 pounds of paper it would take a typical \$150 Crosscut office shredder 1,200 hours what would take Shred-N-Go’s Ultrashred Industrial Hammermill shredder 3.6 minutes for \$45. (And you didn’t have to remove binders, clips, staples, or folders).

It is much more **cost-effective** to deal with Shred-N-Go. Amortization of a shredder, as well as labor, maintenance and disposal costs are usually much higher than expected – not to mention the noise, mess, dust and potential safety hazard produced by an office shredder. Internal personnel should not be responsible to destroy certain information. Common sense dictates that payroll information and materials that involve labor relations or legal affairs should not be entrusted to lower level employees for destruction. But, beyond that, competition sensitive information is best protected from them as well. It has been established, time and again, that employees are the most likely to realize the value of certain information to competitors. And, lower wage employees often have the economic incentive to capitalize on their access to it. The only acceptable alternatives are to have the materials destroyed under the supervision of upper management or by a carefully selected, high security service. Employees are more productive when focused on their core responsibilities.



## Myths & Misconceptions

## Part 2

### **“We are required to store our records so we don’t have the need to discard them.”**

**Fact:** The new “Federal Rule 26” requires that, in the event of a lawsuit, each party provide all relevant records to the opposing counsel within 85 days of the defendant’s initial response. If either of the litigants does not fulfill this obligation, it will result in a summary finding against them

Stored records should be destroyed on a regular schedule. The period of time that business records are stored should be determined by a retention schedule that takes into consideration their useful value to the business and the governing legal requirements. No record should be kept longer than this retention period. By not adhering to a program of routinely destroying stored records, a company exhibits **suspicious disposal** practices that could be negatively construed in the event of litigation or audit. By destroying records according to a set schedule, a company appropriately limits the amount of materials it must search through to comply with this law. From a risk management perspective, the only acceptable method of discarding stored records is to destroy them by a method that ensures that the information is obliterated. Documenting the exact date that a record is destroyed is a prudent and recommended legal precaution. For a copy of a retention schedule, please refer to [www.shredngo.com](http://www.shredngo.com) and click on “Record Management & Security.”

### **“I/We are just not interested.”**

**Fact:** Information protection is a vital issue to senior management. In a survey conducted by the Conference Board, top executives from 300 companies ranked the security of company records as one of the top five critical issues facing business. When asked which issues required immediate attention and policy development, the security of company records ranked second only to employee health screening.

You, as a company, may not be...but your clients and consumers most certainly are interested. 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. In addition to legislation like the Health Insurance Portability and Accountability Act (HIPAA) and Gramm/Leach/Bliley there are regulatory statutes such as the Privacy Act, the Economic Espionage Act, the Trade Secret Protections, the Identity Theft Laws, and Implied Contract Breach laws to protect the consumer. Consumers have the legal right to expect you to take every precaution to protect their information, including shredding it before it is discarded.

## Faster - More Security - For Less

## Check us out at [www.shredngo.com](http://www.shredngo.com)

***Our fleet provides Minnesota and Western Wisconsin the most secure, cost effective, and mobile destruction service available.***