

# Don't Be A Target!

## UNDESTROYED DISCARDED INFORMATION PUTS YOUR ORGANIZATION AT RISK



Law Enforcement Officials and Regulatory Agencies Take Aim at Irresponsible Information Disposal Practices...



## DISCARDED INFORMATION ON DOCUMENTS AND OLD COMPUTERS IS NOW CONSIDERED A SIGNIFICANT SOURCE OF IDENTITY THEFT.

Studies have shown that physical, low tech access to personal records is the primary source of information that Identity Thieves use to commit their crimes.

(Source: Javelin Strategy and Research: 2007 Identity Fraud Survey Report)

### LAWMAKERS READ THE HEADLINES TOO!

Articles on Identity Theft and other stories highlighting the need for information protection are in the news everyday. But you are not the only one who is reading those headlines! Lawmakers, Regulatory Agencies and your Customers are reading them right along with you, and they expect your organization to fulfill its obligation to protect information.

### FINES, LAW SUITS, AND CRIMINAL CHARGES FOR DISCARDING UNDESTROYED INFORMATION HAVE REACHED AN ALL TIME HIGH!

Responding to the public outcry for a solution to the problem, Regulatory Agencies and Law Enforcement Authorities have issued more fines, law suits, and criminal charges for discarding undestroyed information in the last year than were issued over the last 20 years - **COMBINED!**



### THE OBLIGATION TO DESTROY DISCARDED INFORMATION IS CLEAR.

Under the umbrella of an increasing number of federal and state laws and regulations, virtually every organization in the US has a statutory obligation to protect personal information of its clients at all times. An increasing number of such laws and regulations actually contain requirements to destroy the information prior to disposal. In addition, procedures for such destruction must be documented in writing.

### NO ORGANIZATION IS TOO SMALL TO BE A TARGET.

When reviewing the growing list of organizations subjected to fines, law suits and criminal charges for discarding undestroyed information, one thing is clear; small organizations are just as much at risk as large ones. Many recently prosecuted organizations include medium-sized and small enterprises.

### THERE IS AN EASY SOLUTION

Outsourcing destruction of paper and electronic equipment to one of over 1,200 NAID Member locations is the easiest and most economical way to ensure compliance with information destruction laws. They can even help you draft an information destruction policy to further ensure that your organization does not become the next target.



### HEADLINES PLUCKED FROM THE NEWS AND THE DUMPSTER!

**A Michigan hospital operator** is fined **\$1 million** for disposing of patient information without the proper security measures in place. (Reported by the *Detroit Free Press* on October 1, 2007)

**The Attorney General of Kentucky** conducted an investigation showing that 33 out of 121 dumpsters of local businesses contained more than 500 records containing personal information. (Reported by *Lexington, Kentucky-based, WTVQ* on Oct 30, 2007)

**The US Federal Trade Commission** fined a medium-sized mortgage brokerage company **\$50,000** for discarding client financial information without properly destroying it first. (Reported by *www.ftc.gov* on December 18, 2007)

**The Attorney General of Texas** filed charges against a medical facility for discarding patient information without destroying it first. According to reports, the fines could reach over **\$1 million**. (Reported by *Lubbock Avalanche-Journal, January 11, 2008*)

**Indiana's Attorney General** filed complaints on August 31, 2007 with the Indiana Pharmacy Board against 14 Indianapolis-area pharmacies and 14 individual pharmacists for failing to protect sensitive patient medical information that was put in dumpsters prior to being destroyed. (Reported by *Legalnews.com* on September 20, 2007)

**The Ohio Bureau of Motor Vehicles** fired a Deputy Registrar heading one of its regional offices when it was discovered that drivers' personal information was discarded in the dumpster without being shredded first. (Reported by *Cleveland, OH-based WKYC* on September 13, 2007)

**A Hawaii-based escrow firm** is fined **\$10,000** for improperly disposing of 39 boxes of records containing thousands of customers' Social Security Numbers and other financial information by placing the boxes in a dumpster. (Reported by *Pacific Business News* on July 19, 2007.)

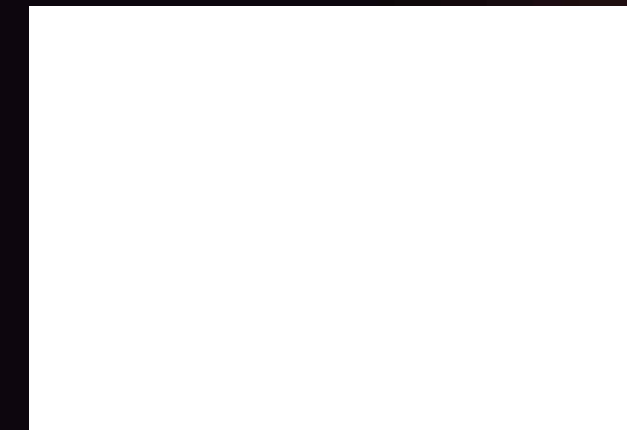
**Ohio's Attorney General** brought charges against a small mortgage company and its owner for abandoning personal financial information about its customers. The suit could result in loss of business license and civil penalties, including all court costs and legal fees. (Reported on the website of the *Ohio Attorney General* on December 17, 2007)

For more case histories, visit the Newsroom at [www.naidonline.org](http://www.naidonline.org).

**What are the implications if your sensitive information fell into the wrong hands?**

**Are there criminal charges, fines and headlines in your trash?**

For more information on how to securely and economically meet your organization's information destruction requirements, contact the following NAID Member:



#### About NAID®

The National Association for Information Destruction is a non-profit organization of secure destruction companies formed to advance the highest ethics and industry standards. Currently, with over 1,200 member locations around the world, NAID represents the interests of legitimate secure destruction service providers by putting the interest of their clients first.

[www.naidonline.org](http://www.naidonline.org)