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The Quarterly Journal of the International Secure Information Governance & Management Association

iG JOURNAL™

In Their Own Words: Clients Share Industry Insights

NAID® a division of i-SIGMA

PRISM™ INTERNATIONAL a division of i-SIGMA

iG JOURNAL™

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FROM THE EDITOR

Learning to write my name as a small child was thrilling. I felt empowered with the ability to leave my mark on the world. And so, I did. As soon as I was able, I went to my room and wrote my name as high as I could reach on my door. And on my dresser. And on my bed. And the wall. And I even climbed atop the headboard and stretched out my arm to find that the tip of the pencil could indeed reach the ceiling. It was all mine and now everyone could SEE it.

My parents were less than thrilled, albeit slightly impressed. I definitively got in trouble.

We live in a time of immense technological advancement, not just in the digital age, but also in how we store and track materials as well as to the efficiency with which it can be securely destroyed and recycled. The power and freedoms this affords our industry are great and should be celebrated. However, we also live in a time of ever-increasing regulations and for good reason. Data privacy needs to be reinforced at every corner to ensure the fundamentals are maintained.

At such a time as this, it is ever important to stay abreast of the latest regulations and in compliance. More than that though, it is essential to partner with clients to show that we are industry leaders – both at the forefront of what is available, but also responsible.

This issue's articles tackle this blend well from the Universal Contract Template to new usages for vaults. I encourage you to read through all the articles and strategically determine one key takeaway that you can implement responsibility before the year is over. The challenge has been thrown. I have a feeling if you run with this, you'll impress both your clients and yourself.

Sincerely,

Kelly

Kelly Martínez
NAID Director of Marketing & Communications

PRESIDENT'S MESSAGE

As I sit down to write this, I have just returned from the two-day meeting of the i-SIGMA Board of Directors.

As most readers know, an Interim Board was formed when NAID and PRISM International merged. While I have always been proud of the amount of work accomplished at these meetings and humbled by the quality of each board members' insights and dedication, at this meeting there was something else that made me especially proud.

It occurred to me that this interim group of leaders, many of who had served for years, would meet officially as a group only one more time next January. Shortly after, elections will usher in a new board, elected directly by the i-SIGMA membership.

While the work continues, I can confidently say that this Interim i-SIGMA board has successfully taken two organizations with proud histories, recognized brands, disparate cultures, and has led the organization well on the way to creating a single, strong, and recognized presence.

Today, i-SIGMA represents the largest data-related service provider association globally. Thanks to the forward-thinking leaders who brought NAID and PRISM International together, thanks to the 27 dedicated professionals on the Interim board, and thanks to the hard-working staff at headquarters, the association will soon be able to leverage that size and strength in ways its predecessors could only dream.

As I mentioned, the final meeting of the Interim Board is in January. There is still work to do; however, I am confident readers can rest assured that when we hand the keys over to the new i-SIGMA Board next May, they will inherit an association prepared to lead the industry to unparalleled relevance and unmatched member benefits.

We all know that time flies; especially as we sit on our porches and enjoy these final summer evenings. Yet, here on the east coast, in just a few weeks, sunset will occur at 5pm! It may seem like the election in 2020 for a new board of directors is a long way off but it's right around the corner. Now is the time to contemplate YOUR role in your association's leadership. Can you spare the time to give back by serving on a committee, volunteering to chair a committee, or maybe even running for the first official i-SIGMA board of directors? If so, I encourage you to do it. It will be one of the most fulfilling things you ever do in your professional life. It certainly has been for me and I thank you for the opportunity to serve you.

Sincerely,

Angie Singer Keating
i-SIGMA co-President

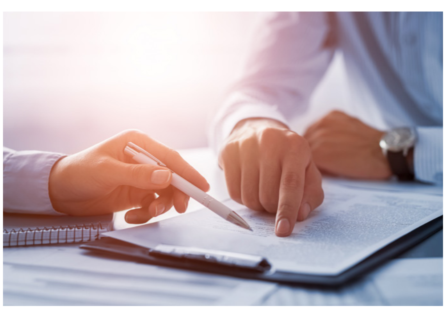
i ASSOCIATION NEWS

i N P

Universally Compliant Contract Available

Question: What do you get when you combine the data compliance acumen of two powerhouse international law firms, the largest multinational RIM service provider, an international compliance consultancy, and the experience of the largest data-related vendor trade group in the world?

Answer: The new Universal RIM/ Destruction Service Provider Contract



Originally based on a sample contract provided by Iron Mountain more than a decade ago, the association's standard industry contract was modified by Kirk Narha (currently with the law firm Wilmer Hale) following the 2009 HITECH amendment to HIPAA. More recently, the European law firm Allen Overy modified the association's sample service contract to address the relevant aspects of the General Data Protection Regulation (GDPR), and more recently still, the association engaged the Australian compliance consultancy of Information Integrity Solutions to shore up contractual gaps resulting from the recent amendments to the Australia Privacy Act, including the introduction of unique requirements muddying the line related to breach notification responsibilities.

The result is sample service contract addressing all compliance issues relevant to data-related service providers, especially, but not limited to, all RIM and information destruction.

Because the sample contract language deals with several issues which members and their legal counsel need to evaluate, the document is heavily annotated, with comments regarding the applicability and impact of specific clauses described in detail.

"While it is generally the data-controller's obligation to produce and execute a contract with its data processors," says i-SIGMA CEO Bob Johnson, "most data controllers do not have access to the level of expertise necessary to create an effective contract, and as a result leave themselves and their service provider exposed to dangerous risks."

Johnson is quick to add the value of the new contract goes beyond compliance.

"Service provider contracts are critical to compliance," says Johnson, "and NAID and PRISM International members capable of speaking intelligently about these issues will be far more successful in the emerging market for data protection services."

The fully annotated Universal RIM/ Destruction Service Provider Contract is now available to NAID and PRISM International Active Members free-of-charge. Download the i-SIGMA Template Release form from the Members Only Portal to request the contract today.

To assist users of the contract in maximizing its potential and best understanding the applicability of the various sections, the association hosted a webinar on August 20, 2019. Members who did not attend the live webinar are encouraged to register online to listen to the pre-recorded session, which can be found under Events on the websites. CSDS can earn up to 4 CEUs for attending this webinar and are able to access it for free; contact the office for the promotional code.

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Downstream Data Coverage Gaining Relevance

According to i-SIGMA CEO Bob Johnson, interest in Downstream Data Coverage is on the rise.

"Over the years, interest in professional liability coverage has come in waves," said Johnson. "I am not sure what's led to the current increase, but it's clear to see something's going on."

NAID created Downstream Data Coverage – a professional liability coverage specifically designed for data-related services – when it found that other coverage did not appropriately address service provider risks.

"When the big insurance companies created data protection and breach notification coverage, they ignored the fact the service providers need a different product," said Johnson. "Every service provider should at least know what the issues are."

Those interested in learning more about Downstream Data Coverage can contact Johnson directly at **rjohnson@isigmaonline.org**.

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i-SIGMA Keynote Sponsor at RIMPA 2019 Conference in Melbourne

With the merger of NAID and PRISM International, i-SIGMA became one of the largest information services provider associations in the world; making it an attractive ally to professional associations in the industry.

"The are many associations whose members use the services offered by NAID and PRISM International members," said i-SIGMA Co-President Angie Singer Keating. "And our larger size and combined resources allow us to take a stronger, more visible position, which, in turn, allows us to advance our mission."

Among the first examples of this outreach, i-SIGMA will sponsor the keynote address of the upcoming Records and Information Management Professionals of Australia (RIMPA) Conference in October. The event gives i-SIGMA the opportunity to inform hundreds of records management professionals on the importance of NAID AAA Certification and PRISM Privacy+ Certification.

In the coming months, i-SIGMA will announce sponsorships with a number of other professional associations whose members can benefit from learning more about information security services and service provider selection.

RIMPA Live will be held in October 8–11 in Melbourne, Australia.

Giovanna Spadoni to Lead PRISM Divisional Leadership Committee

Giovanna Spadoni has been approved as Chairperson for the PRISM Divisional Leadership Committee (PRISM DLC). She is currently the Chief Operation Officer and DPO of OMTRA S.r.L. in Milan, Italy. OMTRA is a Consultancy and Information Governance, Secure Shredding, Digital and Physical Storage and Vaulting company. Spadoni has been an active member in PRISM International as well as NAID and ARMA.

She expressed her willingness to serve on the committee by saying, "The future of our industry depends on strategic planning and collaborative efforts that identify business and educational opportunities for PRISM International members. I am pleased to be a part of the Committee and look forward to working with committee members."

The PRISM DLC is mandated by the i-SIGMA bylaws and works with the PRISM International Subject Matter Expert Gail Bisbee who serves in an advisory capacity to formulate initiatives and strategies for this operational division of i-SIGMA. The goal of these initiatives is to promote the advancement of PRISM International and its members' common interests. All recommendations and actions are subject to the approval of the i-SIGMA Board of Directors. Status reports will be provided to the board. The PRISM DLC is composed of ten members who serve for three years. Membership represents a wide range of members to include those representing all revenue levels as well as member organizations outside the United States and an Associate Member. A member of the i-SIGMA board also serves on the committee.

During the 2019 NAID & PRISM International Conference & Expo in Denver, CO, members shared topics and resource needs that would be beneficial in their day-to-day business. Topics included human resource strategies, document imaging and data management, risks related to data transfer, and regulatory compliance issues such as HIPAA and regulatory compliance. These topics and other ideas for resource development will be provided to the PRISM DLC for development consideration.

According to Bisbee, "Business owners know that developing and growing their business is their priority. One of the goals of PRISM International is to develop the resources to help them grow their business and add value to their PRISM International membership."

Bisbee invites members to share suggestions for resource development with her directly at **gbisbee@isigmaonline.org**. She, Spadoni, and the forming PRISM DLC will tackle suggestions on an ongoing basis.

Greentec's Tony Perrotta appointed to i-SIGMA Board of Directors

The i-SIGMA Board of Directors has approved the appointment of Tony Perrotta, CEO of Ontario, Canada-based Greentec, as a Director.

Of the appointment, Perrotta said, "I have long felt NAID's leadership and unique expertise in the area of data protection reflected those same values in our company. I am both humbled and grateful to have been appointed in the organization's leadership."

When asked what he hoped to accomplish in his new role, Perrotta points to the value of i-SIGMA's regulatory advocacy in Canada and around the world.

"I want to make sure that i-SIGMA, in serving as the umbrella organization for NAID and PRISM International, stays focused on representing the secure destruction industry on the regulatory front," says Perrotta. "There is no other organization doing this and we cannot afford to ignore it."

In commenting on her support for Tony's appointment, i-SIGMA Co-President Angie Singer Keating said, "Tony and his firm Greentec represent the type professionals and companies we need in our leadership. His participation in association events and his firm's NAID AAA Certified status have proven his dedication to high standards, regulatory compliance, and customer protection."

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Two Firms Achieve Australia NAID AAA Certification's PSPF Endorsement

Melbourne, Australia-based Secure Document Destruction (SDD) and Secure Hard Drive Destruction (SHDD) are the latest to be awarded Protective Security Policy Framework (PSPF) Endorsement as part of their NAID AAA Certification. As a result, the company is qualified to destroy "Official Information," as defined by the Australian government.

"We are proud that firms like SSD and SHDD are embracing the PSPF Endorsement program," said i-SIGMA CEO Bob Johnson. "In doing so, they move beyond the claims and promises of other service providers and join the growing list of firms undergoing meaningful third-party verification."

According to Daniel Felice, owner of both companies, the achievement reflects the firm's commitment to the client.

"Unfortunately, secure data destruction is an area where unqualified service providers can take advantage of customers," said Felice. "We want our clients to know we meet the highest qualifications and that our operation is subject to robust outside auditing."

"Of course, the real winners are the customers," continued Johnson. "New laws require they use qualified service providers, and by choosing a NAID AAA Certified service provider, those customers fulfill that legal obligation."

i N P

Board names Keith Eriksen, CSDS 2020 NAID & PRISM International Conference Chair

When asked if he was intimidated by the success of the 2019 NAID & PRISM International Conference and Exposition last April, newly appointed 2020 Conference Committee chairman Keith Eriksen, CSDS of Ohio-based Reed Records Management says, "No way."

Though last April's event marked the first annual conference of i-SIGMA, it is worth noting that it boasted the highest attendance of any NAID or PRISM International event in the past decade, exceeding all expectations.

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"NAID and PRISM International showed they can offer educational tracks and networking events that serve both destruction and records management audiences," said Eriksen. "I am convinced we can build on that success and offer timely and useful content that will attract even more industry professionals next year."

Having served on past conference committees for many years, Eriksen is well aware of what goes into creating a successful event.

Stay tuned for more details on the 2020 NAID & PRISM International Conference, which will be held in Orlando, FL during May 2020.

Ethics Enforcement Differentiates NAID and PRISM International from other Organizations

It is not unusual for a trade association to have a Code of Ethics. They all do, and they are quick to point to them as standards to which they hold their members. When pressed, however, one soon finds that most of those same organizations have no process for reporting or investigating violations and no formal means of enforcing them.

That is not the case with i-SIGMA. In addition to the i-SIGMA Code of Ethics and just as important is the i-SIGMA Complaint Resolution Process – a formal system that provides a method for members or the general public to report a violation and a formal system to investigate and refer disciplinary action to the i-SIGMA Board of Directors.

"It may seem divisive", says i-SIGMA CEO Bob Johnson, "but we encourage members to file a complaint if they see any organization putting the industry or the association at risk. Our industry relies on integrity and the Code of Ethics is there to confront actions that diminish it."

This is how it works:

1. If an ethical transgression is suspected, consult the i-SIGMA Code of Ethics to identify the violation.
2. Complete and submit the i-SIGMA Ethics Complaint Form. Anonymity is respected if requested.
3. The Complaint Resolution Council (CRC) reviews the complaint to determine if it should be put on their docket (usually based on the evidence).
4. If the CRC determines an investigation is warranted both complainant and respondent are separately interviewed.
5. Once complete, the CRC makes a recommendation to the i-SIGMA Board of Directors. The Board will either approve, modify, or decline the recommendation presented. The decision can include a number of things from exoneration, financial penalty, and up to permanent suspension of membership (for more information please refer to the CRC Guidelines).

Proving a Claim

"The most common challenge to those reporting a violation is the quality of the proof," says Johnson.

Johnson describes a complaint where a member sent in photos of a competitor leaving a bin unattended, claiming it showed a clear ethics violation (as well as a violation of NAID AAA Certification). He described the pictures as "troubling." In the interview, however, the responding company simply said the attendant was outside the frame of the picture. Johnson says it was impossible to prove otherwise.

"The best evidence is usually date-stamped, a screenshot, or where there is video footage," says Johnson. "A false claim on a website or a video showing a continuous stream of events is hard to refute."

Johnson also maintains that proof is NOT always needed to get bad actors to change their ways. "When a company is contacted by i-SIGMA requesting they address an ethics complaint, even if absolute proof is lacking, they often correct the action because they know someone's watching."

Board names Tom Schreyer, CSDS New Communications & Marketing Committee Chair

Having served on the NAID Communications & Marketing Committee (CMC) for a number of years, Tom Schreyer, CSDS of Affordable Shred out of Buffalo, IL had no qualms when he was approached about serving as the next chair of the i-SIGMA CMC.

Tom Schreyer, CSDS

"I look forward to our team helping its members utilize all that i-SIGMA has to offer in resources, trends, news updates and programs through our journal and social media postings," said Schreyer.

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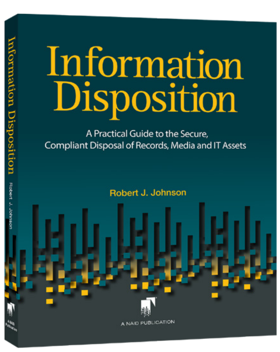
The i-SIGMA Board of Directors recently approved the appointment of Schreyer to the position.

Schreyer went onto add, “The CMC will continue to aid members by drawing in more business, educating organizations about the value of our professional members, and the continuing to educate on the upward trend of the importance and awareness of information security.”

The CMC meets monthly and is actively seeking additional interested members. If you would like to learn more about joining, please contact Committee Administrator Sara Berntgen at **sberntgen@isigmaonline.org**

Information Disposition Textbook Now Available for Purchase on Amazon and Kindle

The secure data destruction industry guide and CSDS textbook, Information disposition: A Practical Guide to the Secure, Compliant Disposal of Records, Media and IT Assets is now available for purchase publically through Amazon in physical and Kindle format.



Originally published two years ago by the National Association for Information Destruction (NAID) and written by the association’s CEO and industry veteran, Robert J. Johnson, the book has previously only been available for purchase directly through the association.

“Due to the nature of the content, we wanted to ensure that as many industry professionals, from service providers to regulatory compliance officers and even those studying to enter the IT disposition field could easily get their hands on the publication,” said i-SIGMA Director of Marketing & Communications Kelly Martínez.

Information Disposition is the first comprehensive digest covering the wide range of issues related to protecting information at its most vulnerable point – the end of its life cycle. According to the author, the book contains everything one needs to know, “It even includes policies and templates to create a state-of-the-art, compliant and secure information destruction program.”

Topics covered include:

- How to pick a service provider
- What regulations require
- Risk management best practices
- What to include in an RFP or contract

This 272-page textbook is also the official guide for the Certified Secure Destruction Specialist® (CSDS) Accreditation Program.

NAID Members may still purchase the book directly through the association for a 50% savings.

Purchase Now on Amazon: **https://www.amazon.com/dp/1092407790?ref_=pe_3052080_397514860.**

2020 i-SIGMA Board Election on Distant Horizon

The Nominating Committee plays an important role within the association. It is their job to oversee nominations and elections for the Board of Directors year over year. More specifically, “the Nominating Committee will seek to nominate candidates so that the Association Board of Directors will be representative of all segments of the Information Management industry and the geographic dispersion of Company/ Active Members,” according to the association bylaws.

They go on to stipulate that the “The Immediate Past President will be the chair of the Nominating Committee.”

The association presently has TWO past presidents in office – Tom Fetters of Iron Mountain who presided over PRISM International and Don Adriaansen of TITAN Mobile Shredding LLC who presided over NAID.

Tom Fetters

Recently, the Board of Directors met to discuss this matter and walked out of the room with a committee chair appointed to oversee this critical mission, Tom Fetters.

“While our members come in all shapes and sizes, coming from a business that operates both on the records and information management side as well as the secure data destruction side and one that is global in nature makes Tom a good fit for this inaugural year,” said i-SIGMA CEO Bob Johnson. “

Gail Bisbee, RN, BSN who serves as the PRISM International Subject Matter Expert agrees, “I’ve known Tom for many years. In speaking with him, you know that he understands the critical importance of facilitating a sound process to usher in i-SIGMA’s first elected Board of Directors next year.”

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The Nominating Committee has the intention of having all members seated and approved in August. The committee will meet monthly by conference call. Member representatives interested in participating should contact the Committee Administrator Sara Berntgen at **sberntgen@isigmaonline.org**

i N P

Ask the Professional Offers Unmatched Value

When it comes to i-SIGMA's popular "Ask the Professional" member benefit, i-SIGMA CEO Bob Johnson's advice is "Don't Be Shy."

"When one considers that for the price of membership, a company can get an answer to any industry-related question," says Johnson, "the annual dues are far and away the best deal in town."

According to Johnson, in recent years members have brought forth questions that would have cost them thousands, or tens of thousands if they had not come to NAID. "In many cases, no answer or the wrong answer would have cost them a customer or required them to spend money doing something completely unnecessary.

How it Works: i-SIGMA members can submit any industry-related question to Ask the Professional. If the question is deemed appropriate, meaning it has some direct or indirect impact on the member's business, (Typical question topics include legal, accounting, human resource, insurance, contracting and compliance) i-SIGMA will go to whatever expert necessary for the answer.

Another nice thing about Ask the Professional is that we often go to the top expert in that field. So, not only is the member getting an answer, they are getting the best answer.

Get your industry-related questions answered today by e-mailing **asktheprofessionals@naidonline.org**.

Analog Sales and Marketing that Compliments Your Online Presence

An Interview with Natasha Rawley

CSDS 2 CEU

Did you know you can magnify the effectiveness of web-driven inquiries by coordinating your outbound sales efforts? During the 2019 NAID & PRISM International Conference, the association held a session on this topic, wherein attendees heard from a panel on how both SEO and good ole fashioned networking can feed one another for maximum results.

While it was a captivating session, one panellist was left stranded and unable to weigh-in. Since, she has put pen to paper to share her thoughts on the topic.

Q *Please tell our readers a little about yourself, your company, and your industry experience.*

A

I would firstly like to apologize for my absence from this year's conference. British Airways' ROCKING English standard of customer care and a cancelled flight prevented me from being with everyone, but I have tried to relay as much of the information I felt relevant. If you have any further questions, I am super happy for you to contact me: filequeen@archivestorage.net.

I work for Archive Document Data Storage (ADDS) based in London, United Kingdom. It is a family owned record and data storage company, providing full record and data management service solutions. It has been operating for 17 years with two sites, one in London and one in South West of the UK in Swindon.

Q Are some RIM services more likely to get web inquiries than others?

A

We find all the services we offer are now equally likely to have web inquiries initially. It used to be that scanning service inquiries were mainly calls, but now they all are mainly web inquiries as well.

Q Is there any rule of thumb regarding how quickly you need to respond to a web site lead?

A

We try to respond to all enquiries received during normal office hours within an hour. Even if it is just a quick email thanking them for their inquiry.

You will lose secure destruction inquiries to a competitor if you do not respond this quickly.

With scanning and record storage you defiantly have a longer response time, but I feel it's essential to be one of the first to respond as the other three companies they have contacted may start building that relationship before you've even acknowledged the inquiry.

Q What percentage of Internet leads require some type of personal contact?

A

We consider ourselves one of the smaller players in the UK market and this enables us to make personal contact with each potential client no matter the service type.

When the lead is received three members of our team automatically get a 'new lead' notification via our CRM, SalesForce. At this stage we reach out to the potential client either via a phone call or a personalised email.

For larger potential clients we try to book a meeting with them at their offices.

As so much of the lead process can be very faceless, we also make sure once a proposal has been provided we send the potential client a promo, such as one of our mini boxes with chocolates in it, an ADDS note pad, and a link to one of our toolkits.

We also send them an ADDS thank you card through the post.

Q How much of your response to web leads is routinized and how much has to be customized to the particular type of inquiry? To what degree are web inquiries followed up by some automated response prior to human contact.

A

This differs on the type of lead. Straight forward service follows our automated process via Salesforce; they are generated as a 'potential client', reviewed, contacted, a proposal issued, promo sent, and proposal followed up.

Yet, we have created a nice marketplace for larger clients where we tag on consultancy; each one of these leads has a very tailored and personalized follow-up for the potential client. These will involve an onsite consultation, project management and service proposal, onsite training, client portal set up and so on.

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Q What's a decent conversion rate for web leads, and does that also vary by the type of service?

A

As we are a smaller company, we have a lower inquiry volume. So, this means our conversion rates are presented higher than a company larger than us. I feel our conversation rate is rather biased due to our size, but we have a 45% conversation rate.

Q Of course, web leads are a function of organic search results and paying for Adwords. Do you feel one replaces the other or do both play a role in generating the required traffic? What's a good benchmark here?

A

Both are totally equally important; I cannot stress enough the importance of showing up when potential clients look for you.

The London marketplace is so ridiculously competitive, Google Adwords campaign budgets when competing with the larger industry players are through the roof, so we found other ways to compete.

We created an online marketing mix, much of which helps our SEO…

- Social media feeds
- Regular blogs
- Sponsored Partnerships with industries that serve your potential clients
- Monthly columns
- Tools kits
- Published case studies
- Newsletters

Q Many in the industry buy leads from aggregators. Do those require special handling?

A

This is something we do not do.

We have found that showing up in our potential clients' circles, at their conferences and round tables, providing education and free tool kits means for a company our size that we generate enough inquiries.

Q Have any of you experimented with different landing pages for specific promotions or types of services?

A

Yes totally! We do this with potential and current clients. For example, every month we try to upsell a difference service type to current clients and have them on rotation. Using SalesForce we can generate reports telling us which clients use which services and can target market the gaps.

Once we have pinpointed these clients, we send the clients an email, which links to a special landing page, detailing a current client offer, prices, and how we can help.

With potential clients, landing pages make up part of the marketing mix. Here is an example of a recent promo:

1. Hard copy postcard sent to the office manager for secure destruction service
2. Link on this postcard to a website with the offer and pricing
3. Webpage also provides a link to file retention tip and GDPR requirements.

Q Does the quality of the content or the depth of the website matter much, or is it simply about the splash page and contact form?

A

This is such a great question! We have experimented with this so so so much! We finally think we have balanced the website calls to action and content really well.

We found that we had to have different landing pages and calls to action for the different types of client inquiries.

For example, a secure destruction potential client wants a straightforward landing page, including assurance of service, security standards, professionality, types of service, and a form to fill in. While a potential client that has come to us from one of the columns I write, an ADDS education round table, or with a number of pains will want a certain standard of information and knowledge as part of their research before they contact us; for these potential clients we make sure we have education, toolkits, and most importantly case studies. Across all of these pages we still have a lead form. This means that even though these clients are deep in research, at the point they decide they trust us or want to engage, it's easy for them to do so.

Q Analog marketing efforts often directs prospects to our websites. How can a provider discern an inquiry made specifically to them versus a random inquiry where someone is trolling several providers?

A

This can be hard. We only can really qualify a lead if we reach out and engage with the potential client. The thing is though we find most potential clients contacting us are always contacting three to four suppliers.

Q If Internet-based marketing is a growing percentage of leads, does it mean person-to-person sales are becoming irrelevant? What percentage of sales come from actual prospecting and is the quality of those sales different in some ways?

A

I personally think it's a mix. I feel we have gone through a massive cycle with this over the years.

Yes, potential clients want to be able to contact you as a web lead, as it is low maintenance for them when they have been asked to resolve a problem.

BUT people now look to engage again and build relationships, old school!

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One of the ways we really win potential clients, especially those who are with other service providers, is through our personalized approach and relationship building.

Let me give an example. There is a legal practice conference at which we not only run sessions at, we sponsor and provide help and information to their members. At this year's conference, we had built a great relationship with two potential clients over the years and both signed up with us. These clients used other record storage providers; we do not pay the perm withdrawal fees, so it's a big investment for a client to move to us.

We would never have won either of these clients with just a web lead approach.

Q Do you have a "Live Chat" function on your sites, or do know of any in the RIM space who have tried that?

A

We currently do not. We have looked into this and are talking to a great company that provides a more flexible solution for this, which not only has a great dashboard but also means our flexi workers can access remotely to help.

My main fear of this is the lack of human repour as we really focus on trying to build relationships at ADDS but I know it's a need now.

One of our service providers has the 'live chat' function and conducts it really well with a follow up email after the live chat is finished. I really like this approach, but this needs to be managed really well. How many times have we all been kept waiting on live chat and no one has responded? It's a danger and makes you look like you do not care.

We are defiantly seeing a change in the way potential and current clients want to communicate, especially Gen Z and Millennials. Clients want to be multitasking on a whole new level and having a live chat feed means they can do this. As a result, I feel this is something we really need to activate but in the correct way.

Q Are there types of customers or industries for which a website is of marginal use in sales?

A

Totally. There are some clients who want a relationship, painful problems solved, and a solution. You cannot provide this via a website. These require onsite consultations, personal solutions, demos, and they want to interact with you for a time before they proceed.

Q Before we close, do you have any final comments on the crossover and role of traditional sales and internet leads?

A

I personally feel the crossover of traditional and internet lead sales now just gives the client more choice over how they find and engage with suppliers. There is no one fix for all sectors or all clients. Clients will choose to engage with suppliers in their preferred manner. This means we must work even harder to make sure we show up on the platforms they wish to engage with us, whether that's face-to-face, round tables, exhibitions, web, or social media. Content distribution is super important.

When these trends were changing years ago, we realigned our brand to be approachable, professional, friendly, and helpful. All our advertisements and marketing are about having a conversation rather than talking at the client.

This point was also when we created the alter ego, "The File Queen." It meant there was a face to the company, the education we supplied, and a call to action for the potential client instead of an impersonal web page and exchange - a personality who the potential client audience could spark a conversation with. We found the creation of the File Queen personal brand became a massive part of our appeal.

You have to be different to stand apart, and authenticity is now a massive game changer. Clients buy into a brand and a person. As Seth Godin says, "Marketing is a contest for people's attention." So, what are you doing differently? How do you stand out?

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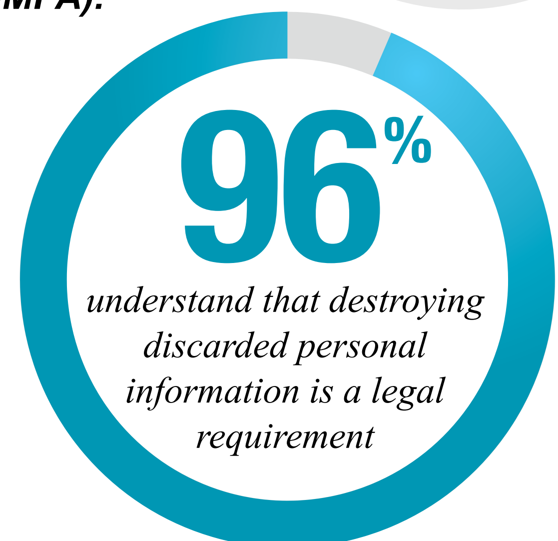
ADDS is a family owned RIM service provider focusing on client experience and care and operating in London and the South West of the UK.

In Their Own Words: A Survey of Records Management Professionals

By Bob Johnson

In July, i-SIGMA asked records management professionals about what was happening in their organizations. The i-SIGMA Australian Customer Attitudes Survey was conducted with the assistance of the Records and Information Management Professionals of Australia (RIMPA).



While it is understandable the responses to this survey would be of most interest to i-SIGMA members in Australia, any examination of customer behaviors and attitudes holds value for service providers in any developed market. Respondents in Sydney or Melbourne face the same technological challenges, use the same types of service providers, and same data protection liability as their counterparts in Phoenix, AZ or Chicago, IL.

The goals of the study were twofold:

- To learn the attitudes and behaviour of Australian Records and Information Management professionals and the organisations they serve
- To discern market strategies and opportunities for i-SIGMA members in Australia and elsewhere

Readers are cautioned to keep in mind some aggregate responses may appear paradoxical. For instance, many responses reflect that paper is still deeply entrenched in business operations, while at the same time stressing management's growing emphasis on data storage. One possible explanation for this contradiction is the real-life stickiness of the old ways and the pressure exerted by management to embrace the next wave of technology.

Paper vs. Electronic Records

More than one-third still primarily rely on paper for operations and record keeping

> *Only **7**%*
> *operate a paperless environment*
>
> *Only **10**%*
> *store all records electronically*

While the above clearly indicate organizations still rely on paper records, respondents also reported that nearly half (47%) of all organizations reduced their paper record keeping by 50%, and only 2% continue use paper as the primary method of storing records.

One surprise, small organizations are 10 times more likely to store all

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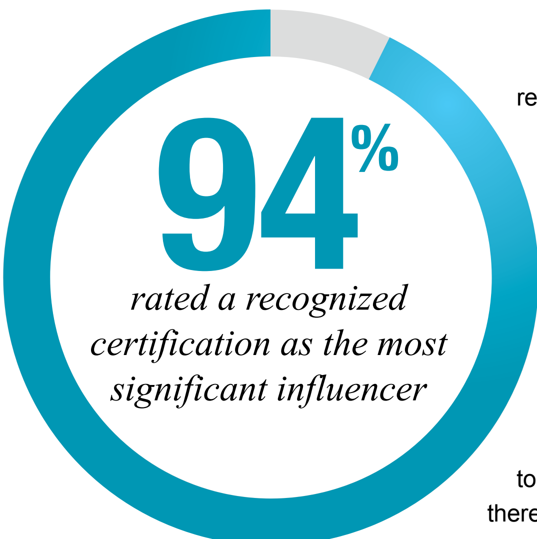
customer behaviors and attitudes holds value for service providers in any developed market

37% of organizations reported having no in-house expertise to implement a digital transformation



records electronically, with 35% of smaller organizations (75 or less employees) saying they did so, compared to 4% amongst organizations with 76+ employees. Could it be smaller organization have more easily embraced electronic records management (ERM) simply because they are nimbler and more able? Or is it that they tend to be younger organizations and, therefore, are not already entrenched in a paper model?

No one reading this would dispute that ERM is gaining ground on the use of paper. That said, more than a decade into the ERM trend, respondents still report paper is a critical part of their operations.

With this obvious trend in mind, the survey sought to dig a little deeper.

Digital Transformation

A full 90% of respondent reported the transition to digital record keeping is a priority for their organizations, and all reported that the priority stems from upper management.

On the other hand, 37% of organizations reported having no in-house expertise to implement a digital transformation.

Again, taking a deeper dive into the nature of digital transformation focus, the survey unearthed the two major areas of digital information management, namely Enterprise Content Management (ECM) and Electronic Discovery Reference Model (EDRM).

For the uninitiated, Enterprise Content Management is a set of defined processes, strategies, and tools that allow a business to effectively obtain, organize, store, and deliver critical information to its employees, business stakeholders, and customers. An Electronic Discovery Reference Model (EDRM) is a framework that outlines standards for the recovery and discovery and of digital data and is designed to serve as guidance for gathering and assimilating electronic data during the legal process, including criminal evidence discovery. Though separate, both are a focus of digitization.

Coming as no surprise, ECMs and EDRMs usually exist together. Nearly 80% of all organisations surveyed had one or the other, and if they had one, they likely had both, with 93% of those with an EDRM program in place having an ECM program in place as well.

According to the survey, ECMs and EDRMs are more common in government than the private sector. 91% of government organizations responding had an ECM compared to 74% of respondents in the private sector, 93% of government organisations had an EDRM in place compared to 69% in the private sector.

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paper in business is still common and a long time from going away

Records Destruction

Nearly all (96%) of the organization surveyed understand that destroying discarded personal information is a legal requirement with only 1% reporting they were unaware.

Additionally, secondary reasons for proper destruction included:

> ***43****% reported*
> *fear of embarrassing headlines*
>
> ***24****% reported*
> *the cost of data breach notification,*
>
> ***22****% reported*
> *the loss of business due to reputational harm*
>
> ***11****% worried about regulatory fines*

Though many of the survey's findings are likely applicable globally, survey organizers admit that the fact that only 11% worry about regulatory fines in Australia is likely since such fines have been non-existent. Were the question asked of records managers in the U.S. or Europe, it is assumed the percentage of those fearing a punitive regulatory fine would be much higher.

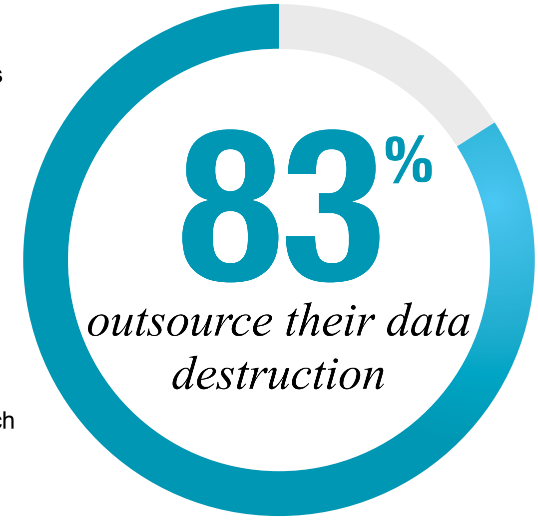
Most organizations (83%) surveyed reported outsourcing their data destruction requirements. Only 16% reported they destroyed materials in-house.

Of the organization that reported outsourcing:

> ***77****% reported*
> *outsourcing the major purges of paper records*
>
> ***71****% reported*
> *outsourcing the daily incidental records on a weekly or monthly basis*
>
> ***49****% reported*
> *outsourcing the disposal of decommissioned electronic information*

Written data disposal policies and procedures, though legally required, were more prevalent in larger organizations. This finding is consistent with similar

customers have a bigger appetite for digital conversion than have the internal resources to do it



surveys done elsewhere. In fact, 84% of organisations with 500 or more employees reported having written data disposal policies and procedures, compared to 64% of organisations with less than 500 employees.

64% of organisations with less than 500 employees have written data disposal policies and procedures

Service Provider Qualifications

The two most significant factors influencing the selection of a records management or secure destruction service provider are 1) industry certifications and 2) the quality of the service provider contract. Unfortunately, the price of service also ranked relatively high.

> ***94****% Holding a recognized certification issued by a credible certifying body*
>
> ***78****% The quality of the service contract*
>
> ***56****% The price of the service*
>
> ***52****% References from other clients*
>
> ***20****% The quality of their insurance*

94% of clients said certification by a reputable organization would be the most important buying decision factor

Who's Deciding?

Finding the decision maker is among the most challenging aspects of RIM and data destruction sales.

Therefore, for the first time in any customer survey, i-SIGMA asked who's in charge.

Frankly, we were a bit surprised by the responses. As it turned out, according to the records managers surveyed, they are the most likely persons to be responsible for hiring records storage service providers and the secure information destruction service providers and are responsible for disposing of electronic media containing personal information.

Records Managers professionals the likely decision makers in hiring service providers

Conclusion

Just like there is no magic bullet for success, there is no single data point that can guide service providers to certain accomplishments. While the study hints that the use of paper in business is still common and a long time from going away, it also confirms what we already know about its changing role and the changing role of electronic media. The study also hints to the fact that customers have a bigger appetite for digital conversion than have the internal resources to do it. That is an unmitigated call to RIM service providers who can leverage such expertise. Responses surround the importance of industry certifications and contract expertise are likewise clear signs of what is coming in that regard.

While there may be no startling epiphany stemming from these tea leaves, they are not to be discounted. The road ahead is always foggy. Any guidance, even if it only confirms what we think we know, is of critical value.

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ABOUT THE AUTHOR

Bob Johnson is the CEO of i-SIGMA.

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Who Says?

While not all the 204 respondents of the survey provided a job title, the list of those provided (all RIMPA members) shows how organizations are assigning RIM responsibilities.

JOB TITLE	RESPONDENTS
Information Officer/Records Manager	34
Consultant	13
Project Manager	10
Archivist	6
EDRMS Administrator	2
EDRMs Project Officer and Administrator	2
Librarian	2
Access to Information Officer	1
Asset Information Specialist	1
Business Development Manager	1
Client Relationship Manager - Northern Region	1
Consultant	1
Coordinator Information Retention and Disposal	1
Coordinator Records and Knowledge Management	1
Corporate Services Admin Asst	1
Digital Solutions Specialist	1
Digital Workplace	1
Document Control Lead	1
Document Management Officer	1
ECM System Coordinator	1
Enterprise Quality Engineer	1
ICT	1
IM Consultant	1
IM/KM Consultant	1
Information Management Director	1
Information Analyst	1
Information Assistant	1
Information Coordinator	1
Information Management Advisor	1
IRM Consultant	1
Legal Operations	1
Manager: Strategic Programs/Corp. Info. Mgmt.	1
Marketing Manager	1
Membership Manager	1
Practice Services Mail & Records Coordinator	1
QMS Administrator & ERMS Administrator	1
Records System Analyst	1
Retention and Disposal Officer	1
SharePoint Developer	1
Training Officer	1

State of the Art, Secure Space for Lease:

Please Call for Details

By Gail W. Bisbee, RN, BSN

The anticipated great digital divide is upon us. Migration of data to the cloud, new and evolving strategies for archival, and born data abound. As a property owner, landlord, or lessee – you may now have space in a typically high revenue area of the record center. How do we transition to other services to utilize the vault and space within the record center?

RIM managers have been encouraged to "think outside the box." Managers of electronic data may now be challenged to think of other uses for that "state of the art," climate controlled, biometric access, highly secure vault space. Well, when it was purchased it was of course "state of the art." The sales representative assured you it was the most advanced in the industry. Maybe even the largest in the state at the time, etc.

So, now is that premium space in your record center fully utilized? As managers and owners your challenge is to maximize each revenue stream and implement cost effective strategies while maintaining a forward-thinking vision for the future of the company. Sounds daunting! Sometimes a crystal ball would sure be beneficial…

There are those in the RIM industry who have over the years migrated into offering services outside the typical "norm" of record management. The opportunities to provide services may have been just that – an opportunity that was brought to them by an existing client. In the current industry, identifying and offering new services that are marketable to a client base requires research, investment of time and energy, as well as a defined sales approach.

In the market you serve what organizations would benefit from a secure storage site, may have access to funding, and would be approachable? Some of these concepts and service targets may require brainstorming with a local expert in the field of service, research on background regulatory information, or state guidelines as applicable. While there are numerous service options in data and information management, for the benefit of brainstorming, consider these two service ideas that might utilize available record center space.

How do we transition to other services to utilize the vault and space within the record center?

Art & Collectibles

The fascination with art and collectible antiquities has been present for centuries. High standards for the management of art and collectables ensure the value and history of these items are preserved. Throughout the geographic RIM market there are opportunities to fill that need and provide these types of services as an option for art and collectibles storage and inventory management. The processes utilized in the RIM industry for inventory tracking and controlled access lend itself to the art world. Online resources provide recommended industry criteria for all aspects from handling of art and collectibles, to transport, inventory cataloging, storage, and long-term management.

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In the market you serve what organizations would benefit from a secure storage site?

Management of art and collectibles inside an available vault and/or in a secure space within a center can be a worthwhile venture. Think of the possibilities. An organization may not move or store household goods - but a RIM provider has the resources and tools to understand and manage a segment of the art industry needs. PRISM International members have the energy to develop and provide services that can become a valuable source of revenue – inside the vault or in other sections of the (art management) center.

The introduction of services for art and collectibles will require evaluation of required insurance coverages as well as specific training needs for team members. If you have the staffing capabilities and space, keep an open mind. While a specialized service – it can be within the realm of a RIM providers service playbook.

Law Enforcement – Property and Evidence (P&E)

The volume of evidence and property stored by law enforcement can be enormous and even overflowing. The items stored range from as small as a toothbrush to large portions of the backwoods cabin Jeffrey Dommer was living in when captured (Yes, that is stored in California!). Everything imaginable - each necessary for law enforcement and the court system to maintain according to a mandated retention policy. State of the art P&E Rooms utilize barcoded bagged or tagged items and barcoded locations within the P&E Room or an adjacent storage area. Strict chain of custody procedure is utilized. Inventory management within these systems are comparable in detail to those used in the RIM industry.

While exploring the idea of offering property and evidence management as a service, understandably the first step is to research the area of expertise needed and associated liability. Discussions with the local District Attorney and a representative of the local law enforcement agencies will assist in determining the level of need and acceptance. While the service may not be applicable to all law enforcement agencies – you will find those that are eager to have professional assistance. Don't rule out having a team member on-site as a P&E Room coordinator for the agency. This introduces the concept of outsourcing the staffing of the P&E Room to your organization. Receiving online training and certification through the National Property and Evidence Association reinforces the knowledge and expertise essential to discussions and consultation service proposals to the law enforcement community.

Many of the P&E Rooms are managed by civilians under the direction of a designated professional member of the law enforcement team within an organization. There are always budget constraints in law enforcement as well as staffing challenges. Working in the P&E Room is not typically the role that a trained law enforcement officer strives to achieve. Enforcing the law and being involved in the community is their reason for choosing a law enforcement

Inventory management within these systems are comparable in detail to those used in the RIM industry.

career – not record keeping. There are a lot of details in Property and Evidence management, but a great opportunity to explore other possibilities for new services.

There are of course specific items of property and evidence that are not compatible with the record center. A range of these would include biologicals, firearms, knives, drugs, cash, etc. However, clarifying the items that are compatible with the record center is a great opportunity. Just think about the possible items that become evidence. The list is endless…. and so is the opportunity for utilizing space within your facility.

Conclusion

The landscape of record, information, and data management continues to change. As business owners, managers, and team members, the skill of futuristic thinking is key and should be energizing. Embrace the changes that can't be altered. Evaluate the strengths of your organization. Focus your efforts on the broader range of service potentials that will enhance the future and stability of your organization.

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Gail Bisbee is the PRISM International Subject Matter Expert for i-SIGMA.

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As CEO of Confidential Records Management, Inc., Gail became Certified in Property and Evidence. The CRMI Sales Manager and Operations Manager were also certified in P&E.

CONTRACTS ARE BORING AS *&#%^

(And How That Can Work To Your Advantage)

By Bob Johnson

CSDS 2 CEU

i-SIGMA CEO Bob Johnson explains how members can benefit by exposing customers to the new universally applicable service provider contract.

Insurance, regulations and contract have a couple things in common? They are written in language that is unnecessarily (even intentionally) confusing and they are all pretty much equally considered among the most boring subjects to. "I really find your perspective on service provider contracts to be very interesting," is a quote said by no one ever.

When I was a kid, my dad used to say "You don't have to mow the yard. You get to mow the yard." I have to admit, it didn't make much sense at the time. I understood he was saying I should be embracing the opportunity and that I was lucky to have lawn to mow, but it was still a chore and I still had no choice.

So, forgive me, but, "You don't have to talk to your clients about contracts. You get to talk to customers about contracts." I am fully aware it's a chore, and one that might seem more a distraction instead of a revenue producer. However, I firmly believe, as boring as the topic may be, the ability to intelligently address emerging contract issues your clients is among the most profitable skills you can develop.

Because, while contracts bind customers to pay on time, define what they can expect of you, and define (limit) service liability, they also increase customer loyalty, introduce opportunities to extract more value, increase profits and put prospective customers in play, and this has never been truer than it is under the current regulatory climate that requires the new contract.

Why now?

Good question, the short answer to which is that the time is right.

The new E.U. General Data Protection Regulation has everyone concerned, not only in Europe but around the world since compliance is required in order to touch the personal information of any E.U. citizen. And, as if that is enough reason for concern, the GDPR now is spawning new regulations across America and around the world. California's Consumer Privacy Act (CCPA) is a prime example, and just the beginning. As many as 15 states are also looking at GDPR-type laws, and others won't be far behind. Who knows, maybe the U.S. federal government will get on the band wagon.

This new class of privacy/data protection law differs dramatically from anything in the past. In short, the GDPR and its offspring turn over complete control of personal information to the data owner (a.k.a. data subject), allowing the individual to request and correct their personal information at any time, the right to have their information erased (forgotten) upon request, and the right to obtain information (including contract language and P&P) on all service providers with which the data is shared. Just as important, the requirement to prevent unauthorized access to personal information, while not new, is deemed under these laws a inherent right, a violation of which is considered damages in and of itself and subject to civil action even in the absence of damages.

So, yeah, your clients need to prepare for this brave new world where data subjects have this new control over their information and so do you.

The i-SIGMA Universal Service Provider Contract Template

Before going into how the various new and unique clauses of the contract add needed protection and open the door to new opportunities, a little about how it was created, and it's recommended use.

First thing to know is the contract is only available to i-SIGMA Active Members (service providers) and only after receipt of a release form where the recipient acknowledges it the template is provided as an advisory document and not legal advice. The clauses and the annotation provided are offered for consideration by members, by member's attorneys, by clients and by clients' attorneys.

Some clauses offer advice that is critical to clients' protection other clauses are aimed at protecting the member. As with any template, it is meant to be edited or excerpted. A word of caution, however, is warranted with respect to ignoring the protections provided to the client. It is

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possible a client will see a version of this template via a competitor and it would not reflect well on any service provider that produced a contract that ignored important new and necessary client protections.

With Change comes Opportunity

3.15 Fees for compliance. The Service Provider may charge the Customer, and the Customer shall pay, reasonable fees for the compliance with its obligations listed in Clauses 3.9 to 3.13 (but, in relation to 3.11, only if the audit or inspection is requested by the Customer), unless it is established that the reason for the relevant obligation being performed is due to a breach by the Service Provider of this Agreement.

Under the emerging regulatory regime, a hospital (or other data controller) must respond to patient inquiries about the identity, contract and policies and procedures of the hospital's current data destruction or records management vendor or any other service provider given access to personal information. It is anticipated that responding to such inquires will fall to service providers and so the service provider must have a contractual expectation to be compensated.

3.12 Written request by Data Subject. The Service Provider shall notify the Customer of any written request from a natural person whose data is processed on behalf of the Customer:

3.12.1 requesting information concerning the Processing of, or copies of, Personal Data (including a copy of the request);

3.12.2 requiring the rectification of any inaccurate or incomplete Personal Data;

3.12.3 requiring the erasure of Personal Data;

3.12.4 restricting the processing of Personal Data;

3.12.5 exercising his or her right to data portability in respect of Personal Data;

3.12.6 objecting to the processing of Personal Data; or, in each case made in accordance with Applicable Laws (each a Data Subject Request) and the Service Provider shall provide assistance only to the extent (i) it is still possible (which may not be the case if the information has been destroyed in accordance with this Agreement and the request relates to data access, correction, or portability) and (ii) in case the destruction process has already started, it is still reasonably possible to comply with the request.

The inquisitive patient may also make a request of the RIM service provider. They might want a copy of any information stored in the building that pertains to them (to verify it is correct). They might want a tour of the facility to inspect the security under which their information is protected. It remains to be seen how many of these requests CCPA and its brethren might create, or the nature of such requests, but hypothetically such requests are permissible and responding in a reasonable time frame is a legal requirement of the data controller or data processor.

As a result, any contract executed in such a regulatory environment needs to deal with the possibility, both as a precaution and because it opens the real possibility for the i-SIGMA member to offer value-added request fulfillment services (i.e., revenue opportunities).

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The emerging breed of privacy and data protection regulations require data controllers and data processors to assign internal accountability for compliance.

It's occurred to me there are such things as sales-hacks: ways of getting the customer to think about a problem they have and solution you represent

Accountability Translates to Greater Profits

2.2.1 Per regulatory requirements, the Customer will designate and identify a qualified Compliance Officer, either an employee or contractor, to oversee and be responsible for the Customer's compliance with applicable data protection and privacy regulations. For purposes of reporting, authorization, and inquires, the Customer's Compliance Officer will be designated in Exhibit ["___"], and the Service Provider notified within a reasonable time of any change.

The emerging breed of privacy and data protection regulations require data controllers and data processors to assign internal accountability for compliance. It's a new concept, except for the fact that it is now so universally applied.

Were a data security issue befall a client, the first question from regulators would be "who is responsible for compliance?" The reason it is so universally required is simple. How can any organization reasonably expect to be compliant if no one is assigned the responsibility for that compliance?

As readers can see above, clause 2.2.1 inserts a contractual requirement for the client to establish that required accountability. They could argue that whether they have done so not has nothing to do with the service contract, but 1) they would be wrong, and 2) plausible deniability no longer an excuse, they risk willful negligence by ignoring the requirement.

Let's take a closer look.

1) They would be wrong in maintain accountability has nothing to do with the contract. In hiring and engaging a data related service provider, that data processor has the expectation they are dealing with a duly accountable agent who is aware of the regulatory requirements. One could argue the service provider is put at risk if they are not somehow answerable to a person versed in the regulations. is it a deal killer? No. Will it make the client think harder about assigning that accountability? Sure.

2) With plausible deniability removed from the equation, the stakes for the client are raised to willful negligence… the royal flush of non-

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compliance rulings. It means the data controller knew better but committed the violation anyway. It means maximum fines and maximum embarrassment.

To be clear, contractually requiring the client to assign regulatory compliance is totally and completely in their best interests. Not only are supposed to do it, they are less likely to be non-compliant if they do, as well as less likely to have a data security breach, and less likely to pay the high fines if negligence is determined.

It is also better for the service provider. Where an individual is bearing the full responsibility for compliance, they are more likely to take it seriously. They are more likely to make sure all media is properly destroyed, more likely to chase away competitive charlatans, and more likely to value a relationship with a service provider who is prepared to be a compliance partner (and who offers compliance advice and tools). And, they are far less likely to be motivated by a low price.

For all these reasons, it's included as a suggestion in this contract template.

Limiting Liability by Linkage to Indemnification

Defining and assigning liability is among the most challenging contractual issues facing i-SIGMA members and their clients, and one for which the new contract template offers two possible solutions.

The first alternative, not shown here, is the language members have seen for in the standard contract for more than a decade, limiting liability to six months revenue from that client. While favorable to the service provider, it may be a bit to favorable in the face of data controller risk. Offering it may actually be viewed as bad faith bargaining, and may contaminate the relationship.

The second alternative, shown below, is to tie liability to a required level of (and proof of) indemnification. This has the double benefit of eliminating client requests for unlimited, and eliminating competitors willing to accept unlimited liability while having nothing to back up.

8.1 Limitation of Liability. Service Provider shall not be responsible or liable in any manner whatsoever for the release or loss of any materials deposited in

Your customers hire you to solve a problem.

bins, or otherwise staged or segregated, while such materials remain within the care and custody of the Customer, and prior to the Service Provider practicably accepting physical custody. In event the Customer can demonstrate financial damages resulting from Service Provider's negligence or willful misconduct, the maximum liability, including consequential, incidental, special or punitive damages, regardless of whether the action is brought in tort, contract or any other theory, for any and all claims arising with respect to the Services provided under this Agreement shall not exceed the limits of the required professional liability indemnification reflect in clause 8.1.1

8.1.1 Indemnification Requirement. At all times during the effective term of this Agreement, the Service Provider shall be indemnified by an appropriately structured professional liability insurance policy to pay any and all valid, applicable financial damages resulting from the Service Provider's negligence or willful misconduct. Evidence of such coverage must be provided upon execution of this Agreement and updated as necessary on an annual basis. Furthermore, the Service Provider will be responsible to notify the Customer of any claim against such insurance that depletes or affects the Service Provider's claim limitation under said professional liability insurance policy. For purposes of this agreement, the limitation of the Service Provider's professional liability, as defined in 8.1, is [$ _________] per year.

What are You?

Your lawyer makes more money than the guy who cuts your lawn. A doctor makes more than a housekeeper. This is a fact, not a judgement. The reason they make more is that they are professionals.

Your customers hire you to solve a problem. For some that problem is they want a pile of old computers or boxes of records to disappear as quickly and cheaply as possible.

But what if you know they have another problem but just don't know it? What if they are operating outside the law, putting themselves and their organizations at risk?

In recent years, the word "hack" has lost its former negative standing. They are a way to make things easier. People now talk about life-hacks and health-hacks as shortcuts to make things easier.

It's occurred to me there are such things as sales-hacks: ways of getting the customer to think about one of their problems and the solution you represent. I propose that the new i-SIGMA Universal Service Provider Contract Template is such a hack.

A customer will be compliant with the law and a service provider will do more business with that customer if they have someone in assigned a compliance officer. The contract forces them to take action on that point. A customer is better protected through an indemnification requirement than by simply transferring liability and the legitimate service provider is too. The new template makes that apparent. All in all, the template is a short cut to get them to think about things that will improve things for the service provider.

Is it boring? Sure. Is it pain to implement new contract? Yes. But the pay off is there.

Whether you expose the customer to this new world or not; somebody will. I am simply suggesting its in your best interest to be leading rather than digging out.

The new i-SIGMA Universal Service Provider Contract Template is available free of charge to all Active Members upon submission of the Standard Contract Release Form available >>>>.

iG

ABOUT THE AUTHOR

Bob Johnson is the CEO of i-SIGMA.

He can be reached at **rjohnson@isigmaonline.org**.

iG COMMUNITY NEWS

In Memoria of

John MacAdams

It is with deep sadness that NAID reports the passing of John MacAdams earlier this month. Many know John from his time with Shred Nations. His family finds comfort remembering his joyous personality, fun loving spirit, and sense of humor. Condolences may be left in the **All Veterans Guest Book**

i-SIGMA is pleased to announce the happy arrival of Conrad Dean Hughes. Conrad was born on Tuesday, July 9th at 8lbs 4oz and 20in in length. Everyone best knows his mom, Jamie Hughes, as the i-SIGMA Director of Program & Events. Mom has enjoyed being home with this cutie so much that she has decided to keep doing so! We wish them both the very best. If you have any Program & Events needs, please contact Kelly Martinez at **conferences@isigmaonline.org**.

NAID AAA Certification Program

When it comes to service provider qualifications, choose the certification program with strength and integrity.

Audit Quality	On any day of the week, a NAID certified company could be audited. A global network of 17 accredited security consultants conduct biannual scheduled and random audits in the field and at all facilities. Free audit reports are available to clients.
Regulatory Alignment	The program requires written policies and procedures for each company to ensure incident response preparedness, employee training, and regulatory compliance.
Security Specifications	Accredited auditors review employee background screening and training, compliance with written procedures, access controls, operational security, destruction equipment, and confidentiality agreements.
Provide Audit Report	A customer may request an audit report to monitor the service provider and to ensure they meet the regulatory risk assessment requirements.
Free Compliance Monitoring	A customer may monitor compliance by subscribing to email notifications of the service provider's certification renewal, audit, or lapse.
Oversight	The Certification Review Board and the Certification Rules Committee oversee the program's integrity, both of which contain industry veterans and outside, accredited professionals.
Transparency	All documents and specifications are available to the public for free and online. Audit reports and monitoring services are also provided to clients at no charge. The association's financial records and board of director's meeting minutes are available online as well.
Program Acceptance	More than 1,000 operations on five continents are NAID certified, including mobile, plant-based, paper, and computer destruction services. NAID certification is required by hundreds of government offices and thousands of private contracts.
Program Recognition	NAID certification is acknowledged by many accreditation programs, such as those offered by the International Association of IT Asset Managers, the Institute of Certified Records Managers, and the R2 IT asset recycling program certification offered by the Sustainable Electronic Recycling Institute (SERI).

For more information, contact the ***NAID Certification Department*** *at certification@naidonline.org or 602-788-6243. Additionally, Bob Johnson, NAID's founder and CEO who is widely acknowledged as the leading authority on data destruction operations and regulations, can help members explain the value of their certification to clients.*

MARKET SPOTLIGHT

Barcode Equipment Supplies

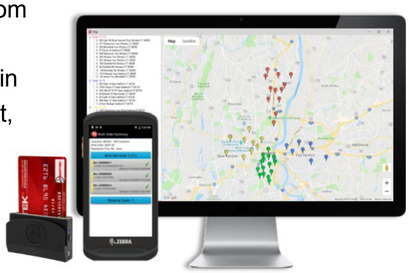
The following NAID & PRISM International Associate Member companies can be found along with others in the association's Online Market, which lists vendors by service category as a resource for service providers in the secure data destruction and records and information management industry. While i-SIGMA provides these resources, it does not endorse any particular vendor, nor take responsibility for the products and services they represent. Companies should always undertake appropriate due diligence to ensure that products and services meets their specific needs.

http://directory.isigmaonline.org/suppliers

TOTAL RECALL SOFTWARE
DHS WORLDWIDE

Total Recall Software – The Industry's Leading Solution for Secure Shredding and Records Management Providers

DHS Worldwide is a leading technology provider of business management solutions for the secure shredding and records management industries. Over 1200 operations around the globe have trusted Total Recall software by DHS Worldwide. Total Recall software is a turn key solution—from managing customer relationships, to route planning/optimization, billing and invoicing as well as credit card processing. Utilizing the latest in technology, Total Recall also provides a proven chain of custody through bin barcode scanning, offers client online web access for self-service request, supports live GPS tracking of drivers in the field and eliminates the need for daily paper delivery receipts / certificates of destruction. For 25 years, DHS Worldwide has empowered organizations to succeed by providing innovative solutions and industry expertise.



DHS Worldwide Software Solutions www.dhsworldwide.com

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Hope alone won't make your business grow. But the right software will.

EZshred™ is your shredding and document destruction software provider. When managing on-site and off-site document destruction, recycling, record storage, and medical waste management, it takes the right software to run an efficient operation and excel beyond the competition. Leveraging effective and easy to use software allows your shredding or records storage business to be the market leader. The EZshred Route Tracker™ app, for Android™ and iOS™ smart devices, allows the driver to utilize turn-by-turn navigation, scan barcoded bins, capture customer's signatures, and email proof of service upon successful completion.

If it's your business to shred it, look to EZshred™ to manage it!

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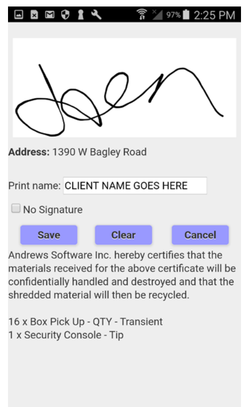
Andrews Software, Inc.

Provide your drivers with a totally new mobile experience.

Staying lean and efficient is important in today's ultra-competitive economy. ASI Mobile for iOS and Android allows you to streamline notoriously time-consuming tasks. Imagine having a completely automated reconciliation process across all your routes that updates everything from activity, to CODs to invoices <OR> a completely automated routing process! That's the promise of using ASI software products – Printing COD's is a thing of the past, instead allow drivers to send them directly from their device (which includes both driver and client signature). Imagine having the ability to distribute large service calls across multiple devices, or integrating with routing apps for "on the fly" route optimizing. All of this, plus SO MUCH more, is possible with ASI Mobile for iOS and Android.



Andrews Software, Inc. www.andrewssoftware.com

iG MEMBER NEWS

Iron City Document Management is Now Shred America Iron City

SHRED AMERICA
PAPER SHREDDING PATRIOTS

Iron City Document Management, a Pittsburgh based NAID AAA Certified destruction company, is now "Shred America Iron City". The family owned company currently has a fleet of mobile shredding units that service the greater Pittsburgh area and also provides document scanning and secure document storage.

"With this Shred-America-Iron City partnership, we are pleased to combine industry experience and capabilities of the Shred America team with over 90 years of Iron City's relationship building in the Western PA, Ohio and West Virginia region." says Phil Sonnenklar, President of Iron City Partners.

Shred America is a veteran owned, information destruction company with offices in North and South Carolina (Carolina Shred), Texas, Louisiana, Florida, Virginia and Maryland and also provide national coverage through its own Shred America Partner Network.

"Phil and his team have done a great job building this business and we are looking forward to helping support this sustained growth with superior service to our clients" Ryan Richard, CEO of Shred America

Shred America Partner Ray Barry mentions "Iron City Document Management and the

Sonneklar family has been a fixture in the City of Pittsburgh for decades and we are very excited about partnering with such a great family and company with a proven track record. The entire local team will still be heavily involved in the day to day operations of the company with the added support of the Shred America team. This partnership helps accomplish our goal of providing our clients national coverage on a local level"

For more information please contact Jake Sonneklar at **jake@shredamerica.com**

Security Engineered Machinery Introduces Shredder Specifically for Credit/ID Cards and Dog Tags

Security Engineered Machinery Co., Inc. (SEM), a member of NAID who specializes in high security information end-of-life solutions, is pleased to announce the introduction of the IDShred65 ID and dog tag shredder. This device is specifically designed for the destruction of plastic and metal credit cards, dog tags, and ID cards such as CAC IDs and driver's licenses.

"The IDShred65 was created to address a growing need to destroy cards and dog tags in both the commercial and federal markets," said Nicholas Cakounes, SEM Executive Vice President. "Unlike competitor models, SEM's IDShred65 easily destroys the heavier, thicker credit cards of today including metal cards."

The all new IDShred65 is enclosed in a compact metal cabinet mounted on casters for portability and ease of use in office environments. It also boasts a rugged, all steel cutting head that is specifically designed for the efficient destruction of thick metal cards and tags. Designed with operator ease of use in mind, the IDShred65 has a customized feed slot for cards and tags, a modern, sleek design, and plugs into a standard 120V outlet. It also comes standard with integrated safety and convenience features including an LED control panel with auto start/stop and reverse and bag full and door open indicators. In addition, the IDShred65 is an eco-friendly product, featuring an Energy Savings Mode that shuts off power when not in use and operating without the use of oil.

"We are thrilled to offer the IDShred65 to satisfy the rapidly growing need for on prem destruction of dog tags and cards, both metal and plastic," added Bryan Cunic, SEM Director of Customer Care. "SEM has long been an innovator of high security information destruction technology and the new IDShred65 continues that tradition of excellence."

The IDShred65 has a list price of $5,999 and is TAA compliant. For more information, visit **www.semshred.com/product/IDShred65**.

ALL Source Security Container MFG announces a new addition to their North American Sales Team

ALL Source Security Container MFG, a NAID and PRISM International Associate Member offering distribution of secure collection carts, containers, and consoles, is pleased to announce the hiring of Cameron Vincent as Business Development Consultant. Cameron will be the main point of contact for all the Central, and Western USA & Canada document destruction companies, along with record storage, e-waste, and medical waste organizations.

Cameron has more than a decade of senior management and sales experience serving clients within the automotive industry, and the sports memorabilia sector. Cameron is well educated on the current requirements and trends that secure shredding companies require in today's market and is full of knowledge on how to provide containers solutions that will meet your client's requests.

Cameron Vincent

Matt McKeown, Director of Sales & Marketing said: "Cameron is coming to ALL Source with widespread experience in customer service, operations, and account management, which will be a real asset to our business, and most importantly provide our customers with a trusted container advisor to grow their business."

To book your next consultation, place an order, or to introduce yourself to Cameron, please reach him directly at 866 526 4579 ext. 113 or by email **cameron@allsourcemfg.com**

WELCOME

NEW MEMBERS

New NAID AAA Certified Members

Legal Shred NY of Deer Park, New York, USA
Shred-It USA LLC. of Myrtle Beach , South Carolina, USA
Shredway, Inc. of Fairbanks, Alaska, USA
Digital Bridge of Milwaukee, Wisconsin, USA
Eco Recycling, LLC of Miami, Florida, USA
Secured Shredding Solutions of Alva, Florida, USA
ERI of Lincoln Park, New Jersey, USA
All American Records Management of Centennial, Colorado, USA
VRC Companies, LLC - Lafayette of Lafayette, Louisiana, USA
VRC Companies, LLC - Orlando of Orlando, Florida, USA
Elevated Shredding, LLC of Flagstaff, Arizona, USA
Monster Doc Shred Inc. of Philadelphia, Pennsylvania, USA
Veteran Shredding Arizona of Gilbert, Arizona, USA
VRC Companies, LLC - Mobile of Mobile, Alabama, USA
Waste Away of Hume, Australia
California Electronic Asset Recovery, Inc. of Mather, California, USA
Secure Document Destruction Pty Ltd of Melbourne, Australia
Secure Hard Drive Destruction Pty Ltd of Melbourne, Australia
Confidential Destruction Pros of Paterson, New Jersey, USA
Gaeta Recycling Co., Inc. of Paterson, New Jersey, USA
Asia Data Destruction of Bangkok, Thailand
Work Services Corporation - FileSafe of Wichita Falls

New & Renewing PRISM Privacy+ Certified Members

Docs&Box Archive of City of Atyrau, Kazakhstan
Document Management Solutions of Toledo, OH, USA

New NAID Members

Always Green Recycling Inc. of Maryland Heights, MO, USA
Blair Technology Group of Covington, KY, USA
SFBAAM of San Leandro, CA, USA
United Enterprises, Inc. of Perryville, MO, USA
Data De-End Private Limited of Maharashtra, India
Servermonkey.com LLC of Houston, TX, USA
307 Shredding, LLC of Riverton, WY, USA
Big Data Supply, Inc. of Santa Ana, CA, USA
Universal Recycling Technologies, LLC of Janesville, WI, USA
Recycle S.A. DE C.V of Mexico
Omega Data Security, LLC of Harrisburg, PA, USA
Security Operations Group- Intl of San Antonio, TX, USA
Garner Products of Roseville, CA USA
ApexTechnology of Florence, KY USA
39957 Yukon Inc dba: Secure Mobile Shredding of Yukon, Canada
Australian Destruction Services Pty Ltd of Peakhurst, Australia
Aegis Solutions, LLC of Holliston, MA, USA
Powerhouse Mobile Shredding of Brunswick, ME, USA
SecureScan of Albany, NY, USA

New i-SIGMA Associate Members

Imaan International Inc. of Fredericksburg, VA, USA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UPCOMING EVENTS

2020 Annual Conference

Orlando, FL
May 14-16, 2020

For more details about i-SIGMA events, visit www.isigmaonline.org

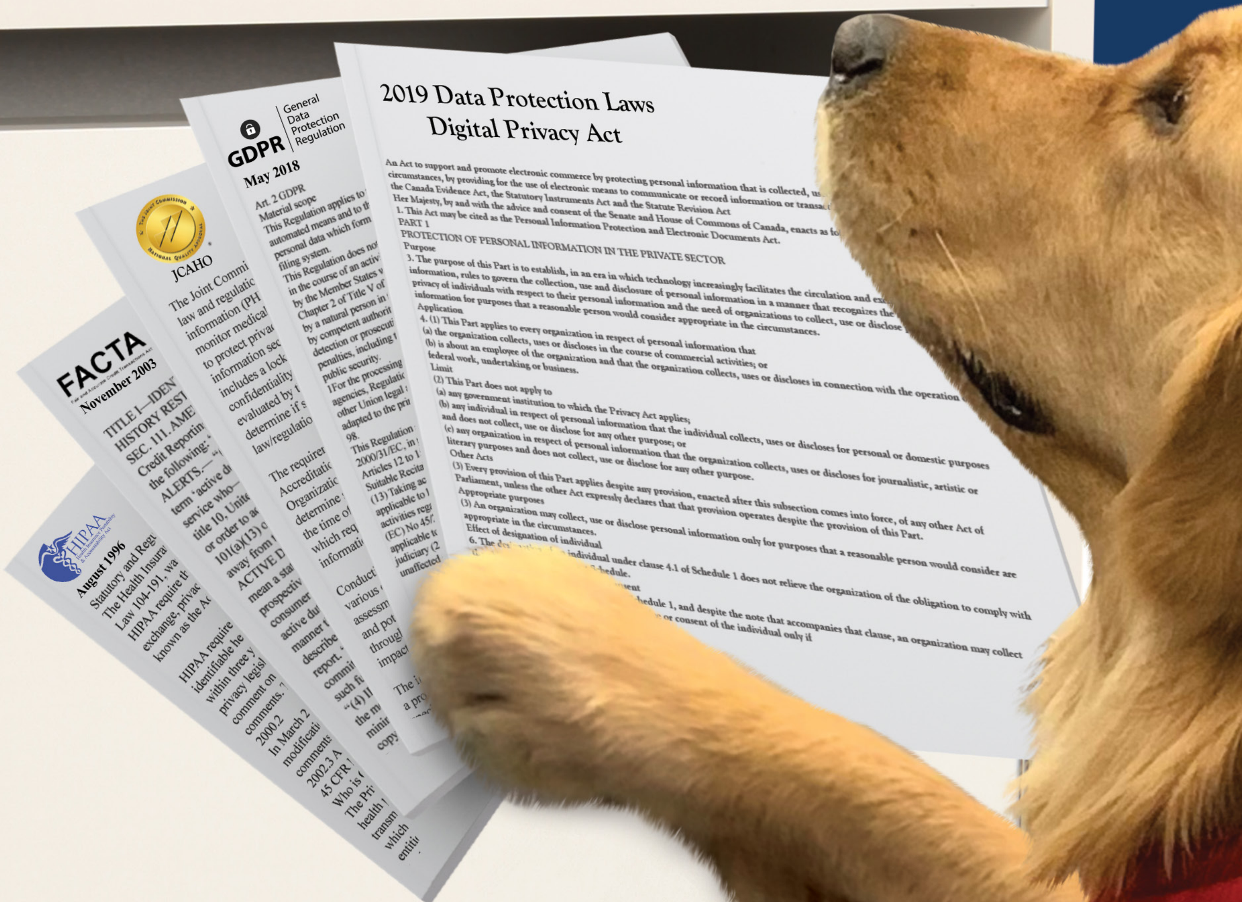
CLASSIFIED ADS

Want to place a classified ad for used equipment, trucks, or shelving and racking? NAIDdirect™ and PRISMdirect, the bimonthly e-newsletters for NAID & PRISM International, are the perfect outlets to spread the word. For $99, Active Members may place an ad that will be seen by subscribers in the secure data destruction or records and information management industries. Your ad will contain an email link of your choice and one-two images of the item you are selling. Run the listing for additional issues for just $50 per issue.

Contact advertising@isgimaonline.org.

Remember, i-SIGMA not only reports the news about the secure data destruction and RIM industry, it makes the news.

Contact media@isigmaonline.org.



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