



JOURNAL

*Celebrate the Changes:
New Rules and
New Tools Lend to
Certifications Critical
Value Proposition*

The background of the cover features a magnifying glass held over a computer keyboard. The lens of the magnifying glass is focused on a 'AAA NAID CERTIFIED' logo, with other certification logos like 'PRIVACY+' and 'PRISM INTERNATIONAL' visible in the background.

Global Access to Valuable Content from this Year's
Conference

Social Media Screening: Should You be Doing it?

Shred School 2021: Offering the Best of Both Worlds

NAID & PRISM International are Evolving:
What Every Member Needs to Know



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 i-SIGMA

 NAID

 PRISM

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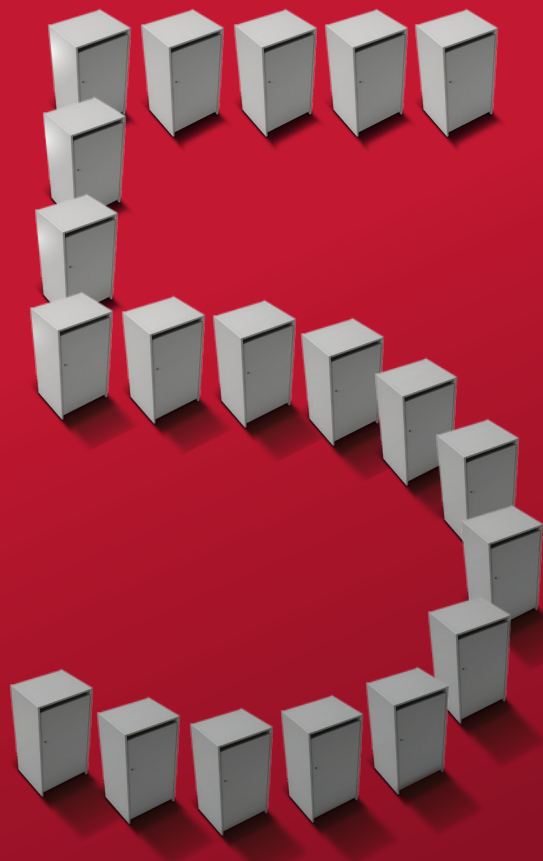
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FROM THE EDITOR

Kelly Martínez
i-SIGMA Director of Marketing & Communications

I have this idea in my head: Because 2020 was so rough, 2021 is supposed to be the year where we transition out of the muck, and it is all supposed to be fine now. And indeed, I think we are well on our way in much of the world!

However, to presume that we all survived the past 15 months unscathed... that everything is “just fine” now is not being fair to ourselves.

It’s wonderful to be doing well, but let’s also acknowledge that we are still adapting to shifting regulations, client needs, employees’ and children’s’ schedules, to a world where everything is returning to “normal” but “normal” isn’t the same. And through it all, we’ve worked hard to keep our businesses strong. In essence, we’ve experienced a type of trauma.

Let’s give ourselves and those around us grace as we move ahead with the continued reopening of the market. For ourselves, that when we need a moment, we will take it – giving us time to breathe and enjoy the good things in life. And for others, to show more kindness, more patience, and a little less judgment when they aren’t quite up to snuff.

One great way for your entire team to recharge is by engaging in incredible industry content. You can expand your professional development through Shred School later this year (page 30) or by catching the 2021 Conference Recordings (learn about the event on page 20).

If you’re trying to determine who would be a good addition to add to your team this year, you’ll definitely want to check out the article on page 24 on social media screening and how they relate to our industry. And while you’re looking to shore-up your business this year, 1) members will want to be sure they are aware of the branding changes that impact them due to this year’s bylaws changes (page 34) and 2) certification is always a great way to go; check out the new rules and tools that not only boost the program but those who are part of it (page 16).

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i COMMUNITY NEWS

Keep up-to-date on Community News in the association's member-only Facebook Group, i-SIGMA Social, and by following NAID and PRISM International on LinkedIn.

i-SIGMA wants to wish a hearty congratulations to all of this year's graduating students!



Congratulations to i-SIGMA Staff Member Sara Berntgen whose oldest, Connor, graduated high school with Honors and received a full academic scholarship to Northern Arizona University.

Congratulations to i-SIGMA Staff Member Kelly Martinez whose oldest, Naiya, was promoted from 8th grade to high school. Aside from academic honors, Naiya was acknowledged with a special award from the American Legion.



Congratulations! Joe Harford, CSDS of Reclamere, Inc. (Tyrone, PA, USA) said "Reclamere is proud to celebrate 20 years in business and is thankful for the i-SIGMA community."



Talk about a Throwback! Does anyone else remember the fun times that took place during the 2015 Shred School Event? If you have some fun #TBT photos of past events, or other fun times in the industry, feel free to share them in our i-SIGMA Facebook group.

In Memoriam: Martha Mayer

It is with great sadness that we announce the passing of Martha Mayer, formerly of Business Data Record Services (St. Paul, MN, USA), who left this world 2 May 2021 peacefully and with her loved ones at her side.

Many will remember Martha as a vibrant and vital contributor to the RIM services industry and an unmissable presence at PRISM International and NAID events for decades.

On learning of her passing, long time industry veteran Steve Richards shared, "Martha knew an awful lot about our industry and made it a point to share that knowledge with anyone, including giving her time at conferences, sharing through a very popular session. Martha lived life well, was always fun to be with, and we looked forward to her greeting hug at the conference. Martha's smile, presence, and contribution will be missed."

Another well-known industry contributor John Ulmer said, "Today there is a hole in our hearts, indeed in the world. Martha Mayer has passed. She was a fixture at PRISM/i-SIGMA throughout her career. She was often a speaker and a mentor to everyone who knew her. To know her was to love her. She will be missed."

Other condolences for Martha included Kevin Bell who shared "I met Martha at my first PRISM conference in Acapulco 21 years ago, I looked forward to seeing her 2 or 3 times a year every year all around the World. Martha was full of fun, knowledge and a huge asset to the industry, we will all miss you dear friend. God Bless you Martha."



A memorial for Martha was held at Lord Fletcher's on Lake Minnetonka in Minnesota on 18 June 2021.

To read Martha's obituary, please head to: https://www.hometownsource.com/laker_pioneer/obituaries/martha-c-mayer/article_52a30d63-7a38-5acc-9b69-5cc7900b4af0.html

iG

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Robert J. Johnson

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PRESIDENT'S MESSAGE

In my backyard there is a chicken coop that I built last year during the pandemic. The coop is functionally built but not finished. My wife would tell you that this is not the first time that Brock Miller has started a project, gotten it functional, only to leave it unfinished.

i-SIGMA recently held our annual conference. If you are wise, you will have paid close attention to your intuition, impressions, and the ideas that occurred to you during the sessions.

Sometimes a great idea enters our minds suddenly, like a light turned on when you're in a dark space. Other times, great ideas develop and become clear to us gradually and over time, like the imperceptible increases of light that occur as the earth transitions from night into day over a sunrise.

I wake up very early in the morning to go outside and exercise. Consequently, I have had to learn to become comfortable "starting out" in the dark. However, I have developed a confidence that the darkness of night always yields to the light of the rising sun. A gradual process, yes. A certain process... also yes.

In my business there have been a few rare times when I have suddenly had a FLASH of a great idea. More often than not though, as I put in the daily work to SHOW UP in the dark and push forward, there will be a clarification and illumination in my decision making.

. . . Now, if only I could just finish and follow through on all these great ideas... and that chicken coop!

In it Together,

A handwritten signature in black ink, appearing to be 'B Miller', written over a large, faint, light gray watermark of the letter 'G'.

Brock Miller, CSDS

i-SIGMA President

A key component of this year's members meeting was the announcement of the recipients of the Member of the Year Award and the Presidents' Award. Michael Payton of Augusta Data Storage, Inc and Giovanna Spadoni of OMTRA SRL were each bestowed the Member of the Year Award. These individuals were chosen due to their continued devotion and commitment to the success of the industry and helping i-SIGMA members grow.

MEMBER REPRESENTATIVES OF THE YEAR



Michael Payton



Giovanna Spadoni

i N P
Membership Meeting Installs New Board; Announces Award Winners

This March, the i-SIGMA Board of Directors hosted a virtual 2021 Annual Membership Meeting. This year's meeting saw to the installment of the newly elected board members, award presentations, the presenting of annual reports, and more. For access to the recording in its entirety, make sure to log in to the Member's Only Portal and visit "My Digital Library".

Newly Installed Board Members

During the Annual Membership Meeting, the new Board Members were installed by 2021 i-SIGMA Board of Director's

president, Brock Miller, CSDS of Shred Northwest. The newly installed members were Bowman Richards, CSDS of Richards & Richards, LLC (Nashville, TN, USA) as i-SIGMA President – Elect; Tony Perrotta of Greentec (Cambridge, CA, CA) as Director – Representing Canada/South America; and Renee Pryor of Shred-X Secure Destruction (Yatala, QLD, AU) as Director – Representing Austral-Asia/Pacific Rim.

The full 17-members of the 2021 i-SIGMA Board of Directors are listed at <https://isigmaonline.org/about/about-leadership/about-bod/>.

Ratification of Amended Bylaws

During this year's election to elect the newest Board members, i-SIGMA members were also given the opportunity to amend existing bylaws. These bylaws were approved and thus ratified.

NEWLY INSTALLED BOARD MEMBERS



Brock Miller, CSDS



Bowman Richards, CSDS



Tony Perrotta



Renee Pryor

Unlike Member of the Year, The President’s Award – is not given out annually; only occasionally to acknowledge those who have given a sustained and lasting contribution to the secure information destruction industry. The recipient of the Presidents’ Award was Angie Singer Keating, CISA, CISM, CRISC of Reclamere, Inc. Angie Singer Keating has made continued lasting contributions to the industry, including being co-president of i-SIGMA.



Angie Singer Keating, CISA, CISM, CRISC

A final award that was announced during the member’s meeting was the recipient of the Shred Nations and Record Nations \$7,500 Scholarship.



Lorena Sosa

This year’s scholarship winner was Lorena Sosa, who was referred to the scholarship by Bob Miller from K-2 Partners. Upon receiving the scholarship, Sosa was honored, saying “Ever since I could remember, I’ve always wanted to immerse myself into a community bigger than myself and my own dreams. The climate community has provided me with an incredible amount of support

to advocate for climate action at a level of urgency that is greatly needed in these times. With the Shred Nations Scholarship, I can only imagine that my interconnection with climate advocates will grow. I look forward to seeing how I can pursue activism within College and how I can maintain Shred Nations pillar of environmental stewardship to make this world truly resilient.”

Membership Meeting Recording

To watch the full 2021 Membership Meeting in its entirety, please log in to the Member’s Only Portal and go to the “My Digital Library” section.

i N P

POST COVID: The Regulatory Dominoes Have Begun Falling Again

The Virginia Consumer Data Protection Act was signed into law on 2 March 2021, making the state second, behind California (California Consumer Privacy Act), in creating a new-GDPR-like privacy law.

A similar law is currently pending in the state of Washington (Washington Privacy Act).

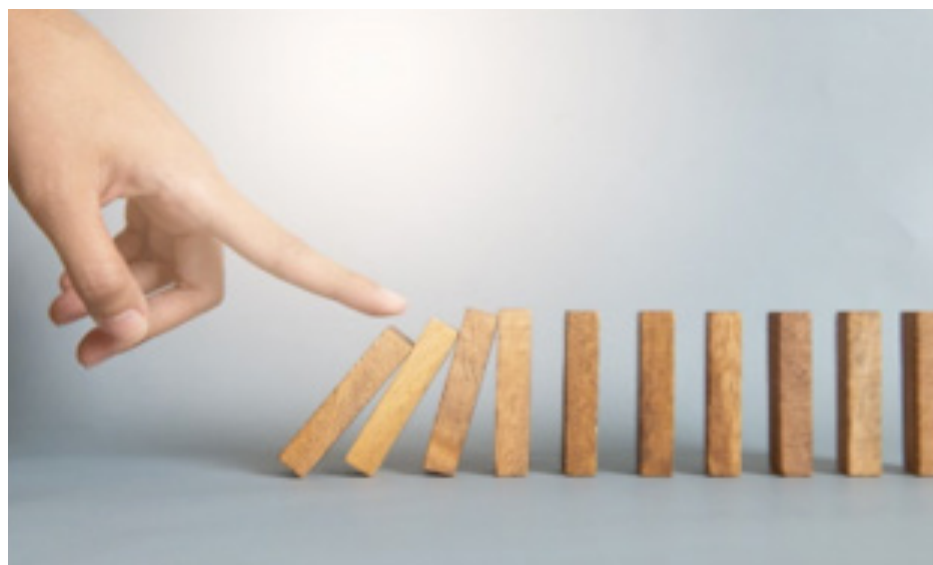
It has long been anticipated that the trend – paused by COVID – toward state-level privacy protections will continue.

“As we put COVID in the rearview mirror, more and more states will adopt this new approach to privacy,” said i-SIGMA CEO Bob Johnson. “On the whole, for i-SIGMA members prepared to respond, this could lead to significant growth.”

Johnson believes it could also lead to a national privacy law.

“The creation of a national data protection and breach notification law in the U.S. has struggled over the past two decades,” says Johnson. “The momentum behind the current trend may finally be enough to make it happen.”

It is worth noting that this trend directly led to new Data Subject Response Policy requirements in NAID AAA and PRISM Privacy+ Certifications. Johnson believes further adjustments are likely, as i-SIGMA fulfills its responsibility to ensure service provider compliance.

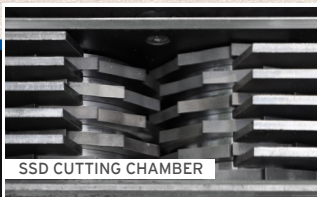
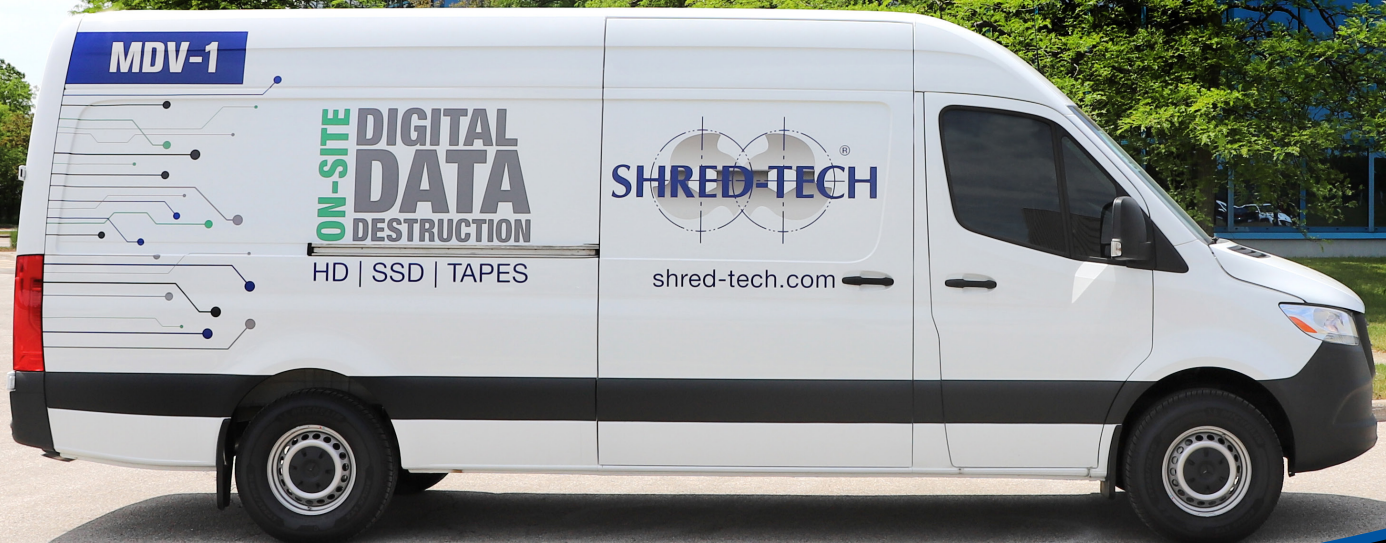


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To find out how our *Smart Growth Strategies* can ignite more business for you, please contact Jennie Gift, Vice President of Business Development, 720-437-8139. Or visit our websites, **Partners.ShredNations.com** and **Partners.RecordNations.com**



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i N P

NAID Certification Review Board to become the i-SIGMA Certification Review Board

The Board of Directors has approved a recommendation to expand the responsibility of the Certification Review Board (CRB) from oversight of only NAID AAA Certification to also include oversight of PRISM Privacy+ Certification (as well as any future association certifications).

Over the years, the NAID CRB has been responsible to review complaints, non-compliance, exception requests, and auditor reports related to NAID AAA Certification. The CRB is also responsible for directing unannounced audits to investigate credible certification non-compliance complaints. In light of the fact that PRISM Privacy+ Certification now so closely aligns with its sister certification, and because it also requires the benefit of such oversight, it was decided that function should fall to the same body.

While PRISM Privacy+ Certification continues to have an independent specifications body, combining oversight of the program to a single CRB exemplifies a trend wherein separate PRISM and NAID governance bodies are combined to reflect the fact that i-SIGMA is now a single organization. Over the past year, the same thinking led to the expansion of the Complaint Resolution Council, the Certification Support Committee and the Conference Committee.

As a result of the Board's decision, the CRB's charter will be redrafted to reflect its expanded mission.

i N P

Board Recently Names Tom Schreyer, CSDS as 2022 i-SIGMA Conference Chair

While the 2021 NAID & PRISM International Virtual Conference just wrapped this April, i-SIGMA is already working on plans for next year's conference. With this in mind, the i-SIGMA Board of Directors approved Tom Schreyer, CSDS of Affordable Shred and Storage (Buffalo, IL, USA) to Chair the 2022 Annual Conference Committee.

"He's got his eye on the ball," Kelly Martínez, Director of Marketing & Communications who oversees the associations events, told us in regards to Schreyer's appointment. Martínez has worked with Schreyer the past several years on the Communication & Marketing Committee, which Schreyer has also Chaired. She went on to add, "He'll not only bring passion and focus to the table, but he'll do his darndest to pull in feedback from the rest of the committee to make this a stellar event for *everyone*."

Save the Date: The 2022 i-SIGMA Conference will take place 11-13 April in Orlando, FL, USA.

If you are an Active or Vendor Member interested in serving on the 2022 Annual Conference Committee, please notify the Events & Program Coordinator, Sara Berntgen at sberntgen@isigmaonline.org.



About Tom Schreyer, CSDS

Schreyer is an information privacy advisor, leading his company in both document, electronic, and product destruction and compliance. He assists business professionals in formulating their information security policies, updating management teams and training customer's employees. Schreyer is a Certified HIPAA Professional and a Certified Secure Destruction Specialist (CSDS). In addition to his work with i-SIGMA committees, he also presents his HIPAA UP! seminars at annual conventions to regional medical associations, medical groups and physicians.

i N P

Board Approves Membership Committee Appointments

The Board of Directors has approved the appointments of Tim Oberst of Ohio Mobile Shredding (Columbus, OH, USA) and Richard Steed of Pacific Records Managements (Sacramento, CA, USA) to the association’s Membership Committee.

Both men are veterans of the industry and well-suited to assist Membership Committee Chair and President-elect Bowman Richards, CSDS of Richards & Richards (Nashville, TN, USA) in fulfilling the committee’s role in member approval.

The i-SIGMA Membership Committee is one of only two committees created under the association’s bylaws and is charged with validating applicants to meet the association’s membership qualifications.

i N P

i-SIGMA Forms Vendor Engagement Committee

In February, the i-SIGMA Board of Directors determined it was important to not only acknowledge the needs of the association’s Vendor Members but include them in the conversation on how to best support them, especially as the past year may have proven exceptionally challenging with a quieter market. The original outcome was to form a task force. However, in the months that followed, Vendor Director Representative Jennie Gift, CRA, CSDS of Shred Nations and Record Nations (Denver, CO, USA) wasn’t sure that would offer sufficient support.



Jennie Gift, CRA, CSDS

Gift told us, “I recommended that we expand that directive with the formation of a permanent committee. This way the association is able to provide immediate solutions as well as better offer long-term support to this segment of the membership.”

The Board agreed and approved the formation of the Vendor Engagement Committee along with committee guidelines. As the elected Vendor Director representative, Gift will automatically Chair this committee.

If you are an Active or Vendor Member interested in serving on the Vendor Engagement Committee, please notify the Events & Program Coordinator, Sara Berntgen at sberntgen@isigmaonline.org.

NEWLY APPOINTED MEMBERSHIP COMMITTEE



Bowman Richards, CSDS



Tim Oberst



Richard Steed



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Celebrate the Changes:

New Rules and New Tools Lend to Certifications Critical Value Proposition

By Bob Johnson



No Pain/No Gain

While the ongoing evolution of the i-SIGMA certification program's requirements might pose a challenge to service providers, at the end of the day, those changes are the key to its value for them and their customers.


Most certifications – even some circling the secure destruction and ITAD arena – reassure their participants that changes will be introduced every 3 to 5 years, then give year-long windows to required compliance.

NAID AAA and PRISM Privacy+ Certification, however, do not have that luxury. Because i-SIGMA certifications are intended to verify regulatory compliance, changes to the specifications are dictated by the lawmakers and regulators.

Any certification that declares changes will be introduced on some arbitrary, multi-year schedule is putting the service provider's interests above the client's, and in so doing, is putting that client at risk.

This is why service providers that are either NAID AAA or PRISM Privacy+ Certified have recently been required to add a Data Subject Response Policy, and why in the coming weeks they will be required to identify a Data Protection Officer.

i-SIGMA CEO Bob Johnson explains why members should celebrate the continued evolution of certification requirements and how the association intends to make service provider qualifications the imperative that regulators want.



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FIND SERVICE PROVIDER

Options and Opportunities

Over the decades, new certifications and endorsements have been added to increase the programs' relevance, expand members' opportunities, and respond to innovation.

RSCR Endorsement

Remote collection of confidential media is not new, nor is the concept of reverse vending machines. Retail locations have offered over the counter media disposal options to consumers for decades (IT assets, smartphones and paper records) and continue to do so today. Over that same time, reverse vending devices – whether deposit-only or actual destruction – have come and gone, the only survivor to date being the machine that accepts handheld devices.

What's changed, however, is that technological advances have allowed for the checks and balances needed for such devices to establish custody, care, and control. And, to find those checks and balances, one has only to look at

the NAID AAA Certification Endorsement specifications for Remote Secure Collection Receptable (RSCR).

Imaging/Digitization Endorsement

To date, PRISM Privacy+ Certification has been generally applied to records and information management (RIM) services, assuming the primary service was records management. On the other hand, NAID AAA Certified members and their clients are already familiar with how the specific services they provide are indicated by "Endorsements," for paper media destruction, hard drive destruction, product destruction, etc.

As it stands, sometime in the third quarter of this year, PRISM Privacy+ Certification will begin offering an Imaging/Digitization Endorsement for those providing such services. As with the NAID AAA Endorsements, there is no additional charge to obtain these and achieving

it simply requires the service provider to meet a handful of additional best practices specific to scanning, imaging and digitization.

This not only allows member-companies to provide the legally required reassurances to their clients, it also attracts imaging and digitization firms to the certification, sending the clear message that i-SIGMA is an association meeting the needs of an entire industry segment that has not had the benefit of such representation.

As both NAID AAA and PRISM Privacy+ Certification continue to be relied upon by clients to validate data processor due diligence requirements, it can be expected that new service endorsements will be added on a regular basis.

New Tool Serves Critical Client Requirement

i-SIGMA is currently testing its new Data Processor Compliance Monitoring Service (beta testing will begin with select member groups in July). If its proponents are correct, this service is destined to become an integral ingredient in data processor selection.

Here's why

- Emerging regulations require clients be able to prove they are putting initial and ongoing due diligence into the selection of their data processors. Of course, this includes when hiring secure data destruction, ITAD, and RIM service providers.
- The vast majority of clients don't have the bandwidth or expertise to perform this initial and ongoing due diligence themselves.
- i-SIGMA certifications are specifically built (and regularly updated) to validate data processors' security and regulatory compliance.
- The new, free i-SIGMA Compliance Monitoring Service will provide those clients with a direct report that verifies regulatory compliance and appropriate security of their service provider, thereby fulfilling clients' regulatory obligations.

The short version of the above is:

1. The clients have to prove they are verifying qualifications
2. Those same clients are not well-suited to do it themselves
3. i-SIGMA is giving them a free and convenient way to comply with the law

The other good news is that the certified service provider doesn't have to do anything. By virtue of being NAID AAA or PRISM Privacy+ Certified, any client can find those organizations, sign up for the report, and have it sent to them annually at no charge.

However, if a member-company is not certified, there is nothing to report. Even then, however, if clients visiting the Data Processor Compliance Monitoring Service webpage do not find their service provider listed, instructions will be provided to them describing 1) their options for compliance themselves, and 2) how their service provider can become certified. The association fully expects that clients, wishing to obtain the complimentary reports, will encourage their existing service providers to become certified.

Promotion of the New Tool

Of course, the Compliance Monitoring Service only benefits clients if they know it exists. That will happen a number of ways.

1. Certified service providers excited to offer existing clients benefit from the service will promote its availability.
2. Certified service providers seeking to differentiate themselves in their market will promote it to prospective clients.
3. i-SIGMA will promote it by issuing press releases, conducting an online campaign, and publishing articles and presentations with the intention of driving decision makers and compliance professionals to the monitoring service website.

The New World of Regulatory Scrutiny

To be sure, not everyone will be happy with the monitoring service. While clients and NAID AAA and PRISM Privacy+ Certified services will clearly benefit, service providers that long for the day when vendor selection was not based on qualifications will not.

To them I say, the regulatory requirements, data breaches, and fines that are leading to a heightened level of scrutiny are not i-SIGMA's doing, and neither are those trends going to stop. Data processor scrutiny is here to stay, and it is only going to get more demanding, not less. And, while it may strike some as callous, a more demanding level of scrutiny is the best way to create a healthy marketplace and a better protected client.

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ABOUT THE AUTHOR



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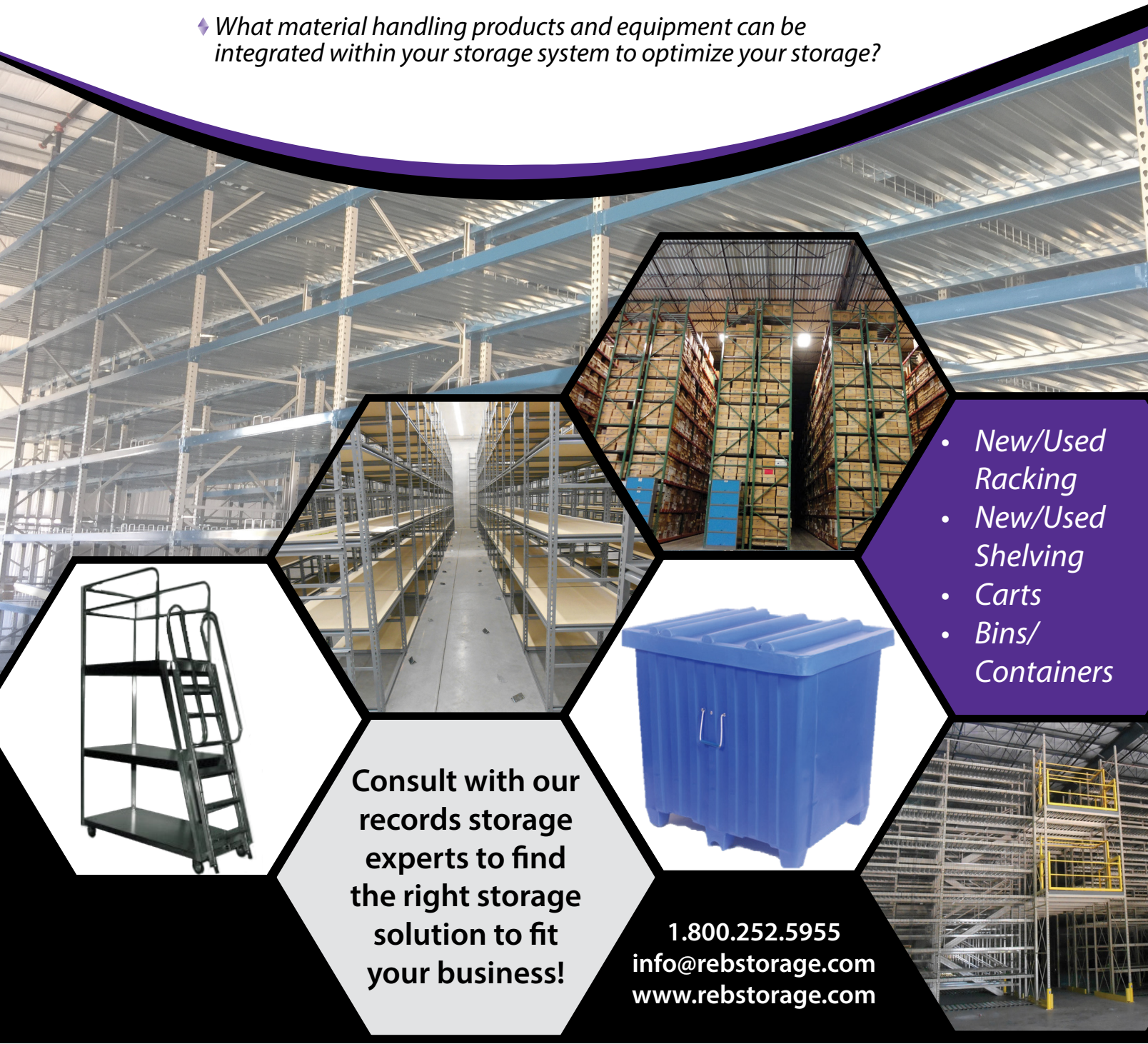
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The 2021 NAID & PRISM International Virtual Conference

Global Access to Valuable Industry Content



Editor's Note: *Every year in the issue following the annual conference, the iG Journal has featured the event with an array of photos. It felt important that this year be no different. While the format was not the same, there was still a gathering of members committed to the industry, growing their businesses, and one another. And it was GOOD.*

For those who were virtual attendees of the 2021 NAID & PRISM International Virtual Conference, and for those that have watched the collection of session recordings (which are still available through August 2021), it is safe to say that this year's event was truly one-of-a-kind. Even though we could not yet shake hands or greet each other face to face, the continued quality of the sessions shows just how powerful the annual conference truly is to those in attendance. It was the first ever fully virtual conference for the association, but as with all initiatives, i-SIGMA put 100% behind its content and provided the information necessary to support those in the secure data destruction and records and information management industry.

With this year's event being held virtually, i-SIGMA was able to bring in speakers and host sessions that may have otherwise been hard to showcase given an in-person format. Presenting all the way from Melbourne, Australia was negotiation expert and dispute resolution specialist, Michael Klug. In his three-hour pre-event workshop, Klug provided attendees with negotiation essentials and gave them the tools to practice and apply their skills in a range of everyday scenarios. i-SIGMA CEO Bob Johnson said of the workshops learning opportunities, "I learned how and why offering multiple (more than two) options to customers dramatically increases the success of any proposal."

Since virtual events have been a way of life for most over the greater part of the past year, the i-SIGMA team wanted to make sure the conference was broken up in easily digestible parts. While there were many sessions that attendees could choose from over the span of two days, there were also built-in breaks, allocated time for the virtual expo hall,

and new to this year's event "Coffee-Talk" sessions. These Coffee-Talk sessions gave attendees a chance to break off into smaller groups and utilize the chance to network and create valuable conversation about what they are currently experiencing in the industry. A few of the coffee-talk sessions covered included "Sales: Client Relations Today", "Women of i-SIGMA: Leadership within the Industry", and "Operational Management: Everyday Issues".

There were several sessions presented at the conference, with their recordings still available, that truly created "lightbulb moments" for those attending. There were sessions offered for industry veterans and newcomers alike. i-SIGMA Board Member Don Adriaansen, CSDS, MBA of TITAN Mobile Shredding, LLC (Pipersville, PA, USA) shared, "The online conference was exceptional.

"Overall, I feel this was one of the best conferences I have been to in terms of relevant topics and great speakers. I learned a lot and felt a lot of the topics related to me and my business. I prefer in-person conferences, but this was done very well for a virtual conference. Looking forward to next year!"

– 2021 Conference Attendee





i-SIGMA would like to thank all of our wonderful presenters, sponsors, and exhibitors for helping to execute an exceptional event. We appreciate your ongoing support of our industry. We look forward to seeing everyone this April in Orlando!



Those that did not attend truly missed out. While I would much prefer to see and mingle with everyone in person, the content was very good and the ability to watch missed sessions is a perk.”

Patrick DeVries, CSDS of DeVries Business Services (Spokane, WA, USA) and Immediate Past President for the i-SIGMA Board of Directors was pleased with this year’s event saying, “I didn’t know exactly what to expect but was thrilled to see so many participate in the sessions.” He went on to share, “The conference was well done and very informative. The i-SIGMA Staff and the Annual Conference Committee did a great job pulling this off.”

For those who did miss any of this year’s conference sessions, recordings will be available until mid-August, and can be shared with the company’s team. To register, visit www.isigmaconf.org.

As the first virtual annual conference wraps up, the i-SIGMA events team is already working on plans for the upcoming 2022 Annual Conference. The 2022 conference, which will be held in-person the 11-13 April in Orlando, FL, USA, will certainly be a not-to-miss event. Recently the i-SIGMA board appointed Tom Schreyer, CSDS of Affordable Shred and Storage (Buffalo, IL, USA) to Chair the 2022 Annual Conference Committee. Those interested in serving on the committee should contact events@isigmaonline.org.

ABOUT THE AUTHOR



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Gain Access to the 2021 Conference Sessions

Recordings Still Available

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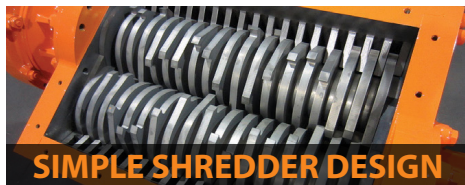
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Social Media Screening is Growing:

Should You be Doing it?

By Bevin Studstill



Editor's Note: This article explores the growing practice of using social media screening to assess existing and potential employees. At this point, i-SIGMA does not envision requiring such screening as part of its certification programs. The article is provided simply as guidance to members as there is a growing possibility that evidence of violent tendency, aberrant views, and/or hate speech on social media could be used to establish employer negligence in the near future. It is also important for readers to understand the following is not to be considered legal advice, and the use of any information to evaluate a prospective or existing employee could be determined discriminatory if not properly implemented on advice from expert counsel.

Did you know that the US Postal Service conducts social media channel surveillance? We expect that kind of thing from the NSA or FBI, but the Post Office?

The Postal Service's investigative branch, the United States Postal Investigative Service, also known as USPIS, has been trawling social media channels for information. They're looking for posts that indicate actions or a cultural or political climate that may impact USPS operations. The project is called iCOP, short for Internet Covert Operations Program.

Their analysts search for inflammatory posts, and they've found plenty of them. Documents discovered by media outlet Yahoo! News revealed that collected posts discussed divisive protests both in the US and overseas.

Despite that much of the information garnered in this sort of widespread investigative operation has little bearing on the Postal Service itself, the extraneous information isn't going to waste. The USPIS shares the information they collect with other government agencies with an interest in national security.

There's still a lot of confusion about why the Postal Service is tackling this particular issue. Social media scanning seems a little out of the purview of this particular agency. USPS released this statement regarding the program:

"The US Postal Inspection Service is the primary law enforcement, crime prevention, and security arm of the US Postal Service," the statement said. "As such, the US Postal Inspection Service has federal law enforcement officers, Postal Inspectors, who enforce approximately 200 federal laws to achieve the agency's mission: protect the US Postal Service and its employees, infrastructure, and customers; enforce the laws that defend the nation's mail system from illegal or dangerous use; and ensure public trust in the mail."

Their statement, while vague, indicates that the information their analysts collect has the potential to affect Postal Service operations or is indicative of offenses breaking one of the many laws the USPIS handles.

Can They Do That?

Of course, some naysayers state that the iCOP program pushes the boundaries of the US Constitution's guarantee of privacy. Several civil rights-minded activists have questioned whether the program infringes on the right to privacy and whether the USPS truly requires such a program. However, the surveillance of public social media posts is currently accepted by the judicial branch as constitutional. The inherent right to privacy is abdicated when the surveilled social media posts are made publicly.

If it were a case where USPIS was hacking into users' social media profiles to see information sent or posted privately, or even creating false profiles to gain access to private posts, that would be a completely different story and could certainly be viewed as an infringement of the right to privacy.

Privacy is not Guaranteed When You Post Publicly

Public schools and parents alike spend a lot of time explaining to internet-savvy kids and teens that everything they post publicly has the potential to reflect on them later in life. We even go so far as to tell them that any digital media they send, even things they anticipated would stay private, have the potential to become public if someone else decides to post it. We tell them that if they put it out there for anyone to see, everyone might. They no longer have control over who sees it and what they decide to do with it.

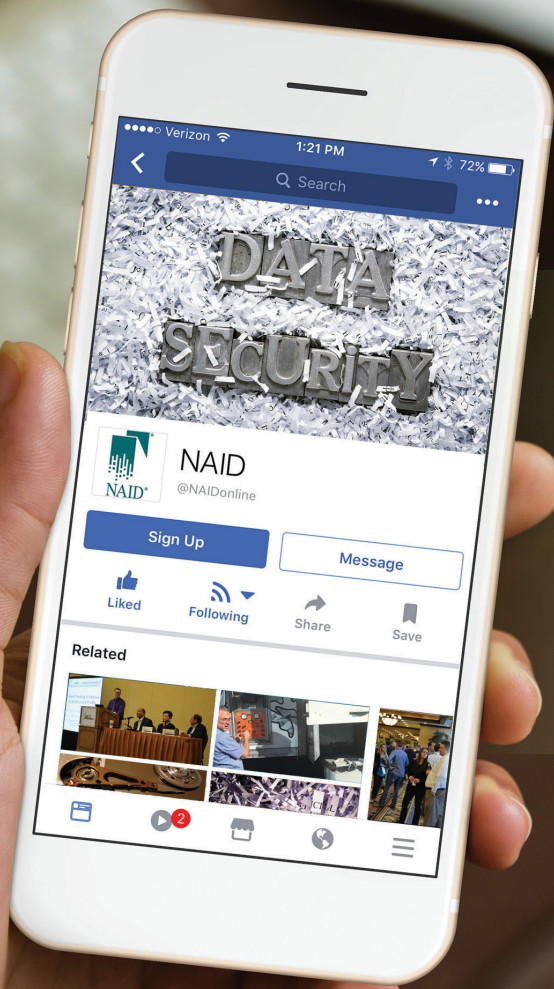
Should You Be Using Social Media Checks?

The iCOP operation proves that the USPS sees value in the information people post publicly on social media, and that's just from the public in general. It's not even people who have a direct connection to their operations. If the Post Office sees this information's value in their ability to carry out their duties and uphold mail-related laws, don't you think any organization could find value in that information?

Social media background checks, when conducted per employment laws (EEOC) and Fair Credit Reporting Act (FCRA) guidelines, can be a powerful tool in your hiring and HR toolbox. They can tell you a lot about a job candidate that an interview won't tell you. Plus, they can help insulate companies against the risks of a disruptive employee.

We all know that a bad hire can cost a pretty penny. One BLS report states that hiring the wrong person can cost a company up to 30% of the employee's first year's salary. Most experts agree that the cost is far greater than that. Potential reputational damage, the shot to morale, and damaged customer relationships are consequences of a bad hire that are much more difficult to quantify.





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The potential for financial and reputational damage still stands for existing employees. Recent years have brought about a rash of social media activity-related firings. The general public finds out that an employee of this company or that is behaving inappropriately online and puts the company on blast for it. The company is then forced to respond. Typically, they remove the employee from their payroll, but the damage to their reputation doesn't disappear with the controversial employee.

Because of these types of scenarios, even if companies tell potential new hires or current employees that they will be using social media checks and what they're looking for, the company still has the potential to benefit. Employees can audit their social media presence so that it meets the expectations set forth by the company. That will help keep inflammatory and damaging posts out of the hands of keyboard warriors the world over.

If Not Performed Correctly, Social Media Background Checks Can Be Risky

Just like other types of background checks, there are laws that apply when using social media checks. Either through the performance of social media checks or the way that a company uses the information they find, they could find themselves in hot water (and by that we mean in violation of FCRA or subject to a lawsuit for violating EEOC regulations).

Make sure that all social media checks are performed using the same criterion and at the same stage in the hiring process.

The following tips can help employers ensure that their social media background checks are compliant with all applicable laws and are fair for employees and potential hires:

- Never ask for passwords to social media for screening purposes. Many states have created laws against this, and it's a good bet that other states won't be far behind. You don't want to be the example that's held up in court in support of these new laws in your state.
- It's also critical that you only look at the information that's posted publicly. If you happen to be connected to a candidate or employee on social media, you might see more than they've posted publicly. Using private posts in background checks, even if you have access as a connection, puts you on shaky ground, legally speaking.
- Consider telling employees and potential hires that you'll be utilizing social media background checks, so they have a chance to change their ways.
- Don't take everything you find to heart. Not everything that appears in a candidate's social media was put out there by them, and a slip-up during a moment when their guard is down isn't necessarily indicative of a pattern of behavior.
- Only use social media background checks for finalists who have already had interviews. You don't want to give a scorned candidate a reason to suspect you found protected information like their age, sexual orientation, or race and used it in a discriminatory way (to not hire them). By only screening finalists, it helps minimize the potential risk in social media background checks.
- Make sure that all social media checks are performed using the same criterion and at the same stage in the hiring process (or at the same intervals for existing employees). Performing a social media check on one candidate but not another could open you up to discrimination lawsuits.
- Consider hiring a company that specializes in social media background checks instead of having hiring managers or HR trolling employees' or candidates' social media. When you hire professionals, you can ensure you only see pertinent information, and you can generally indicate the types of information that are important for your particular hiring decisions (racist or sexist commentaries, bullying, extremism, etc.)
- Remember to look for the good as well as the bad. You may find out that a potential new hire often volunteers at a local homeless shelter or often does other good deeds. That information can help you find a great fit for your company culture.

In today's world, social media is a major form of communication. We can learn a lot as an employer about a person based on their social media presence; you can allay some of the risks of hiring or employing a person by tapping into that publicly available resource. As long as social media checks are performed and the information discovered is used in a way that is in line with current employment laws and is respectful to employees and potential new hires, there's little to lose and a lot to gain in implementing social media background checks.

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ABOUT THE AUTHOR

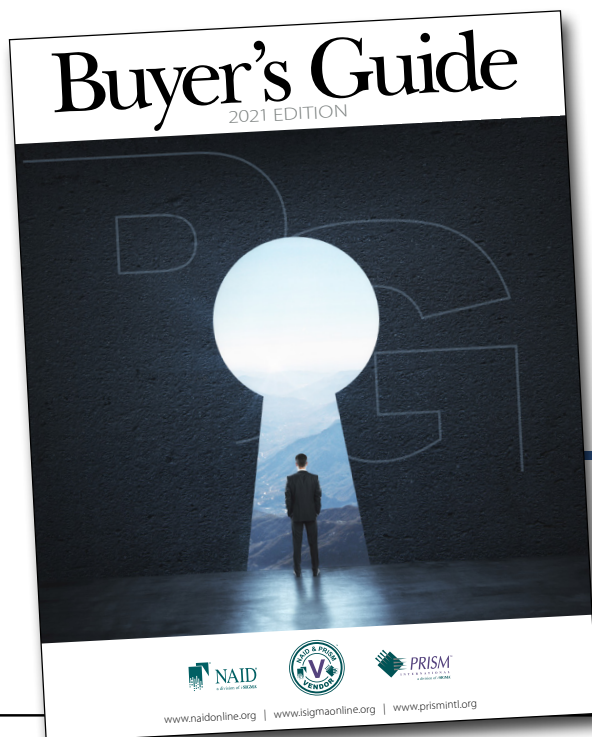


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VettFirst Security, (LLC) is a Disabled Veteran business providing federal and commercial employee screening services to businesses throughout the U.S and Puerto Rico. They provide specialty services including but not limited to; fingerprinting, DD214 Verification, Social Media Monitoring/ Screening and Court Martial Criminal History Searches. They provide assistance and guidance to federal contract companies for facility and personnel security clearances, establishing and auditing security programs.

Find What Your Business Needs



The NAID & PRISM International Buyer's Guide is a handy directory of information destruction product and service suppliers.

These companies invest in our industry and are, therefore, dedicated to supporting the success of your business.

Make sound business decisions - support vendors who support the industry.

Use the Buyer's Guide

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Shred School 2021: Offering the Best of Both Worlds





Shred School has long been hailed a must in professional development for the secure data destruction industry. It is the premier sales training program with application for the entire team, from owners to their drivers and all the folks on the phones as well. The annual workshops offer intensive training on the various aspects of the industry, market conditions, and teach attendees how to best market and sell under current regulations as well as how to beat the competition.

i-SIGMA continues to offer this tried-and-true great training program. This year that offering remains strong.

It's Time We Got Back Together

With the COVID-19 curve flattening in the US, the wide accessibility of the vaccine, and the reopening of most cities and travel, the timing feels right to host our first in-person event for members.

One of the best things about Shred School is the small size it affords for maximizing time within the workshops talking with trainers, getting to know your classmates, discussing business solutions, and really gleaning knowledge from the sponsors available onsite who are happy to share their experiences.

Meet Us in Chicago

This year's Shred School will be held in Chicago, Illinois. "The Windy City" has been a much loved Shred School location in the past, and we look forward to seeing everyone face to face in this wonderful city this fall. It's

also an international airport hub, making accessibility easy. And when you aren't in class, make sure to check out some of the many offerings that a city like Chicago has to offer. You will find plenty to discover, whether it is taking a Chicago Architecture Foundation River Cruise, going on a personal tour of some of the best pizzerias in town, or simply paying homage to one of the great Chicago tourist spots: Cloud Gate ("The Bean"). So although you will be plenty busy training during the two-days of Shred School, feel free to extend your stay to enjoy all that the city has to offer.

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Bonus!

Aside from the natural benefits of attending live, like a more personal networking experience, in-person attendees also receive a cool t-shirt!

While we're thrilled to be back in person, we're committed to what makes Shred School special. This includes keeping the size of the event small to foster a truly collaborative experience. This means there will be a capacity limit on registrations. If you want to attend in-person, you better be among the first to register when it **opens in July!**

Virtually the Best

The past 15 months has taught us many things. And while there is much we'd like to leave behind, we don't want to throw the baby out with the bathwater. The 2020 Virtual Shred School Bootcamp received great feedback, and many preferred the online format. We decided to continue to offer Shred School online for 2021.

Those attending Shred School Virtually will receive the same great training over an intensive two-day period, just as if they were at a live event.

The Shreducation

Each year the agenda for the Shred School workshops is assessed to determine its relevancy in helping secure data destruction professionals best engage with clients, grow their businesses, overcome obstacles, and earn more money. This year is no different. At the time of printing, the educational sessions are still being evaluated to ensure the most engaging money-earning content for your teams.

Whether you attend in-person or online, Shred School 2021 will be sure to energize your team with actionable takeaways for a more successful tomorrow.

Registration Opens in Late July.
www.ShredSchool.org

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Past Testimonials

"I am a newcomer to the industry. I found Shred School to be very enlightening. It filled in the gaps regarding how to spot potential clients, ways to increase income, how to sell compliance, etc. It left me feeling confident I made the right choice in choosing this business and I am excited to put what I learned to use."

- Simmie Westbrook of Rapid Response Shredding, LLC, 2020 Attendee

"Shred School is an excellent way for you to learn more about the document destruction industry. I learned so many great tips to grow our business. I look forward to next years' Shred School."

- Tabatha Dow of Beacon Secure, 2020 Attendee

"I didn't think that I would get much out of this. I was wrong. I am the driver for our company and never realized how much I could do to help our brand."

- Robert Wiersema, Abraham's On-Site Shredding Service, 2018 Attendee

Shred School is great for fun, education, and future opportunities. I have attended Shred School before and have had just as many take-aways, if not more, the second time around. I will definitely attend again. Anyone in the shredding industry that wants to see their company grow should attend."

- Josh Hartwell, Information Protection Services Inc | Shred Boss LLC, 2019 Attendee

NAID & PRISM International are Evolving

What Every Member Needs to Know About Membership & Logo Changes



To remove market confusion between membership and certification, members recently approved a bylaws change limiting the use of "NAID" and "PRISM International" to the association's certification programs. As a result, over the coming months, service provider members will transition to referring to themselves as "i-SIGMA Members." Only where members have completed the necessary certification audits, may they refer to themselves as being "NAID AAA Certified" and/or "PRISM Privacy+ Certified". This article explains what that means to both certified and non-certified i-SIGMA member-companies.

About the Bylaws Changes

In March, members ratified several changes to the i-SIGMA bylaws, including changes to streamline the membership so as to remove market confusion.

The pre-existing i-SIGMA bylaws create a divisional structure that divided member-companies into two constituencies; data destruction (NAID) and records management (PRISM International). This resulted in separate dues structures, with some member-companies paying dues twice, and under represents the addition of service providers who do not clearly fall into one or the other. Additionally, maintaining this divisional structure adds bureaucratic red tape that creates unnecessary expense. Removal of the divisional structure will not affect the continuing availability of NAID AAA Certification or PRISM Privacy+ Certification, and, in fact, will allow all i-SIGMA members to access those programs.

With the dissolution of the divisions, the membership structure is changing along with how members will be able to represent themselves. All members will now be identified as i-SIGMA members. The NAID and PRISM International designations will be limited to the i-SIGMA Certification Programs, retaining the strength of those brands, without diluting the names with marketing confusion over companies which are or are not certified. This will create greater clarity in the marketplace and allow all members to still receive the full benefits and backing of their trade association.

"At the end of the day," i-SIGMA CEO Bob Johnson said, "it means the "NAID Member" and "PRISM International Member" status and logos are going away. They will no longer be confused as inferring any form of certification. Certified firms may continue to represent themselves as being NAID AAA Certified and/or PRISM Privacy+ Certified; however, those service providers choosing not to be certified will be limited to the use of the i-SIGMA Member logo."

i-SIGMA wanted to be sure to give members ample time to make updates as needed throughout the rest of 2021, so that all members and the association can start 2022 re-aligned together.

FAQs

Q If the Divisions are Dissolved, Will NAID & PRISM International Continue to Exist?

A Yes, but only as part of their corresponding certification programs. There will no longer be NAID or PRISM International Members, instead, you will be an i-SIGMA Member and still receive all the same great benefits!

Q What Happens to My Membership?

A Active/Service Provider Members will all now be i-SIGMA Members. You will still receive the same great benefits, support, and advocacy you have always had. However, now there will be a streamlined voice in the marketplace without any confusion between members and certified members. Also, the dues structure will be better aligned to serve all members equally.

Q How Does This Impact Certification?

A It makes it stronger! The names of our certification programs are NOT changing. NAID AAA Certification and PRISM Privacy+ Certification will continue to exist as i-SIGMA programs offered by approved i-SIGMA Members.

Q Will Dues be Impacted?

A The Board of Directors will be reviewing the annual dues structure for the association and adjusting as appropriate. The annual dues for 2022 will be released later this year. There are no plans to change certification dues.

Q We Were Both a NAID and a PRISM International Member. What Happens to Our Membership?

A All organizations will be transitioned to an i-SIGMA Membership. You will be able to indicate if your organization offers RIM and/or Secure Data Destruction Services for display on the Online Directory.

Q How Will Clients Know What Services We Offer?

A You will still be able to indicate if your organization offers RIM and/or Secure Data Destruction Services for display on the Online Directory. However, only NAID AAA or PRISM Privacy+ Certified companies will have details regarding the services they offered available for filtering within the Online Directory.

Q Where Can I Put My i-SIGMA Member Logo?

A Everywhere! Members are encouraged to promote their i-SIGMA membership and certifications. We are stronger together. You can use your i-SIGMA Membership in the following locations just to name a few: Your website, vehicles, employee uniforms, business cards, collateral, and more. We ask that you refer to the i-SIGMA Brand Style Guide posted on the i-SIGMA website for use guidance.



Please Note: As of 1 January 2022, members may NO LONGER USE historic logos in their materials (e.g., website, business cards, brochures, trucks, etc.) materials. Should a member be found to be in violation of the i-SIGMA Brand Style Guide by false advertising and using a historic logo, they will be in violation of the association's Code of Ethics and subject to penalties and sanctions of the i-SIGMA Board of Directors, which may include public censure, fines, and termination of membership.

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Q What Logo(s) Can I Use Now?

A Effective immediately, you may use the logos indicated below. Please refer to the full i-SIGMA Brand Style Guide now available on www.isigmaonline.org for appropriate usage.



If you are a . . .

- If you are a NAID AAA Certified Member, you may use the NAID AAA Certified logo.



- If you are a PRISM Privacy+ Certified Member, you may use the PRISM Privacy+ Certified logo.



- If you are an i-SIGMA Service Provider Member, you may use the new i-SIGMA Member logo.



- If you are an i-SIGMA Vendor Member, you may use the new i-SIGMA Vendor Member logo once it is available.

• **Coming Soon**



NO MEMBERS may use any of the following logos as of 1 January 2022:

(Note, some of these logos, members never had copyright permission to use)

- i-SIGMA main logo



- NAID main logo



- PRISM International main logo



- NAID Member logo



- PRISM International Member logo



- NAID ANZ logo



- NAID Canada logo



- NAID Europe logo



- i-SIGMA Vendor and NAID Vendor logos



- Shred School logo *(sponsor logo acceptable as applicable)*



- Annual Conference logo *(sponsor logo acceptable as applicable)*



Q Our Company is Certified. Have Logos Changed for Us?

A Your active membership has transitioned to an i-SIGMA Membership; however, nothing has changed regarding your certification. So, you will remain either NAID AAA Certified and/or PRISM Privacy+ Certified. You may continue to use this language and corresponding logos.



A Note on Certification Logos:

The NAID AAA Certified logo was updated in 2018. If you have not done so already, we recommend that at this time you move to using the revised version of this logo instead of using the dated historic version.

NAID AAA Certified Companies, also if you are not already, you may wish to take advantage of the Marketing Materials available in the Certification Portal. This includes code you can place on your website to automatically display the “NAID AAA Certified” logo in teal, black, or white on your site along with a link that will automatically pop-up your current NAID AAA Certified credentials directly from our database when clicked. Check it out today!

The PRISM Privacy+ Certified logo was slightly updated in 2019. If you have not done so already, we recommend that at this time you move to using the revised version of this logo instead of using the dated historic version.

Q Where Can I Find the New i-SIGMA Member Logo?

A The new i-SIGMA Member logo is available for download the Members Portal My Digital Library. You can access the Portal from any of the association websites under Membership.

Questions:

If you have any questions regarding any of these changes, please do not hesitate to reach out to i-SIGMA:

communications@isigmaonline.org.



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The following NAID & PRISM International Vendor 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>



Other Trucks/Vehicles & GPS/ Fleet Management Suppliers

BMO Transportation Finance

Frank Zellner
300 E John Carpenter Fwy
Irving, TX 75062-2727
frank.zellner@bmo.com
www.bmotf.com

Intek Truck & Equipment Leasing

Paul Garfunkel CVLP
152 Eagle Rock Ave
Roseland, NJ 07068-1320
Phone: (973) 403-7788
Fax: (973) 403-3232
paul@intekleasing.com
www.intekleasing.com/mobile-shredding-trucks-leasing-financing.php

ShredSupply, Inc.

Karl Ellwood
2714 S Garfield Rd
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WELCOME NEW MEMBERS

New NAID AAA Certified Members

Sycamore International, Inc. of West Grove, PA, USA
Phoenix Solutions of Saint Louis, MO, USA
TAMS, LLC of Lindon, UT, USA
Liquid Technology of Bensenville, IL, USA
PCs for People of Belleville, IL, USA
EPC, Inc. of Atlanta, GA, USA
EPC, Inc. of Kansas City, MO, USA
EPC, Inc. of North Las Vegas, NV, USA

EPC, Inc. of Stafford, TX, USA
EPC, Inc. of St Charles, MO, USA
Technology Recyclers of Indianapolis, IN, USA
First Choice Computer Recycling of Eau Claire, WI, USA
Sturgeon Technology Solutions LLC of Norcross, GA, USA



New & Renewing PRISM Privacy+ Certified Members

Iron Mountain Information Management
Advanced Records Management of Plymouth, MI, USA
Pacific Records Management of Modesto, CA, USA



New NAID Members

Again Tek of Sarasota, FL, USA
Dunlap Government Solutions, LLC of Baton Rouge, LA, USA
Adnet Infosystems Pvt. Ltd. of Mumbai, Maharashtra, India
Green Tech Assets, LLC of Pawtucket, RI, USA
Recycle Boise, Inc. of Boise, ID, USA
Brass Valley LLC of Grafton, MA, USA
eLoop LLC of Export, PA, USA
Asset Renew IT Lifecycle Services Inc. of Newmarket, ON, Canada
CCL (North) LTD of Irvine, Ayrshire, Great Britain
Blue Ridge Environmental, Bristol, TN, USA
Upcycle USA, LLC, Middlesex, NJ, USA
Tes-Amm Ltd, Ayrshire, United Kingdom

ZEEP Technology LLC, South Hadly, MA, USA
ElectroCycle Inc of Farmington Hills, MI, USA
IRON Systems, Inc. of Fremont, CA, USA
Ombigo Inc. of Brooklyn, NY, USA
Technology Conservation Group of Lecanto, FL, USA
Two Rivers Recovery dba Two Rivers ITAD Solutions of Lithonia, GA, USA



New PRISM International Members

Lanes Records Storage of Lima, OH, USA
Almarchivos S.A., of Bogota, Columbia



New i-SIGMA Associate Members

Griffin Resources, LLC of Roseburg, OR, USA





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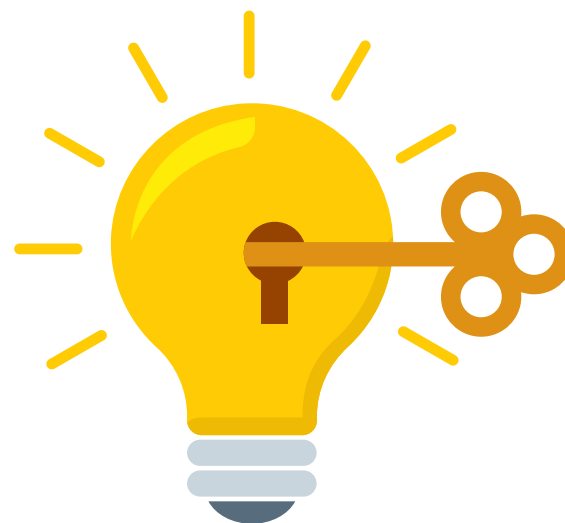
www.keithwalkingfloor.com

Take Advantage of Your Member Resources

As a NAID and/or PRISM International member representative, you can access exclusive members' only educational content and marketing resources, update your membership information, and register for events.

Login to the Member Portal and Visit My Digital Library for Exclusive Access to Resources.

www.isigmaonline.org/membership/member-portal/




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UPCOMING EVENTS

2021 NAID & PRISM International Virtual Conference

Recordings Available

2022 Shred School

6-7; 27-28 October 2021

Webinars

Check Online for Upcoming Offerings

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? The iG Direct™, the bimonthly e-newsletter for NAID & PRISM International, is the perfect outlet to spread the word. For \$99, Active Members may place an ad that will be seen by subscribers in the secure data destruction and records and information management industry. Your ad will contain an email link of your choice and an image of the item you are selling. Run the listing for additional issues for just \$50 per issue.

Contact advertising@isigmaonline.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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NAID® and PRISM International™ are proud to come together to offer comprehensive information life-cycle management under the newly formed International Secure Information Governance & Management Association (i-SIGMA)®. NAID has always been the watchdog association for secure shredding operators worldwide. PRISM International represents all four pillars of records and information management: physical records and information storage, data protection and media vaulting, digitizing and scanning, and confidential records and information destruction services. Together, i-SIGMA stands as the umbrella association for these two divisions, heralding the proper information life-cycle management needed in today's regulatory climate.

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