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FROM THE EDITOR

Even when we often can't articulate it, we continually experience the Turn! Turn! Turn! of life The Byrds sang about (pulling from a much wiser author), in that "to everything there is a season." This is not just true our personal lives but also in business, industry, and the work of i-SIGMA. I would even go onto say there is "a time to plant, a time to reap."

i-SIGMA has long been tilling the soil to create a solid framework for members and many are reaping the financial benefits of that groundwork. The same can be said for the strong foundation Founder Bob Johnson laid to which new CEO Nathan Campbell is building upon to add continual value. You can hear directly from Nathan on page 12.

Similarly, while Morgan Stanley (page 28) and others who have fallen to scams (page 32) have had to learn lessons the hard way, we can learn from their mistakes and avoid pitfalls to become stronger. Attending this year's annual conference (page 14) can also help strengthen our professional development, and this year's event will be shaking things up, because there is "a time to every purpose, under heaven."

I so enjoy experiencing these many Turns with you because we are stronger together.

Kelly Martínez

i-SIGMA Director of Marketing & Communications

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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 i-SIGMA on LinkedIn.

This August, attendees of the Data Disposition Deep Dive event gathered in Sydney, Australia for a great day of learning and networking. Check out some photos from day together in our **i-SIGMA Facebook Album** of the event.



Margaret Meier, CSDS of UltraShred Technologies Inc. (Jacksonville, FL, USA) posted this insightful thought and quote in the **i-SIGMA Social Facebook Group**:

It's About Educating Our Clients about the True Value we bring them: "When customers prefer the lower priced of two items, it's usually because they believe the cheaper item is a better value. To compete, you need to get the customer to value your product more than the competition's — regardless of the price."

- Geoffrey James, CBS News, provides insights on staying competitive without lowering your prices

We couldn't agree more!

i-SIGMA would like to congratulate i-SIGMA member, Senator Cory Tomczyk of IROW (Mosinee, WI, USA) who ran in this recent election for Wisconsin State Senate and won! We wish Senator Tomczyk the best in all of his endeavors in this position.



This October, Shred School was live from Dallas, and attendees certainly had a great time in the Lone Star State. After a busy two days of education and earning their Shrededucation, attendees were able to kick back and enjoy dinner and happy hour together.

Meet SAMANTHA MASTERS

INTERNET WIZARD

Samantha's the type of woman who wakes up in the morning with one mission: using her internet savvy, marketing skills and team of digital experts to help our partners effectively compete in a 'one-click' internet-driven world. From cutting-edge search engine strategies that get in front of real time customers, to capturing potential customers through smart, outbound email marketing, everyday Samantha and her team master the internet so you don't have to.

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PRESIDENT'S MESSAGE

It is with great anticipation that I look forward to this year's conference. Every year I gain something out of this cornerstone industry event; however, this year, i-SIGMA is strategically focused on how we can create lift in new ways for both those who are seasoned veterans and those who are newer to attend – this is true for all things i-SIGMA actually... assessing ways of creating added value.

I'm also quite excited for this year's conference keynote speaker, which as of this printing hasn't been formally announced. Please just note that they are an inspiration and incredible speaker, but once they are announced, I would caution you NOT to sit and watch all of their online content (even though it is GOOD). Watching their videos before the conference is like snooping around your house as a kid trying to find all of your gifts before Christmas. I've been guilty of both in the past and in my opinion, it takes away from the experience. I had not heard of the speaker until they were sent over for review, but I am familiar with their organization, and I'm curious to learn the story behind it and its success. I know you will be too!

I hope that you'll join us in Las Vegas the end of March and discover the added value for yourself. And keep your eyes open for the other great initiatives from i-SIGMA. The Board of Directors is meeting in person in January to work on strategic plans with new CEO, Nathan Campbell and all i-SIGMA Staff. We're pleased with the trajectory and look forward to it carrying on for the benefit of all.

See you in March!

A handwritten signature in black ink that reads "W. B. R." with a stylized flourish at the end. The signature is positioned above a large, light gray, stylized letter "G" that serves as a background element for the signature block.

Bowman Richards, CSDS
i-SIGMA President

New Phone System at the i-SIGMA Headquarters

i-SIGMA is excited to announce that there has been a migration to a newer and more updated phone system. This migration allows for more seamless communication, and getting in touch with a member of our staff is now easier than ever.

Get in Touch With a Staff Member Today



i-SIGMA Ask the Professional Service

Sometimes you need help!

But not just from anybody...

In those cases when you just need a little help,



i-SIGMA offers its "Ask the Professional" service, in which i-SIGMA members can submit any industry-related question, and i-SIGMA will go to whatever expert is necessary for the answer. Often, it is the top expert in that area that we send the question to. So, you aren't just getting any sort of help, you are getting the best!

Ask the Professionals About the Employee Retention Credit (ERC) (US companies)

Earlier this year, i-SIGMA hosted a webinar by guest presenter Daniel Risen, an Employee Benefits Advisor and Business Development Executive for OneDigital. Daniel shared with Members how to maximize the Cares Act Incentives via this webinar and a follow-up article in the iG Journal. You can access these here:

- [Maximizing the Cares Act Incentives – Webinar](#)
- [Maximizing the Cares Act Incentives – Article](#)

Following the webinar, i-SIGMA received a few member inquiries under our Ask the Professionals program and are sharing the responses.

Please Note: *i-SIGMA is not a Certified Public Account and is not providing specific legal or accounting advice. We recommend that you reach out to your local tax professional to determine what specifically applies to your business in your local jurisdiction.*

Question

Dear Ask the Professionals,

We are excited about adding ERC funds to the PPP money we already qualified for but I'm confused if these funds will be consider taxable income later on. Please advise.

*Sincerely,
Tax Ignorant*

Answer

Dear Tax Ignorant,

We reached out to CPA Kristina Morgan of Sechler Morgan CPAs PLLC, who advised us of the following:

Nonprofit entities will NOT have to file an amended tax return (other than the required payroll tax return).

For-profit entities WILL have to file an amended tax return for the years they claim the credit. Those amounts will increase the companies' profits (or reduce losses or carryover losses) and will therefore be taxable.

i-SIGMA also discovered that if a business claims the credit and is not eligible but certifies that they are, this is considered tax fraud. As such, we advise our members to work with a professional to understand the many requirements and calculations that are involved, especially if they also received a PPP Loan(s).

*Sincerely,
i-SIGMA & Professionals*

Question

Dear Ask the Professionals,

I attended the webinar that i-SIGMA held regarding the Employee Retention Credit (ERC). We have a very small team with only a handful of employees. It seems that most firms want to work with large businesses and are focused only on revenue loss as a basis for applying for the credit. Do you have any information on the other ways of qualifying?

Sincerely
Small But Mighty

Answer

Dear Small But Mighty,

We followed up with Daniel Risen who did the presentation as well as spoke to other members applying for the credit. You are correct that initially, firms assess revenue. However, less than 5% of businesses that have received ERC have qualified under this criteria. (What qualifies? In 2020, if you saw a 50% drop in revenue, compared to the same quarter in 2019, you would be eligible for all of 2020. In 2021, if you saw a 20% reduction in revenue, compared to the same quarter in 2019, you would be eligible for that entire quarter in 2021.

More businesses qualify for ERC via the "Governmental Orders" criteria. If in your state or federally you were affected in your ability to conduct COMMERCE, TRAVEL, or GROUP

MEETINGS by the pandemic under certain criteria, you could qualify. A few examples of qualifiers Daniel has seen within our industry in some states include:

- 1. Supply Chain Disruption*
- 2. Requirement of the company to spend time and money on PPE to clean and sanitize equipment*
- 3. Furloughed Employees*
- 4. Sales were forced to go virtual (if you were unable to attend tradeshows or sales conferences)*
- 5. Employees may not be "active" all day or were forced to perform work outside of their normal job duties*

One member did share with us that while his CPA was reluctant to work with him, after approaching another CPA, their business is getting back \$250K. His advice was to keep looking for firms who are willing to sit and take the time to work with you!

Sincerely,

i-SIGMA & Professionals

Important: Some experts contend that since our industry was mostly exempted from the shutdown, **due to our industry being deemed essential**, some businesses may not qualify. We advise our members to work with a professional to understand the many requirements and calculations that are involved with your specific business and local jurisdiction.



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Membership Address from New CEO, Nathan Campbell



Dear Fellow Industry Professionals,

Over the past 30 plus years, I've had the opportunity to participate as a member of PRISM International, NAID, ARMA, and many other associations in the information management space. However, this is the first time I've had the honor of writing an article to the entire membership of an industry. Bob Johnson, founder of NAID and former CEO of NAID & i-SIGMA, set a high bar. It is my intent to continue the same focus, dedication, and open-minded growth for our industry.

Let's face it, we are encountering challenges at every turn: a global pandemic, mounting inflation, industry consolidation, and a possible global recession. While we experience these periodic obstacles in our trade association, I believe we still have an opportunity for growth and expansion. Although I begin this letter to our members in a challenging landscape, I remain proud of what our non-profit and the i-SIGMA team of employees have achieved, collectively and individually.

As you know, we have long championed the essential role to advance secure data lifecycle management, security, and information governance globally by service providers and their customers through advocacy, education, and standards enforcement. This mission was echoed while conducting almost 100 voice-of-the-client conversations with member representatives in my first few weeks as CEO. i-SIGMA continues to have the potential for bringing people together, enabling companies and individuals to reach for their dreams, and being a source of strength in these difficult times. Throughout these challenging years, we have never stopped doing the things we should be doing to serve our members. And it won't stop now.

Richard Davis, former CEO of the Make-A-Wish Foundation was recently quoted: "Set direction, never goals. When you set a direction, you look for the opportunities and you don't miss things that you are going right

by. When you set a goal, it sounds wonderful, but it tends to limit your ability to see options along the way.” It feels exciting to review ideas and focus on new opportunities. In the past five months we have listened to our members and focused on their feedback for what is important: our conference, our certification programs, and a timely response to our members needs. And i-SIGMA has responded. We have installed a new phone system to ensure quick and effective support. We have implemented an email tracking system for our Certification Department to measure our response time to emails and certification requirements. We have constructed a new conference format focused on adding value at every turn, including a new executive owners’ luncheon, an inclusive Topgolf event kick off, new speakers and sessions, and more to come.

These changes are emblematic of our renewed focus to support and add value for our members. The global pandemic disrupted life, but the care and dedication of our colleagues hasn’t wavered. The i-SIGMA team, supported by newly implemented technology, exceeded expectations these last five months and achieved its highest level of client service. During uncertain times, its clear that our membership seeks out extraordinary service and care. But this is just the beginning, because we plan to commit to our mission and deliver on that promise.

Guided by our core values and mission, i-SIGMA wants to do more. Our future will continue to add value to every interaction, every opportunity, every Shred School, and every conference. We are constantly asking ourselves, “How do we add value to our membership?”. We want to continue to develop our organization’s depth and breadth of experience. While I am the new CEO, for my tenure to be a success, i-SIGMA will cross key milestones in ensuring consistency and stability for its unique, member-focused business model and strive for a culture of continuous development of each of its team members going forward. Our success will depend on the result of a team-based, collaborative approach to leadership. We already have a deep and agile leadership bench with substantial experience and expertise. We will look to expand our team as we focus on the organization’s growth. Our leaders across the organization will have an extensive understanding of our geographical markets, business model, membership needs, and, most importantly, successful non-profit membership culture.

The objective has always been a consistent service culture. As we look to measure our level of service excellence and client loyalty, we can see how i-SIGMA currently performs by looking at our low attrition, continued expansion of relationships, and steady flow of business referrals from longterm happy members. This immensely powerful, compounding effect has been a primary source of a pragmatic and organic growth strategy. In the future we will look

to establish new relationships from adjacent business opportunities where we can leverage our superpowers and grow exponentially. Our simple business model, operational efficiencies, and resilient service structure should allow for us to create new growth and continue to add value for our members. Our next generation strategy requires a serious review of growth and creation of a more sustainable future.

Looking ahead we remain optimistic about the future. Yes, there will be some challenges over the next six months to work through. However, i-SIGMA will execute a growth transformation strategy into adjacent markets, deploy new services for our members’ needs, and partner with anyone who shares a common sphere of influence. Our eyes and ears are open. If you have an idea that can help expand our membership value, please reach out directly anytime.

Over the past few months, the encouragement received from our member stakeholders motivates me to reach even higher, and stay laser focused on value creation. The i-SIGMA team delivered in the past and I am confident we will continue to deliver again and again.

It is a privilege to serve you.

Sincerely,

Nathan Campbell
i-SIGMA Executive Director & CEO
ncampbell@isigmaonline.org



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CONFERENCE & EXPO 2023

LAS VEGAS

★ NEVADA ★

**30-31
MARCH**

★ ★ ★ ★ ★
2023

This year's Annual i-SIGMA Conference and Expo promises to be something quite extraordinary. At last year's conference, we were pleased to see such a successful turnout, and it was clear that everyone was eager to get back together in person. Now that we have had our first year back together under our wing, we decided to look back at our notes and shake things up as much as possible. And what better arena to shake things up than in fabulous Las Vegas, Nevada! Get ready to attend an event that is truly not to be missed, as you surround yourself with the best in the industry.

**We're In It To Win It,
Are You?**

REGISTER NOW



As we get excited for things to come this spring in Las Vegas, let's take a look back at memories from previous conferences.



Some of the Ways We Are “Shaking Things Up” at This Year’s Conference:

- ★ Event Format
- ★ Executive Leadership Luncheon
- ★ Topgolf Networking
- ★ CSDS Networking
- ★ Educational Speakers
- ★ Expo Innovations
- ★ And More...





Important Dates

- ★ 31 Dec: Deep Saver Pricing Expires
- ★ 28 Feb: Advanced Pricing Expires
- ★ 8 Mar: Cancellation Deadline
- ★ 15 Mar: Deadline for:
 - Executive Leadership Lunch Reg
 - Topgolf Registration
 - Substitutions Deadline
- ★ 29 Mar: Pre-Event Activities Begin!
- ★ 30-31 Mar: The Main Event!!



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*VentureBeat
March 29, 2021*

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*EXPERIAN
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Don't Worry, Your Golf Swing Will Stay in Vegas





Conference networking. Those who have attended an i-SIGMA conference in the past know that just as the educational sessions are the bread and butter of the conference, the networking is the jam that brings everything together in a perfect blend. And one of those sweet networking opportunities presents itself as our pre-conference golfing event. As you may have heard, during this year's 2022 conference, we vowed to shake things up, and golf was no exception. As a way to bring anyone and everyone together, we will be hosting this year's pre-event golf networking event, sponsored by Vecoplan, LLC, at the Las Vegas Topgolf!

The 2023 Topgolf Event, sponsored by Vecoplan, LLC will be held Wednesday, 29 March 2023, 3-6 pm at Topgolf Las Vegas (Just a 7-minute walk from the Conference Event Venue, Bally's/Horseshoe Las Vegas Hotel & Casino.)

This is a perfect event for those interested in meeting new industry colleagues, catching up with old friends, networking with the brightest in the industry, conducting business deals, and having an incredibly fun time. Whether you love golf or just comradery (no golfing experience necessary), this event is for you – but hurry, as spacing is limited!

What is Topgolf?

Topgolf is the perfect opportunity to have some fun for not only advanced golfers, but also those who may have never even picked up a club. Players hit micro-chipped golf balls that track each shot's accuracy and distance while awarding points for hitting targets on the outfield.

Topgolf Event Includes

- ★ 3 Hours of Play & Socializing at Topgolf Las Vegas
- ★ Top Golf Instructor to Provide Swing Help and Instruction
- ★ Clubs Available at Each Topgolf Bay For Free Use
- ★ Yummy Food & Apps
- ★ Private Lounge Area & Golf Bays Reserved Exclusively for i-SIGMA
- ★ Access to Private Cash Bar
- ★ An Incredible Opportunity & Memory

Anyone can play Topgolf, from aspiring golf pros to those who have never walked 18 holes. It's competitive and it's fun. Plus, there is plenty of time to socialize in the driving bays and in the dedicated i-SIGMA lounge.

We encourage those who have historically played in the i-SIGMA golf tournament, as well as those who are new to this networking opportunity, to come together and enjoy some fun in the Las Vegas sun, ahead of all of the excitement of the main conference, taking place the next day.

Sign-up to attend the Topgolf Event, sponsored by Vecoplan, LLC when you register to attend the 2023 i-SIGMA Annual Conference & Expo. There is a per player fee for this activity.

***Kick-off the 2023 i-SIGMA
Annual Conference with
this fun and friendly
competition!***

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iG



Maximizing Your Travel



There is no question that Las Vegas, NV, USA, and to be more specific, The Las Vegas Strip, does not fall short when it comes to entertainment, good food, and of course, neon signs. It is in this “Neon Capital of the World” that i-SIGMA is excited to host the 2023 Annual Conference & Expo. And this conference will be in the center of it all, as it is hosted in the heart of the Las Vegas Strip at Bally’s/Horseshoe Las Vegas Hotel & Casino.

While there will indeed be delicious food, great entertainment, networking opportunities, engaging educational sessions, and warm hospitality during the conference, we understand that you may want to extend your trip on either end to fully enjoy all that Las Vegas and Nevada has to offer. Look at some of the exciting events and day trip options available during the time of our conference.

Calling All Sports Fans (and Fanatics)!

For all those college basketball fans, you will be pleased to know that March Madness is taking place around the time of our conference. The regional games will be taking place the weekend prior to our

IN IT TO WIN IT!

i-SIGMA[®]
CONFERENCE & EXPO 2023

LAS VEGAS

— ★ NEVADA ★ —

**30-31
MARCH**

★ ★ ★ ★ ★
2023

THIS YEAR, WE ARE

★ ★ ★ ★ ★

**SHAKING
★ THINGS UP ★**

- ★ **NEW EVENT FORMAT**
- ★ **NEW EXECUTIVE LEADERSHIP LUNCHEON**
- ★ **NEW TOPGOLF NETWORKING**
- ★ **NEW CSDS NETWORKING**
- ★ **NEW EDUCATIONAL SPEAKERS**
- ★ **NEW EXPO INNOVATIONS**
- ★ **AND MORE...**





event, and the final four tournament will be taking place on the weekend after our event. There will be an air of excitement in Las Vegas, and of course with gambling being legal on the strip, you can place your sports bets!

Shows and Residencies

And what is time spent in Las Vegas without going to a show? Many artists will be hosting their residencies over the course of our conference. Some include:

- Maroon 5
- Santana
- Luke Bryan
- Miranda Lambert
- Barry Manilow



Getting Off the Strip

For those wanting to extend their trip, but have had their fill of the Las Vegas Strip, there are many options to explore the beauty of Nevada.

Red Rock Canyon

30 Minute Drive from Bally's

Red Rock Canyon is the perfect place to get some fresh air and explore nature, all within 30 minutes of Bally's. Red Rock Canyon features a one-way 13-mile scenic drive, hiking and trails, plants and wildlife, geology, camping, cultural resources and much more.



Lake Mead

45 Minute Drive from Bally's

Lake Mead offers a wide variety of things to see and do and makes for one of the best day trips from Las Vegas. Tour the Hoover Dam, have brunch or even eat dinner on the water, you can enjoy all these things on a Lake Mead cruise. The Historic Railroad Hiking Trail at Lake Mead has stunning scenery that takes you through old train tunnels no longer in use.





If one of these things isn't enough to action pack your Vegas stay, make sure you spend some time visiting some Las Vegas staples. Whether it is taking a ride on the high roller, visiting Fremont Street, or just watching one of the Bellagio's famous water fountain shows, we are sure you are going to have a great time this spring.

Get the Most Savings

Make sure that when you are planning your stay, that you ensure the greatest savings by booking your hotel now through the i-SIGMA room block. Springtime can be busy, and we want to ensure you secure the greatest rates. You will also save an additional \$200 on the price of registration when you register before the 31 December. We can't wait to see you in Vegas!

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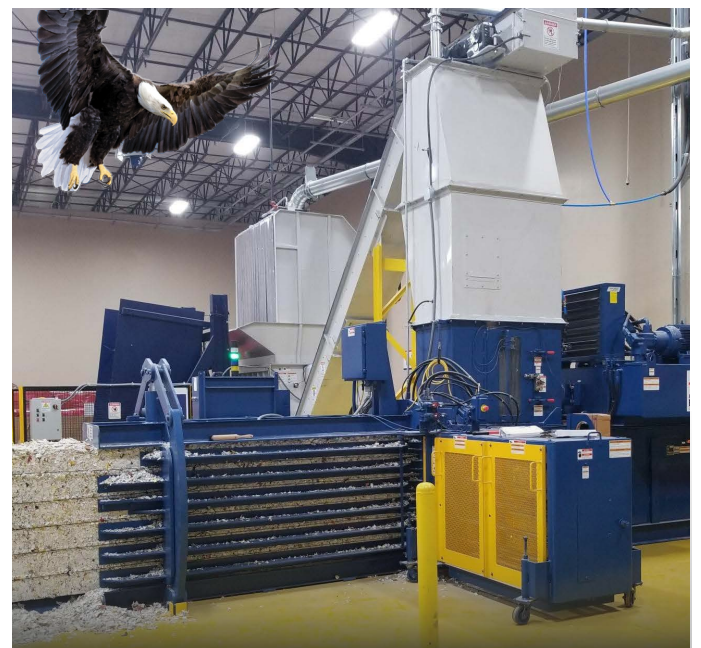
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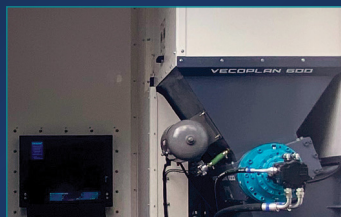
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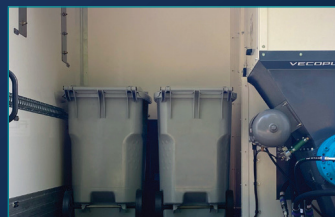


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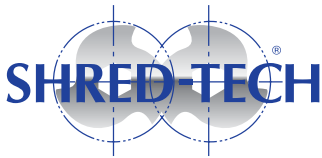
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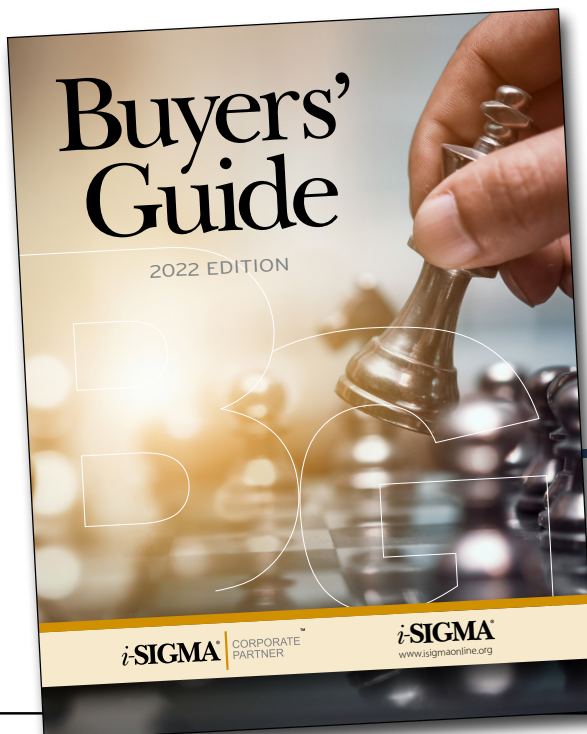
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Ways to Improve Profit Margins

By: Maggie Geolat



For those who attended Shred School this year, you will already have gained much of the insight covered in this article and are most likely already implementing it within your business. For those who were unable to attend either our live or virtual Shred School this year, we will give you a taste of one of the sessions covered by i-SIGMA CEO, Nathan Campbell. And although there are many good points we will cover, we will not divulge all of the secrets. For complete access to this recorded session, and the 11 other Shred School sessions, you can register now for complete access at www.shredschool.org

Now onto the good stuff. Who loves making money? Even though you are at your computer or on your phone right now, I am guessing you either just said yes, or raised your hand. It is true, a company that is making more profits is probably a bit of a happier company. But how do we do this? Breaking it all down to square one, we know that a truth is that when revenue is up and expenses are down, we will get a profit. Ok, now let's take this up a notch.

Let's Talk Revenue

While there are many avenues you can go down when it comes to revenue, let's address just a few. One of the first questions you need to ask yourself is, "What is Your Company's Superpower?". By figuring out what your company succeeds at time and time again, you can start to see what are some of the additional ways you can serve your current clients.

What do your current professional relationships look like? Leveraging relationships is a sure way to work towards increasing that bottom line. Reach out to your current clients for strength and leverage. That loyalty you already have established with clients will mean referrals and references that will help your leverage. Apart from client relationships, how are you leveraging your relationships with fellow i-SIGMA members? By networking with other service provider members, you will gain knowledge that can only come from those who have been within this industry.

Let's Talk Expenses

So the first thing that we should talk about, is that ANY expense that doesn't increase revenue is a waste. And although this can be tedious, your expenses should be reviewed on a regular basis. When it comes to equipment you company already owns, make sure you are avoiding outdated or underperforming equipment. For those companies who have trucks, for example, a good expense is continual and regular maintenance. A bad expense is repairs, because when your truck is down, that means you are down! Track all your maintenance costs and make sure you always have a plan b when it comes to your equipment.

When it comes to your office, and your employees, it is always a good expense to invest in your team. This includes continual trainings (wink, wink, Shred School) to not only show to your employees that they are a valuable asset and that you are eager to invest in them and their professional futures, but also because our industry is ever changing, and trainings are essential to keep up!

The Bottom Line

As a final thought, it's important to keep profit margin on your radar, and for good reason: it answers critical questions about your business. Are you making more than you spend? Are you pricing your services correctly? Are your operating expenses overcoming your bottom line? By taking a look at some of the things mentioned, and analyzing your strategy going into 2023, you will be set up for success come the new year.

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UPDATES ON THE

Morgan Stanley Data Breach

This was shared in the i-SIGMA blog recently, but the update is worth noting...

By now, most readers have most likely heard of the Morgan Stanley Data Breach incident. The latest \$35M fine from the SEC, on top of the \$128.2M Morgan Stanley has already shelled out, is due to the breach of personal data of 15 million customers appearing on hard drives at an auction where the data was supposed to have been wiped.

What happened that fines are still being assessed and we are still talking about this mayhem?

Morgan Stanley originally hired the moving company, Triple Crown, in 2016 to decommission IT assets from two data centers. It was known that Triple Crown was strictly a moving company and not experienced with electronic data destruction. The contract identified an unnamed e-scrap management company that would sanitise the devices and resell them for a commission, with Morgan Stanley obtaining a cut. It's become known that early on, Triple Crown stopped working with the unidentified company and began working with AnythingIT without Morgan Stanley's knowledge. AnythingIT was sold the electronics with data still on them, having been told by Triple Crown that they had already been wiped. They in turn resold these devices downstream to KruseCom, who either destroyed or sold them on an auction site.

Truly a story in passing the buck and a loss in accountability. Where is the certificate of destruction? Where is the vendor due diligence? There was none, which is why Morgan Stanley is paying dearly.



If you look-up AnythingIT today, you'll note that they are NAID AAA Certified. There has been some confusion on if this third-party vendor who worked in the Morgan Stanley debacle was certified, how could all of this have happened? As you can see, 1) they were given misinformation and not contracted to do the actual data wiping, AND 2) at the time of them being contracted they were not yet NAID AAA Certified. Since this incident, AnythingIT has become NAID AAA Certified and shown that they in fact DO robust quality best practices, even submitting to unannounced audits.

There are many lessons learned through this incident for everyone, clients and service providers alike.

Morgan Stanley did not take the correct precautions to ensure they hired a reputable service provider, such as a NAID AAA Certified company who would have had rigorous guidelines in place for wiping the hard drives. And it seems that service provider to service provider contracts may have been lacking as well regarding the goods being transferred (do you have language in place when you take acquisition of assets without destroying it?).

[Why You Should Earn Your NAID AAA Certification >>](#)

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AVOID SCAMS



The phrase “Oh, it’s just another scam call” is something that has become a little too familiar and common in our everyday communication. And of course, it is not just phone calls. How many emails do we get each day asking us to buy gift cards or confirm credit card numbers? Even across social media no one is safe. It honestly may be an impossible feat to be able to go one full day without receiving either a spam call, email, or some obscure social media request. And while many of these scam attempts may seem easy to spot and report, what about those that have gotten much, much more elusive?

When receiving spam messages through social media, there is an option to report these messages directly to the social media platform and mark them as spam. But, as mentioned

above, these scammers have gotten sneakier. For example, if you have ever posted something for sale on Facebook Marketplace, or a similar selling site, there have been recent instances where fraudulent sellers will try and pretend they are interested in purchasing your item. They will then request more personal information like your cell phone number and will ask you to click a verification code to ensure you are a reputable seller. Of course, this verification code is fake, and this link is just used to sell your information for more scams in the future. To protect yourself from these types of scams in the future, never share a verification code of any kind with others, and do not share personal information across these platforms.

Here are some tips from the Better Business Bureau on how you can take diligence in protecting your business from unnecessary scam risks:

- Keep good records. Keep documentation of all orders and purchases. This will help you to detect bogus accounts and invoices.
- Be extra careful with payment procedures. Establish payment authorization procedures, including a multi-person approval process for transactions above a certain dollar threshold.
- Avoid some payment methods when possible. Wire transfers, pre-paid debit cards and gift cards are scammers' preferred methods of payment. Always confirm that any requests for payment with untraceable methods such as these are verified by an authorized source. Also, try to pay by a written, company. That way, a paper trail has been created.
- Double-check vendors. Make sure that the business billing you is a business you're familiar with and normally do business with. If not, question it. Get the name of the person you speak with, the company name, address, phone and website.
- Be careful what information you share. Do not give out information about your business unless you know what the information will be used for. Never provide personal information or financial details to anyone you don't know.
- Protect your devices. Make sure you have proper computer protection software and a firewall. Don't click on links inside unsolicited e-mails. They could spread malicious software or viruses.
- Spread the word. If your employees know about the scam, they'll be more likely to spot it. Tell your colleagues too.

Additionally, i-SIGMA has recently been faced with fraudulent attacks, where these spammers are masking themselves as one of our staff members, requesting sensitive information from members. This may include spoof emails from staff or other association representatives asking you to make strange purchases or divulge confidential information. Please note we do not make these types of requests. Should you be asked to do something out of the norm, please double check the sending email address, domain, or even call the person to verify before taking action. To help protect our volunteers from

Did You Know?

Most email platforms, including Google and Yahoo now allow you to unsubscribe from emails without clicking on any links within the email itself. If you never subscribed to the email to begin with, don't click "Unsubscribe" at the bottom, but use your email platform's Unsubscribe or Junk feature to remove the email.

continued nefarious assault, we have removed all board and committee member contact information from our website at this juncture and have placed it behind the Member Portal login for member only reference.

Should you receive any phishing emails, it is recommended that you forward these to the Anti-Phishing Working Group at reportphishing@apwg.org and the FTC at ReportFraud.ftc.gov.

Sources:

<https://www.bbb.org/article/news-releases/19932-bbb-warning-businesses-dont-fall-for-that-scam>

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The following i-SIGMA Corporate Partners 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.

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South Bay Shredding of National City, CA, USA
Veritas Engineering and Project Management Consultants Johannesburg, South Africa
Verne Global of Reykjanesbaer, Iceland
WipeOS of Eden Prairie, MN, USA



New NAID AAA Certified Members

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Comprenew of Grand Rapids, MI, USA
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Data Destruction, LLC of Tucson, AZ, USA
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