

2023 | Issue 3

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

i
GTM
JOURNAL

*Connecting the Dots:
Understanding the
Importance of AI
and IoT for Secure
Destruction and RIM
Professionals*

Shred School 2023: Your Pathway to Proficiency
and Profitability

An i-SIGMA Certification Update

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After a Truck Accident?

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FROM THE EDITOR

-Maggie

Maggie A. Geolat
i-SIGMA Marketing Manager

As the seasons change, fall invites us to pause and reflect. It's a season that naturally prompts contemplation, whether in our professional or personal lives. As we transition from the vibrant activities of summer to the brisk embrace of autumn, it's an opportune moment to look back at our achievements thus far in the year. Fall encourages us to be present in the here and now.

As we anticipate numerous forthcoming changes within i-SIGMA and its membership, it's natural to be eager for what the future holds. Nevertheless, our primary focus right now is ensuring that every detail is meticulously arranged to ensure that these new benefits and initiatives align seamlessly with our members' needs. While we're keeping some of the exciting developments a bit of a secret for now, I'm thrilled to share one new member benefit that can be found on page 27, designed to assist members and their employees with healthcare benefits.

Additionally, in the upcoming month, we eagerly anticipate welcoming many of you to New Orleans for our annual Shred School event. This year, we're introducing some exciting changes, including fresh perspectives from new speakers, enhanced networking opportunities, and an array of engaging experiences that promise to make this event more memorable than ever before. You can discover the upcoming Shred School excitement on page 18.

So, while our gaze may be fixed on the horizon of what's to come, let's not forget to cherish the present moment and the opportunities it offers. Together, we can navigate these changes and continue to thrive as a vibrant and forward-looking community.

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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.

Congratulations to Tobi Innerfield of ShredMetrics, LLC (Long Beach, NY, USA) who was ordained on the 29 June 2023 as Rabbi. As Tobi shared on LinkedIn, "I am excited and humbled to have reached this point and look forward to all the possibilities that will come before me."



In anticipation of our Board of Directors meeting post-Shred School in New Orleans, here is a throwback to some of the Board Members in 2021 having fun on electric scooters post-meeting. Hear insight from Board members and network with them directly during our 2023 Shred School Event.



We asked how your family or team celebrated summer, and it sounds like many of you have been busy with plans! Joe Hogan of SecureShred (Valparaiso, Indiana, USA) said they celebrated 20 years in business with a team cookout. Stacey Lombardo of Infoshred (East Windsor, Connecticut, USA) said Infoshred has been in business for 25 years and hosted a dinner for employees and their families with the Big Green Pizza truck in September!



NAID AAA and PRISM Privacy+ Certification Program



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

Audit Quality

On any day of the week, a NAID AAA or PRISM Privacy+ Certified company could be audited. A global network of accredited security consultants conduct biannual scheduled and random audits in the field and at all facilities. Free audit reports are available to clients.

Regulatory Alignment

The program requires written policies and procedures for each company to ensure incident response preparedness, employee training, and regulatory compliance.

Security Specifications

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Provide Audit Report

A customer may request an audit report to monitor the service provider and to ensure they meet the regulatory risk assessment requirements.

Free Compliance Monitoring

A customer may monitor compliance by subscribing to email notifications of the service provider's certification renewal, audit, or lapse.

Oversight

The Certification Review Board, the NAID AAA Certification Committee, and the PRISM Privacy+ Certification Committee oversee the program's integrity, both of which contain industry veterans and outside, accredited professionals.

Transparency

All documents and specifications are available to the public for free and online. Audit reports and monitoring services are also provided to clients at no charge. The association's financial records and board of director's meeting minutes are available online as well.

Program Acceptance

Over 2000 operations on six continents are NAID AAA or PRISM Privacy+ Certified, including mobile, plant-based, paper, and computer destruction services. NAID AAA or PRISM Privacy+ Certification is required by hundreds of government offices and thousands of private contracts.

Program Recognition

NAID AAA and PRISM Privacy+ Certification are acknowledged by many accreditation programs, such as those offered by the International Association of IT Asset Managers, the Institute of Certified Records Managers, and e-Stewards.

For more information, contact the Certification Department at 602-788-6243 or certification@isigmaonline.org.



PRESIDENT'S MESSAGE

You've probably heard the term The Fly Wheel Effect. Jim Collins' famous book From Good to Great described a huge, heavy fly wheel, which is an enormous metal disk positioned on an axle weighing in at about 5,000 pounds. Getting that 30-foot wheel moving is hard work. Little by little and with a lot of hard work, the fly wheel starts to slowly turn. But once you get it to complete an entire rotation, another rotation happens, then another and another and next thing you know it's spinning effortlessly. It wasn't the first push, or the fifth, or the tenth push that got it really spinning. It was all of them.

I'm excited to say i-SIGMA is finding its flywheel! With Nate at the helm, an amazing i-SIGMA staff, a great board, dedicated committee members, and a whole lot of effort and teamwork - some amazing things are on the horizon for our organization. I think you'll agree, the flywheel is in motion.

We have been listening to your feedback and developing benefits specifically to help you achieve cost saving goals and drive improvements to your businesses. We'll be rolling out some exciting new benefits for our members in the next 90 days. Stay tuned for some great announcements.

Make sure you mark your calendars for the upcoming conference 3-5 April 2024 in Nashville, Tennessee.

Transformations rarely happen suddenly. Instead, it is the result of small steps, important decisions, crafted processes, continued commitment, and relentless effort. But, when momentum breaks out, breakthrough happens. The result has the ability to impact each of your organizations and your growth. Our membership really does provide value.

In the words of last year's conference keynote Jesse Cole, our goal is not to have just i-SIGMA members, we want to create "fans"!

Regards,

Brian Connelly
i-SIGMA President

Promotion of Kelly A. Martínez, CSDS to Executive Vice President of Marketing & Operations

i-SIGMA is pleased to announce the promotion of Kelly A. Martinez, CSDS to the esteemed position of Executive Vice President (EVP) of Marketing and Operations. This well-deserved promotion



recognizes her exceptional contributions to our organization and her significant role in driving our non-profits success.

Throughout her tenure as Director of Marketing & Communications, Kelly has consistently demonstrated outstanding

leadership, strategic vision, and an unwavering commitment to excellence. She has been instrumental in developing and implementing innovative marketing strategies that have catapulted our members experience to new heights. In addition to her remarkable achievements in marketing, Kelly has showcased a deep understanding of operational efficiencies and cross-functional

collaboration. This includes taking on new areas of responsibility including event oversight and seeing 100% satisfaction on attendee surveys, sales and garnering growth in advertising, merger and implementing a rebrand along with new websites and marketing materials for members, SOPs for document control and beyond, and becoming a Certified Secure Destruction Specialist (CSDS) herself. This combination of skills and expertise makes her the ideal candidate to take on the expanded role of EVP of Marketing & Operations.

As EVP of Marketing & Operations, Kelly will assume responsibility for overseeing not only our marketing efforts but also the overall operational excellence of our organization. She will play a pivotal role in driving operational efficiency, streamlining processes, and enhancing our clients experience across all touchpoints. Kelly's ability to merge strategic marketing initiatives with operational excellence will undoubtedly

reinforce our competitive advantage and solidify our position as a leader in the industry.

We have complete confidence in Kelly's ability to excel in her new role and continue to deliver exceptional results. Her exceptional leadership, integrity, and dedication make her an invaluable asset to our organization and a source of inspiration for the entire team. Kelly's expertise will be essential in shaping our organization's success.

Please join us in congratulating Kelly on this well-deserved promotion to EVP of Marketing & Operations. We look forward to witnessing her continued success as she leads us to new horizons.

Written By: Nathan Campbell, i-SIGMA CEO

Jennie Gift: New Addition to the i-SIGMA Team as Vice President of Member Services

i-SIGMA is thrilled to announce a significant addition to our team at i-SIGMA. Please join us in welcoming Jennie Gift, CRA, CSDS as our new Vice President of Member Services.

With over a decade of experience in the industry, Jennie brings a wealth of knowledge and expertise to our



organization. Her impressive track record and passion for delivering exceptional member experiences make her an invaluable asset to i-SIGMA's mission of excellence.

As Vice President of Member Services, Jennie will play a pivotal role in strengthening our relationships with current members while also spearheading efforts to expand our membership base. Her leadership will be instrumental in guiding our team to continuously enhance the value and benefits that i-SIGMA provides to all our esteemed members.

Jennie's commitment to service excellence aligns perfectly with i-SIGMA's core values, and we have no doubt that she will drive innovation, efficiency, and growth within our member services department.

Her background includes a successful tenure at leading organizations in the industry, where she demonstrated a deep understanding of member needs and a talent for developing tailored solutions

to meet them. We are excited to see her apply this expertise to elevate the overall member experience at i-SIGMA.

As we warmly welcome Jennie to our i-SIGMA family, we also want to express our gratitude to each team member for your dedication and hard work. Together, we have achieved remarkable milestones, and with Jennie's addition, we are confident that our shared accomplishments will reach even greater heights.

Please join us in extending a warm welcome to Jennie Gift as our new Vice President of Member Services. We are excited about the opportunities that lie ahead and the value she will bring to our organization.

Thank you for your ongoing support as we continue to grow and strengthen i-SIGMA.

Written By: Nathan Campbell, i-SIGMA CEO

i-SIGMA Staff Member Elected to E-Stewards Leadership Council

We are proud to announce that Karen Lyons, i-SIGMA's Regulatory Compliance Manager, has been elected to the E-Stewards Leadership Council. Karen will serve under the Government/Associations Category. We couldn't think of a better representative for the role. Congratulations Karen!



Join the conversation

Keep informed on industry news and network with peers on social media with i-SIGMA.



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*Connecting
the Dots:*

Understanding the Importance of AI and IoT for Secure Destruction and RIM Professionals

By Nathan Campbell



In the ever-evolving landscape of today's digital age, the convergence of technology is reshaping industries across the spectrum. Among the most profound disruptions are those driven by Artificial Intelligence (AI) and the Internet of Things (IoT). Over the past twenty-five years, our attention has been largely centered on the Internet, with the prevailing trends revolving around dot-com-this and dot-com-that. Fast-forward to today, and the spotlight has shifted to AI, machine learning, and IoT. Let's be clear, AI and IoT aren't things you need for Wordle or a turn on Wheel of Fortune. This shift is a reality that holds immense potential, with far-reaching impacts on industries, individuals, and the future. This article delves into the pivotal role AI and IoT can play in revolutionizing secure destruction and Records and Information Management (RIM). It sheds light on the opportunities, challenges, and future prospects that these technologies bring to the forefront.

The Evolution of our Technology Revolutions

As the renowned business leader Steve Jobs once aptly put it, "Innovation distinguishes between a leader and a follower." Over the course of my lifetime, I've borne witness to a couple of major business revolutions. First came the internet, followed by the revolution in mobile computing. These transformative shifts revolutionized how businesses and the world has operated. Now, we're poised on the brink of another paradigm shift, and this time it's the rise of artificial intelligence. AI, in essence, refers to the simulation of human intelligence in machines, enabling them to think, learn, and perform tasks that traditionally demanded human intervention. These intelligent machines can analyze data, identify patterns, make decisions, and solve problems, often with minimal

human interaction. The umbrella of AI encompasses diverse technologies such as machine learning, natural language processing, analytics systems, computer vision, and robotics. The ultimate goal? To create machines capable of emulating human intelligence, excelling in accuracy.

The Power of the Internet of Things (IoT)

In parallel, the Internet of Things (IoT) has emerged as a game-changing force. IoT refers to a network connecting devices, objects, and sensors that exchange and transfer data over the internet. These smart devices come equipped with sensors, mechanical driver, and connectivity modules, allowing them to communicate with one another or centralized systems. Data gathered from IoT devices fuels monitoring, control, and optimization processes, ushering in higher efficiency, automation, and convenience in sectors ranging from smart homes to healthcare. IoT hinges on the interconnectivity of devices, forming a vast network of "things" that enrich everyday lives and enhance business operations.

Efficiency and Automation: AI's Gift to RIM Professionals

For secure destruction and RIM professionals, the promise of AI lies in its ability to streamline processes and enhance efficiency. Consider the labor-intensive task of sorting and classifying vast volumes of records. AI-powered algorithms can automate this process, significantly reducing human error while accelerating document retrieval. This translates to quicker access to critical information, improved compliance with data retention policies, and enhanced client service.

Furthermore, AI's cognitive prowess extends even further to enhance the accuracy of data entry, revolutionizing document solutions in profound ways. While character recognition has been a staple technology for some time, AI introduces a new dimension by intelligently recognizing and categorizing information from scanned documents. This advanced capability seamlessly populates databases, transforming what was once a labor-intensive task into a swift, automated process.

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Imagine the intricate details within a multitude of documents, each containing valuable information critical to an organization's operations. With AI, these documents are not merely scanned; they're deciphered with unparalleled precision. The technology can identify not only characters but also context, discerning the significance of each piece of data. Whether it's extracting names, dates, product codes, or financial figures, AI distills complexity into structured information.

How AI driven insights can Optimize Secure Destruction Operations

In the swiftly evolving landscape of technological innovation, industries are undergoing radical transformations at an unprecedented rate. This dynamic shift is exemplified by the realm of secure destruction as well. Where cutting-edge advancements in optical sorting technology can reshape operational processes and environmental responsibility.

Next-generation optical sorting solutions can stimulate substantial attention within the secure destruction arena, aligning with the broader trend of optimizing efficiency while minimizing the need for human intervention. These innovative systems cater to a diverse range of waste streams, including paper, plastics, glass, wood, metals, and electronic scrap. What sets these technologies apart is their prowess in systematically identifying and segregating pivotal elements within these waste streams. Through the integration of sophisticated algorithms and precision sensors, these optical sorting systems deliver an unparalleled level of accuracy that eclipses what was once achievable through mere manual methods.

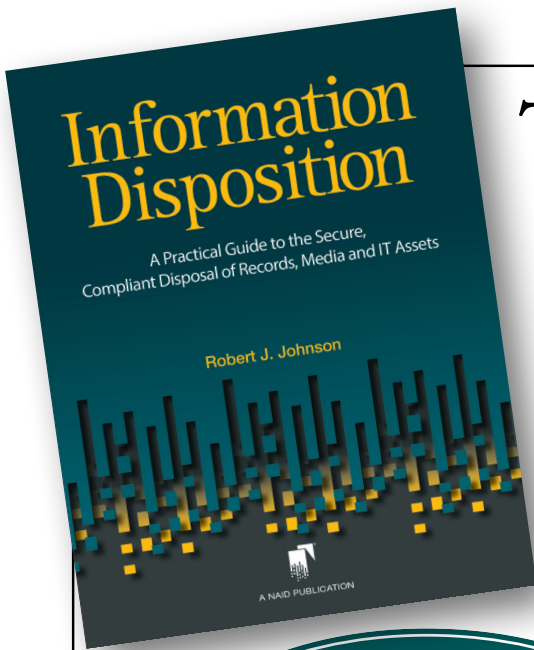
With every evolutionary stride in these solutions, secure destruction professionals are primed to harness the benefits of a paradigm shift that optimizes processes, diminishes human fallibility, and propels the industry towards unparalleled levels of distinction. As the drive for innovation surges onward, secure destruction stands as a prime example of what is possible as technology continues to converge and revolutionize not only operational aspects but also fortify the industry's contribution to a greener and more efficient world.

IoT: Elevating Security

In the realm of secure destruction and Rim industries, IoT acts as the sentinel guarding sensitive data. IoT devices equipped with sensors monitor real-time data on physical record status, location, and condition. This data-driven approach enhances accountability and security, minimizing unauthorized access or breaches. Imagine IoT-enabled secure destruction bins of the future will communicate when nearing capacity, prompting timely pickups, and preventing information piling up. IoT facilitates will turn into a verifiable chain of custody, crucial for regulatory compliance in records management.

IoT's impact extends beyond mere physical security. It enhances operational efficiency by optimizing resource utilization. IoT-enabled sensors can monitor the usage of equipment and machinery, ensuring they operate at peak efficiency. In secure destruction facilities, this could mean monitoring shredding machines' performance, ensuring they are operating optimally and minimizing downtime.

Additionally, IoT devices can monitor environmental conditions, such as temperature and humidity, to ensure that records and sensitive information are stored under optimal conditions, mitigating risks of deterioration or damage.



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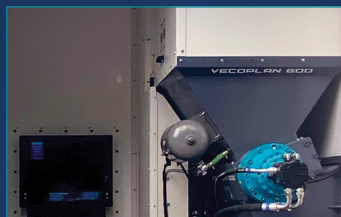
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AI-Powered Insights for Strategic Decision-Making

The benefits of AI extend beyond operational efficiency, reaching into the realm of strategic decision-making. For secure destruction and RIM professionals, data is the lifeblood that fuels informed choices. AI's ability to sift through massive datasets, extract trends, and provide predictive analytics empowers organizations to make decisions grounded in data-driven insights.

Consider a scenario where AI analyzes the disposal patterns of documents and electronic records. This analysis could reveal patterns in data retention policies, leading to more informed decisions about which records to retain, destroy, or archive. Furthermore, AI can play a pivotal role in identifying dormant records that may carry legal and financial risks.

AI can also contribute to improving customer experiences. By analyzing customer interactions and feedback, AI can identify areas for improvement and suggest enhancements to services. This proactive approach can lead to greater customer satisfaction, retention, and loyalty.

Balancing the Promise with Challenges

While the potential benefits of AI and IoT are immense, the path to harnessing their power is not without challenges. Data privacy and security remain paramount concerns. The very technologies that promise heightened security can also expose vulnerabilities if not deployed with the utmost care. As secure destruction and RIM professionals integrate AI and IoT, robust encryption, access controls, and compliance with data protection regulations are critical imperatives.

Additionally, there is the human element to consider. The fear of job displacement often accompanies the adoption of transformative technologies. While AI and IoT can automate certain tasks, they also free up professionals to focus on higher-value activities, such as strategic decision-making, client engagement, and process optimization.

Navigating the Future: A Collaborative Approach

The synergy between AI, IoT, secure destruction, and RIM professionals lies in collaboration. Companies that embrace this convergence stand to gain a competitive edge. The journey begins with understanding the unique challenges and opportunities presented by these technologies within the context of secure destruction and RIM.

Collaboration between AI and IoT experts and secure destruction and RIM professionals can foster the development of specialized solutions. For instance, AI-driven analytics tools tailored to the needs of secure destruction can provide insights into compliance risks and areas for process improvement. IoT experts can design sensors that address the specific challenges of secure destruction facilities, enhancing security protocols.

Conclusion: Pioneering the New Norm

The intersection of AI and IoT with secure destruction and RIM is not just a fleeting trend; it's the new norm that organizations must embrace to remain competitive. These technologies, once seen as futuristic concepts, are now a practical reality, capable of transforming the industry. From driving operational

efficiency and bolstering security to enabling strategic decision-making, these technologies offer a promising path forward. It's a journey that demands continuous learning, adaptability, and a steadfast commitment to harnessing the potential of AI and IoT for the betterment of secure destruction and RIM professionals and the organizations they serve. As this new era unfolds, it's a journey that's poised to redefine the landscape for generations to come.

iG

ABOUT THE AUTHOR



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Shred School 2023: Your Pathway to Proficiency & Profitability



Shred
School

Unlock your pathway to proficiency and profitability at this year's Shred School. In today's dynamic and competitive business landscape, success demands a commitment to continuous improvement. Shred School is considered one of the industry's staple events, designed to equip you with the skills, strategies, and insights needed to thrive. Connect with industry leaders, exchange ideas, and cultivate invaluable relationships that can propel your business this year and beyond. Don't miss this opportunity to invest in your future success.



New This Year!

In addition to all the amazing benefits of attending Shred School, including earning your Shreducation & CSDS CEU through extensive industry training from advanced trainers, this year we are adding in some new inclusions:

- **Meal Inclusions:** Meals are on us! Don't stress about finding somewhere to eat during and after a day of networking and learning. Attendees will have lunches both days and the first day's dinner on us.
- **Educational Speed Networking:** Enjoy a dedicated happy hour session where you can enjoy a drink while networking

and connecting with event sponsors, who will share key industry tips and insights.

- **Board Connectivity:** This year, several of your elected i-SIGMA Board members will be on-site presenting sessions, ready to address industry queries, offer valuable mentorship, and facilitate connections. Make sure to make the most of this opportunity.

Meet Us in New Orleans

Experience the vibrant culture and unique charm of New Orleans while attending this year's Shred School. Although you will be plenty busy training and networking during the two days of Shred School, unwind afterwards with a walk through the historic French Quarter, or on a scenic steamboat cruise. Discover world-class cuisine with a side of jazz, as you explore delicious Creole and Cajun dishes at renowned restaurants. You may want to extend your stay just so you can take in some of the fun the city has to offer.

But Wait! There's More...

While there are natural benefits to attending Shred School, like the in-person collaboration and networking, Shred School attendees who attend the live event in New Orleans will also receive perks with their registration, including a t-shirt and notebook.

One of the best things about Shred School is the small size that the event affords for maximizing time within workshops, networking, talking with trainers, and gaining knowledge from the sponsors available onsite to share experiences. With this in mind, registration will be limited to ensure this small, collaborative experience continues, so make sure you register early!

The 2023 Lineup

Each year, the i-SIGMA team takes in current industry trends, regulations, and topics to create a lineup of sessions fit for the entire team. New this year,

the i-SIGMA Board of Directors will be on site as session trainers but also as resources to help answer any industry or association questions. Get to know your board through all of our wonderful networking opportunities! The full curriculum can be found online at www.shredschoo.org/curriculum.

Shred School 2023 will be just the thing you and your team needs to develop actionable takeaways, re-energize, and think critically to help your business and professionalism soar. We can't wait to see you in New Orleans!



2023 Sponsors

We want to thank our wonderful 2023 Shred School sponsors for supporting our association and helping to make this event so special.





2022 Testimonials

“Great speakers, partners, and event as a whole. Provided lots of resources and knowledge.”

– Cole Allen, File Pro, Dallas Attendee

“Another great Shred School! Many thanks to the i-SIGMA Team and sponsors for all the hard work they put into helping all of us stay current and continue to upgrade our business processes. Highly recommend!”

– Margaret Meier, UltraShred Technologies, Virtual Attendee

“First time here. Y’all did an awesome job!”

– Keith Butts, Secure Document Shredding, Dallas Attendee





An *i*-SIGMA Certification Update

By: Joye Rea, *i*-SIGMA Director of Business Services



This past summer, i-SIGMA Members were notified of a few changes made to the NAID AAA and PRISM Privacy+ Certification programs, and I'd like to elaborate on what those changes entail as well as to provide additional background and information to help certified members prepare and make the necessary adjustments to their policies and procedures. First and foremost, however, I want to provide every assurance that with any program changes, i-SIGMA staff remain understanding and cognizant of the time and effort it takes to become and remain compliant, and we want to afford our members enough time and provide ample assistance necessary as these changes are being implemented.

On the 25th January of this year, the i-SIGMA Board of Directors approved the recommended update to i-SIGMA Certification Specification Reference Manual, Specification 1.6 Written Policies and Procedures and Access Individual Awareness Attestation addressing the annual requirement for acknowledgment of written policies and procedures for Access Individuals. It was recommended by the Certification Committee that a new acknowledgement must be signed by Access Individuals on an annual basis, and this verbiage was added to the existing specification with no other changes. As i-SIGMA aims to maintain the highest standard of compliance of its certification programs, specifications are



often in need of updating and the Certification Committee recognized a need to require Access Individuals to review their respective policies and procedures, conforming with NAID AAA and/or PRISM Privacy+ Certification requirements. These updates need to be implemented before 1 January 2024, when auditors will begin enforcing the change. [View Certification Program Update ICP2306-01; Spec 1.6 >>](#)

The Board of Directors also reviewed a recommendation to update Specification 4.19 Operation of Transfer Processing Stations by adding "Facility-Based" to the specification title and by addressing the media destruction timeline once media arrives at a facility. The Certification Committee



recommended the confidential material received by Transfer Processing Stations must be transferred to a Facility-based Destruction Operation within 15 business days of receipt. If a transfer does not occur in that timeframe, then the Data Controller must be notified in writing. The Committee also recommended that once media arrives at the Facility-based Operation, confidential media must be destroyed within three (3) business days and purges must be destroyed within 15 days from the time of arrival, unless there is a written agreement indicating a different time frame and signed by the Data Controller. These timeline updates further preserve the integrity of the NAID AAA Certification and instill confidence in our certified members' clients. These updates need to be implemented before 1 January 2024, when auditors will begin enforcing the change. [View Certification Program Update ICP2306-02; Spec 4.19 >>](#)

On 14 June 2023, the Board of Directors approved a Revised Audit Non-Compliance Fine Structure. These are fines related to non-compliance items found during an audit for NAID AAA and PRISM Privacy+ Certification renewals as well as during unannounced audits. i-SIGMA has always enforced a non-compliance fine structure; however, during the COVID-19 crisis, enforcement with fines was put on

hold due to limited access during audits and to help ease financial constraints the crisis caused but began enforcement once again in the past few months, and this new fine structure will be implemented immediately. Non-compliance refers to any items found that do not meet specifications and that were later remediated with evidence of compliance. Any non-compliant item not remediated would result in a failed audit which would not allow for an approved renewal and could require

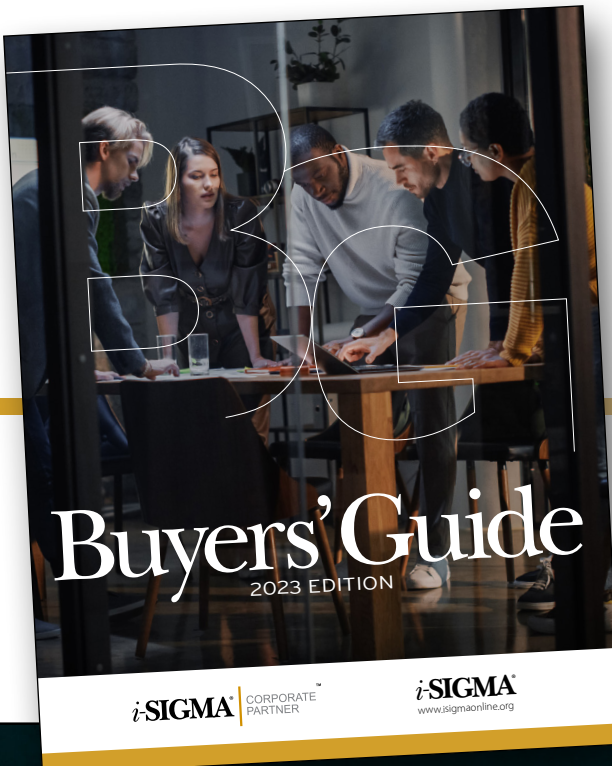
certification to be lapsed and terminated. Compliance refers to all items found to meet all specifications. There are also three (3) different levels of non-compliance, with Level 1 being the least and Level 3 being the highest infraction. The updated i-SIGMA Certification Specification Reference Manual reflects these levels within the title of each specification, which are referenced in the revised fine structure. Being NAID AAA and/or PRISM Privacy+ Certified means regulatory compliance as well as security best practices are being monitored and verified to fulfill regulatory obligation, and i-SIGMA views non-compliance very seriously. Fines are not imposed for any reason other than to reinforce the protection of confidential information. It is also i-SIGMA's intention to review a future recommendation with a policy to reward Certified Members who have an excellent track record of audit compliance. [View Certification Program Update ICP2306-02; Spec 4.19 >>](#)

PRISM

During the 14 June meeting, the Board of Directors approved a recommended policy to address the refusal of an unannounced NAID AAA and PRISM Privacy+ Certification audit which is effective immediately. In addition to this, a similar recommendation to address refusals of scheduled NAID AAA and PRISM Privacy+ Certification audits was also discussed and approved during the most recent 13 September Board meeting. These policies have developed as a result of numerous unannounced and scheduled audits being refused in the past few months. Although extenuating circumstances can always exist, such as serious weather or an unexpected emergency, all Certified Members agree to the Terms and Conditions which state they may receive an unannounced audit on any day, at any time, and barring no certification changes, scheduled audits will occur every-other year for organizations holding

a Certification. This practice was put into place to provide a motivator for ongoing compliance. Furthermore, i-SIGMA staff have no hand in the random selection of certified companies who are to receive an unannounced audit. A third-party accounting firm conducts the random selection two times each year and they do not receive a list of company names, but rather a list of only member numbers. Although a Certified Member may believe it would be better to refuse an audit rather than allow an auditor to conduct one due to them being unprepared, it cannot be stressed enough that this is not the case. i-SIGMA staff are always willing to assist with remediating

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a non-compliant audit. There isn't anything that proper evidence can't remediate, and our staff are willing and ready to provide the guidance necessary to provide lists of appropriate items to verify anything that was missing during the audit. [View Certification Program Update ICP2306-04; Unannounced Audit Policy >>](#)

i-SIGMA appreciates the thoughtful consideration that staff, committee members, and the Board of Directors have given to these updates. The NAID AAA and PRISM Privacy+ Certifications are the most recognized and accepted data destruction and records management programs around the world and those who play important roles such as these are the reason why.



Joye Rea

Director of Business Services



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New i-SIGMA Member Benefit! Employee Benefit Plans

As a new benefit to i-SIGMA members, i-SIGMA brings you exclusive benefits through RiskPoint and Ep6ix that combines medical plan options, ancillary and voluntary benefits under one offering. We provide employer consultation along with employee engagement, communication, and enrollment.

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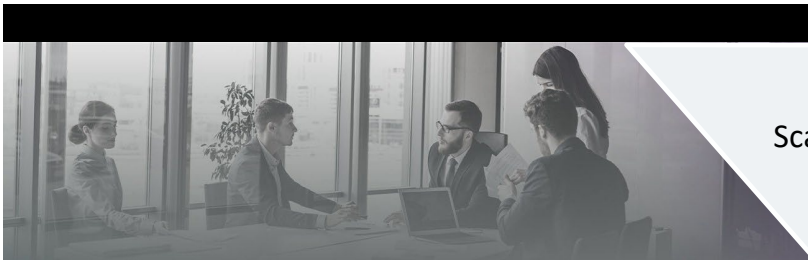
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Can a
Shredding
Company

Recover Lost
Profit After a
Truck Accident

The answer is often YES! A shredding company may have the right to pursue lost income from an at-fault driver and the at-fault driver's insurance company after an accident. The amount of the claim will depend on the length of downtime, as well as other circumstances and applicable laws. Here are a few points to consider:

Liability:

To establish liability, be sure to gather evidence such as accident reports, witness statements, and video footage. Once fault is proven, demand payment for the repairs or totaled equipment, as well as the consequential damages. Consequential damage includes income lost while the shredder equipment was down.

Insurance claims:

The shredding company should consider filing a claim with the at-fault driver's insurance company right away. This adverse insurance company may be responsible for covering the direct losses resulting from the accident. These direct losses may include repairs or replacement of equipment, towing, hotel, rental of equipment, downtime, diminished value, etc.

Proof of losses:

To support an insurance claim, the shredding company will need to provide evidence of the actual losses suffered. This evidence may include estimates and final repair invoices, out of pocket expense receipts, expert statements, financial records, business documentation, and other relevant records demonstrating revenue typically generated during the downtime period.

Legal proceedings:

If the adverse insurance company disputes the claim or fails to provide a fair settlement, the shredding company may consider taking legal action to pursue compensation for all losses. Be aware: every claim has a 'statute of limitation'. This is the time limit in which to bring legal action. Don't let time run out!

It's important to note that the specifics of pursuing insurance claims vary based on state law. Consulting with a lawyer experienced in accidents and insurance claims can provide shredders with the most accurate advice tailored to each specific situation. With your supporting documents and their help, you'll be well on your way to reclaiming money that is rightfully yours.

ABOUT THE AUTHOR



Attorney **Kelsea Eckert**, the driving force behind Eckert & Associates, PA, has been a legal advocate for small trucking businesses for most of her 35-year legal career. As the firm's lead attorney, she oversees all downtime claims handled by Eckert & Associates, PA. Working mainly with owner operators and small fleets, the firm provides invaluable counsel to countless small trucking businesses battling insurance giants.

Kelsea's a big believer in the value of small business. She and her firm are adamant that owner operators and small fleets should receive the same treatment as the big guys. Kelsea's passionate belief that even the smallest trucking companies deserve fair reimbursement for their repairs, downtime, and other out of pocket expenses is the foundation of her firm's unwavering commitment to their clients. Kelsea's tenacity, diligence, and belief in justice have made Eckert & Associates, PA a staunch ally of owner operators and small fleets across our nation.

Shred America Names Industry Icon as Data Protection Officer



Fort Mill, South Carolina – Veteran-owned Shred America, LLC, an i-SIGMA Corporate Partner Member, is proud to announce it has retained Privata Vox, LLC to fulfill its Data Protection Officer (DPO) obligation.

According to Ryan Richard, Shred America's founder and CEO, retaining Privata Vox exemplifies the company's ongoing commitment to aggressive regulatory compliance and to superior client service. "With Privata Vox as our company's DPO, not only do we better address our clients' compliance requirements, but we are also held to a higher level of scrutiny and have immediate, real-time access to one of the most highly regarded data protection and privacy experts in the world. As always, we felt that our clients deserved the best."

Privata Vox Founder and Principal Advocate Bob Johnson echoes Richard's sentiments. "Every data protection regulation either expressly or implicitly mandates that data processors designate a qualified professional to be responsible for regulatory compliance. The same can be said for NAID AAA Certification and the PCI Data Security Standards. Most service providers appoint an employee with little expertise or accountability. Others ignore the obligation altogether. The fact that Shred America is taking this responsibility so seriously reflects their continued dedication to industry leadership and I am proud to be associated with them."

The concept of an outsourced DPO dates to the EU Data Protection Directive in the 1990s. The fiduciary role has, however, gained significantly more importance after becoming an enforced requirement of the General Data Protection Regulation (GDPR). And, because of the GDPR's borderless aspect, it is now incumbent on data controllers in the US doing business in the EU to verify their data processors have the required DPO. More recently, and hastening the trend in the US, ten states have now enacted GDPR-like regulations, with an equal number preparing to do the same. Most privacy experts anticipate this trend to continue, culminating eventually in nationwide legislation.

As Shred America's DPO, Privata Vox will assist with the company's compliance with relevant regulations and with the company's own policies, raise executive awareness and train staff involved in direct processing operations, assist with subcontracting due diligence, and interface with authorities and clients on regulatory and standards requirements.

Shred America Partner, Ray Barry, believes the relationship with Privata Vox goes beyond regulatory compliance. "Once we realized where the regulations were going and what was needed, our decision to retain Privata Vox boiled down to what was best for our clients. Given Bob Johnson's unequalled pedigree and acumen, both our team and our clients have access to one of the world most recognized information destruction authorities."

Privata Vox founder and Principal Advocate Bob Johnson is best known as the founder and longtime CEO of NAID and architect of globally recognized NAID AAA Certification. A short list of his career highlights includes appearing before the US Senate Financial Service Committee hearings on data security, addressing the Federal Reserve on data disposition, and being invited to advise the Federal Trade Commission on the Fair and Accurate Consumer Transaction Act's (FACTA) Final Disposal Rule.

Media Contact:

Ray Barry

Shred America, Partner ray@shredamerica.com**About Shred America (shredamerica.com)**

Founded with the commitment of being the premier on-site secure destruction company in the regions it serves, veteran-owned Shred America is currently one of the largest and fastest growing independent secure data destruction services in the United States. From its humble beginnings only seven years ago, by providing superior customer service, applying operational efficiency and state of the art equipment, and employing highly motivated first responders and military veterans, Shred America now provides data destruction service to clients in North and South Carolina, Texas, Florida, Georgia, Pennsylvania, Missouri, and Louisiana. The company has also built a network of high-quality, like-minded service providers – Shred America Partners – to serve clients in 48 contiguous states from coast-to-coast that are drawn to the company's high standards and civic mission.

About Privata Vox (privatavox.com)

Privata Vox, LLC is the brainchild of one of the world's most recognized authorities on data protection regulatory compliance with a long history of helping others understand and navigate their data protection rights, obligations, and opportunities.

Having retired from his long-time role as NAID/i-SIGMA CEO, and now able to redirect his acumen and dedication to helping specific clients, the firm's founder and Principal Advocate, Robert Johnson, CSDS, CIPP/US, aspires to help data processors, data controllers, and data subjects understand, respond to, and capitalize on the rapidly evolving privacy and data protection regulatory environment.

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Data Storage Centers of Puerto Rico
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Metal Recycling and Processing Company Inc of Hunt Valley, MD, USA
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Oakdale Employment of Tasmania, Australia
PowerON Services, Inc. of Roseville, CA, USA
Servermonkey.com, LLC of Houston, TX, USA
Summit 360 of Eagan, MN, USA



New NAID AAA Certified Members

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Computer Systems Asset Disposal of Rochester, NY, USA
Corodata Shredding of Poway, CA, USA
Device Services Group, LLC of McKinney, TX, USA
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Green Tree Electronics Recycling of Laguna Niguel, CA, USA
Griffin Resources LLC of Jacksonville, NC, USA
JVS Environmental, LLP of Friedens, PA, USA
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OEM Source Inc. of Roselle, NJ, USA
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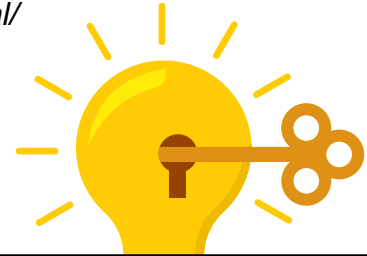
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i-SIGMA Annual Conference

3-5 April, 2024
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The International Secure Information Governance & Management Association™ (i-SIGMA®) is the industry trade association, enforcing standards and ethical compliance for approximately 2,500 secure data destruction and records and information management service providers on six continents. i-SIGMA currently maintains the most rigorous and widely accepted data-security vendor-compliance certifications, NAID AAA Certification® and PRISM Privacy+ Certification®, with hundreds of governments and thousands of private contracts using the programs to meet their regulatory due diligence requirements.

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