

Talk to PeakData

PeakData Services' Disk Data Eradication Service provides complete eradication of data from hard disk drives, protecting a company's hard-earned reputation and trustworthiness by preventing confidential information from falling into the wrong hands. PeakData's software-based technology ensures secure eradication and provides the detailed reporting required to meet today's state and local government and industry regulatory compliance requirements, customer and employee privacy legislation, and security mandates. As a result customers are insulated from exposure to legal liabilities or loss of corporate assets. Key benefits include:

Who's Reading Your Old Disk Drives?

Did you know?

- Every disk drive that leaves your control is a ticking time bomb that could cost you millions if it is misplaced?
- Every drive or piece of media is your responsibility, essentially forever, regardless of which third party has taken physical possession?
- You *can* protect yourself from litigation, regulatory fines and customer notification expenses and do so cost-effectively, without disrupting your ongoing IT operations?

Misplaced customer data is no longer a "dirty little secret" that companies can sweep under the rug. It is front page news. Why? Myriad regulations force businesses to disclose the fact that their customer and/or employee data has gone missing – even when they believe it has been "securely" turned over to trusted third parties and regardless of whether the data has actually been compromised.

Here's just one example from the recent headlines (company names are deleted here because we don't want to add to their misery. But, rest assured, the media had no such sympathy):

Jan. 17, 2008 PLANO, Texas (AP) — Personal information on about 650,000 customers of **Big Retailer** and up to 100 other retailers could be compromised after a computer tape went missing. **Big Credit Card Processor**, which handles credit card operations for **Big Retailer** and many other retailers, said Thursday night that the missing information includes Social Security numbers for about 150,000 people.

It took **Big Credit Card Processor** two months to reconstruct the missing tape and identify the people whose information was lost. Since December, the company has been notifying consumers in batches of several thousand and telling them to phone a call center set up to deal with the breach. **Big Credit Card Processor** is paying for 12 months of credit-monitoring service for customers whose Social Security numbers were on the tape.

It is not just tape! It is tape, disk, laptops – even electronic transfers

- In The News in 2007
 - The agency responsible for security of the nation's transportation systems: lost hard drive, 100,000 employee records
 - The nation's leading professional employer organization: lost laptop, 159,000 employee (customer) records
 - A state public employees insurance agency: lost backup tape, 200,000 customer records
 - A leading lodging company: lost backup tapes, 206,000 customer records
 - One of the nation's largest diversified financial services companies: lost backup tapes, 230,000 customer records

Total number of security breaches in 2007 alone: 313*

The need for companies to take action is only increasing. The more the headlines scream, the more legislation and regulation lawmakers are going to throw at the problem. Here is just a sampling of current legislation around the world:

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- Onsite service delivery with no impact to production operations, or offsite at one of PeakData's secure, state-of-the-art facilities
- Eradication of data using overwriting to a predefined standard, from 1 to n passes, in every bit position and on every track in varying patterns
- All hard disk drive types are supported: mainframe or open systems; RAID or JBOD; enterprise, midrange, or desktop; fibre channel, SCSI, SAS, SATA, or ATA/IDE
- Fully configurable to meet any applicable standard, including the U.S. Department of Defense Clearing (DOD 5220.22-M, DOD 5220.22-M ECE) Standard

United States and Canada

- U.S. government legislation
 - Sarbanes-Oxley (SOX)
 - Graham-Leach-Bliley (GLBA)
 - Health Information Portability and Accountability Act (HIPAA)
- Canada government legislation
 - Canada Privacy Act (R.S., 1985, c. P-21)
 - Canada Personal Information Protection and Electronic Documents Act (PIPEDA) (2000, c. 5, P-8.6)
- Industry-specific regulatory standards
 - Payment Card Industry Data Security Standard (PCI DSS)
 - SEC Rule 17a
- Local, state, and federal legislation
 - CA SB 1386
 - U.S. H.R. 958: Data Accountability and Trust Act (DATA)

Other Countries

- European Community Law
 - Directive 95/46/EC (Data Protection Directive)
 - Directive 2002/58/EC (Directive on Privacy and Electronic Communications)
 - Regulation (EC) No 45/2001 (EC Data Protection Regulation)
 - Directive 2000/31/EC (E-Commerce Directive)
- Industry-specific regulatory standards
 - Basel II
 - Article 29 Working Document – The Processing of Personal Data Relating to Health in Electronic Health Records (EHR)
- Country-specific legislation
 - Netherland's Personal Data Protection Act 2000 (Wet Bescherming Persoonsgegevens)
 - Australia's Privacy Act 1988 (amended 2004)

What can you, indeed, what must you do?

- First, recognize that the problem is your problem. No storage vendor or third party storage vault is going to truly relieve you of the problem. They will not accept responsibility for your data.
- Second, find a partner who is expert in data eradication, who has the people, processes and technologies to help you mitigate this enormous risk while controlling your expenses, and who can provide you with a certified chain of custody that protects you down the road.

From cradle to grave, your data requires continuous attention and care. That is why PeakData provides a broad array of capabilities. Whether it is securely and cost-effectively managing archival data, or eradicating data to U.S. Department of Defense or applicable international standards, we represent more than twenty years of industry experience helping customers meet their compliance obligations, mitigate business risk and achieve cost efficiencies.

When you engage PeakData to help you, you will not only be assured of this gold standard of compliance and support, but you can rest assured that we will find ways to minimize your cost in the process.

*Source: Attrition.org



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