



Why Trust NAID?

The National Association for Information Destruction (NAID) is a non-profit organization with only one purpose – *to champion the responsible destruction of Confidential Information and Materials by promoting the highest standards and ethics.*

NAID knows what questions to ask and what to look for!

NAID was founded in 1994 by companies concerned by the false claims circulated in the marketplace by disreputable service providers that put customers' information at risk. It now has hundreds of member locations around the world.

NAID is recognized internationally by many policy-makers and is often called upon to provide counsel to organizations developing information security standards and regulations.

Why NAID Only Uses Auditors Who Have Earned the CPP.

The CPP (Certified Protection Professional) is the highest and most recognized security management accreditation achievable. The CPP accreditation is issued to security professionals who meet stringent educational and experience requirements by ASIS International® the preeminent professional security association.



Government regulations regarding information disposal often require a contract with vendors providing shredding services. NAID Certification serves as a reasonable measure for validating compliance to such contracts.

NAID Certification is designed to exceed the standard for reasonableness that is generally accepted by government agencies and courts. It is not a guarantee of performance.



Only NAID Certified service providers bear this logo. To verify that a firm is NAID Certified, visit www.naidonline.org/certified.

For more information on NAID and NAID Certification, contact:



NAID™ Certification *of secure information destruction services*

Beyond the Claims and Promises...



The Situation . . .

- It is a legal requirement to destroy personal information when it is discarded.
- Your customers insist upon privacy. They stop doing business with companies who are careless with their information.
- The news media is aggressively looking for headlines involving breaches of privacy.
- Trade secret and non-compete agreements lose legal protection if information is not protected at all times, including when discarded.
- There currently is a dramatic increase in demand for secure shredding services.

The Problem . . .

- There are some companies offering secure or "self-certified" shredding services that have inadequate security either from lack of experience or low standards.
- Customers unfamiliar with secure destruction services often don't have enough information to determine which service providers are serious about security.
- Many customers do not have the time to regularly monitor the security standards of their secure destruction service provider (as many regulations now require).

The Solution: NAID™ Certification . . .

- Uses a combination of scheduled and surprise audits to verify that secure destruction services consistently meet operational security standards
- Helps the client establish the due diligence required to comply with HIPAA, Gramm-Leach-Bliley (GLB) and FACTA
- Qualifies as the annual business associate review required of covered entities under HIPAA
- Meets the standard for reasonableness that is generally accepted by government agencies and courts
- Most importantly, it makes sure the customer is getting the security they require

How It Works . . .

1) ANNUAL AUDITS:

On an annual basis, an independent Certified Protection Professional® (CPP) contracted by NAID conducts a complete audit of the service provider's operation. The Annual Audit verifies that the service provider complies with the standards for . . .

Employee Clearance: drug screening, employment history, criminal background, restricting high-risk individuals from employment

Access Control: security of removal, security of facilities, monitoring of alarms, video monitoring and recording

The Destruction Process: particle size, destruction timeframe, disposal of destroyed materials

Secure Processing: verifies compliance with the service provider's written policies and procedures

In all, there are over 20 key elements verified with each audit.

2) UNANNOUNCED AUDITS:

NAID™ Certified service providers are also subject to unscheduled, random audits which verify on a spot basis that confidential materials are protected. Unannounced Audits are conducted by a trained CPP at the secure destruction facility and in the field. Compliance with many of the standards audited in the Annual Audit is also verified in the Unannounced Audit.

To ensure compliance, every NAID™ Certified service provider understands that they may be audited anytime, anywhere, regardless of whether they were audited the previous week or six months prior.

