



president's message



All businesses, large and small, have legal responsibilities associated with information security – the protection and storage of documents and data, whether the information is current or archival. All organizations must also consider the consequences of being out of compliance with expanding Federal and State laws governing the ever-growing data environments. These proliferating laws and mandates affect the majority of businesses and their practices. Organizations which manage any personal or financial information about clients, employees, or vendors must strive for and maintain compliance – or face the consequences of fines.

HIPAA, Sarbanes-Oxley, SAS70, PCI, Graham Leach Bliley (GLM), FINRA, and now the new Red Flags Rule effective December 31, 2010– the list of compliance regulations and their acronyms continue to expand as organizations continue to increase the volume of data. As the volume of data increases, organizations are required to protect all of it to adhere to regulatory compliance.

Internally, DataSafe does its part to enforce the privacy of our clients' records stored with us. We require that all employees who handle client records take HIPAA training courses and we use specially-designed opaque plastic bags when transporting individual files you request. We also undergo an annual PCI Compliance Audit by a QSA to review any new protocol in the sections of PCI that apply to our business.

DataSafe can assist you with your own internal Red Flags compliance issues as these regulations become effective. Our certified compliance personnel can audit your firm for conformance. The audit takes five to ten hours and we perform this service for a small fee. For more information, contact your Account Manager, or email info@datasafe.com with Red Flags in the subject line.

Thank you for your continued trust in DataSafe. We remain committed to providing extraordinary value in information management solutions and continuing to exceed our clients' service expectations.

As always, please feel free to call, write, or e-mail me at treis@datasafe.com with any ideas on how we might continue to improve our service.

- Thomas S. Reis, *President & CEO*

DataSafe Staff Updates

- **Scott Reis, *Client Services Manager***
- **Leni Aholelei, *Records Center Attendant***
- **Ross Smith, *Client Services Representative***
- **Bob Gates, *Account Executive***
- **Davis Hipolito, *Records Center Attendant/
Delivery Representative, Newark***
- **Daniel Dowd, *Client Services Representative***

DataSafe, Inc is a proud member of the following Industry Associations:

PRISM International - Professional Records & Information Services Management (Founding Member)

ARMA - Association of Records Managers and Administrators

NAID - National Association for Information Destruction

BayBio - Northern California Life Science Association (serving the Bio Tech Community)

Quality Compliance

DataSafe can help your organization meet your quality compliance requirements for document storage, records retention, media back up, disaster recovery planning and secure destruction.

- FDA Good Manufacturing Practices
- Good Clinical Practices
- Good Laboratory Practices
- HIPAA
- PCI
- Sarbanes-Oxley
- Privacy Act
- Red Flags Rule

DataSafe consistently provides the white glove treatment to all our clients... at no additional charge.

- Same-day service
- Rush service available
- Onsite review areas for access to records during audits and inspections
- State-of-the-art Records Centers
- High-quality service via robust standard operating procedures, training programs and inventory management



It's Coming... Are You Ready? Red Flags Rule

What is the Red Flags Rule?

The Red Flags Rule requires many business and organizations to implement a written Identity Theft Prevention Program designed to detect the warning signs—or “red flags”—of identity theft in their day-to-day operations and spell out appropriate actions you will take when you detect red flags.

Effective December 31, 2010, the Red Flags Rule requires organizations to:

1. Create a written program that identifies where personal customer information is vulnerable to unauthorized access or where the organization is vulnerable to ID Theft.
2. Institute precautions that address those ID Theft vulnerabilities and train employees to comply with those precautions.
3. Intervene, alert the authorities, or warn the potential victims when there is a threat of ID Theft.
4. Have the “Program” controlling ID Theft vulnerabilities signed by the Board of Directors or the company owners annually.
5. Require audits of data-related vendors with access to personal information of customers.

Who is required to comply with the Red Flags Rule?

Any organizations extending payment terms to customers and that have personal information on file. The Federal Trade

Commission is in charge of enforcing the law and estimates that 11 million organizations are legally required to comply. That is close to 40% of all US businesses.

Penalties for Noncompliance

Organizations that violate the Rule may be subject to civil monetary penalties. But there's an even more important reason for compliance: Good business. It assures your customers that you are doing your part to fight identity theft.

How DataSafe Can Help

As a professional secure data service provider, we play an important role in our client's Red Flag Rule compliance. DataSafe can assist your company in writing an Information Destruction Policy that aligns with your company's records retention and information classification policy and ensures that your company is in compliance with the Red Flags Rule. We then implement that policy with our Secure Destruction Service. Our Secure Destruction Service assures that confidential and sensitive documents are destroyed before the recycling process. Once destroyed, the material is compacted and mixed with other data, making it virtually identifiable.

Information from the National Association of Information Destruction (www.naidonline.org)



Gayle Doub-Schmidt, Client Services Representative/Account Manager

Gayle joined DataSafe in 1984 as a Hard Copy Client Services Representative. She came to us from Bank of America working in the credit card center. Since then Gayle has dedicated her many years at DataSafe to both Hard Copy and Vital Records Client Services. *"You can feel the camaraderie with fellow employees due to the size of the company, and the variety of activities, duties, etc. Client Services Department allows."* When Gayle is not assisting clients you will find her out enjoying nature, catching a few movies at film festivals, or enjoying a good book.



Mario Lopez, Media Vault Librarian

Mario started working for DataSafe in 1998 as a Record Center Attendant for our South San Francisco facility before becoming a Vault Librarian in 2000. Coming from a warehousing company before working at DataSafe, he had a seamless transition into his new position. His positive and go-getter attitude contributed to him being awarded Employee of the Quarter multiple times. *"My favorite part of my job is being able to work as a team."*



Karen Lynch, Director of Sales

Karen joined DataSafe in March 2007 as Sales Manager and was promoted to Director of Sales in November 2008. *"I love the clients, the people and the daily challenges of sales."* Before coming to DataSafe, Karen spent 16 years at Graybar in various capacities, from Manager of Business Development to Northern California Area Manager. Karen is known for her passion and dedication in everything she does— whether it is meeting with clients, making her delicious chocolate chip cookies or playing Legos with her two sons. She loves to exercise and just started hula hooping classes and "loves it!"



Darriel Perry, Operations Supervisor

Darriel first came to DataSafe in 1999 as a Record Center Attendant before moving into a full-time position as a Vault Librarian in 2004. Through the years, Darriel has worked in almost every position in the Operations Department, including working as Vacation Relief where he learned how to cover the positions of many of his co-workers while they were on vacation. In August 2009, Darriel was promoted to Operations Supervisor and is now responsible for the operations of our Sacramento facility. Darriel was a key player on our DataSafe basketball team for many years. He enjoys interacting with co-workers and clients and is proud to be *"the best dancer at DataSafe!"*



Babylyn Reyes, Audit Specialist

Babylyn came to DataSafe in 1994 as a Billing Clerk. Her outstanding attention to detail soon led her to become DataSafe's Audit Specialist. Babylyn spends her days meticulously auditing orders to ensure that clients are being billed properly and operations are running smoothly and according to protocol. Before coming to DataSafe she was a Security Officer at SFO International Airport and a Care Giver. She is a caring and dedicated person and says that she is happiest, *"when I accomplish all the tasks that are assigned to me. My boss is happy and clients are happy."* Babylyn is also an avid fan of the Warriors and Giants. "GO GIANTS!!"



Jorge Pulido, Accounts Receivable Specialist

Jorge first came to DataSafe as a Hard Copy Client Services Representative and shortly thereafter became Client Services Supervisor. Jorge recently found a new home in our Accounting Department and finds that it is *"challenging but rewarding."* Jorge has extensive experience in the customer service field. He worked for the Airline Industry for 15 years in many different departments and was manager at all three Bay Area airports. *"I'm looking forward to many more years with DataSafe and the opportunity to explore other departments."*



**American
Red Cross**

Lending A Hand

Our thoughts and prayers go out to all that were affected by the San Bruno Disaster on September 9. To help support victims in the wake of this disaster, DataSafe will donate the first month's storage of all new accounts opened between September and the end of December to the American Red Cross.

Annual Carton Sale, January 1 – February 28

Datasafe Storage Cartons Are Better Than Ever:

- Increased capacity to hold up to 80 pounds
- Wider-fluted sides so you can stack six boxes high
- Double walls on ends with double-reinforced handgrips
- Firm, well-supported floor
- Made of 30% - 70% recycled corrugated cardboard

Our standard-size storage cartons are custom-designed to be the strongest and longest-lasting in the business

Now on sale for only \$2.50

We guarantee them for the life of your records while stored in our records centers.

A portion of the proceeds from this year's sale will go to the Shelter Network.

Lend a hand in providing housing and social services for the homeless residents of the San Francisco Peninsula while we provide our durable storage cartons for all your records storage and management needs.

Get three months of storage FREE when you open a new account!

Contact your Account Representative or call 800.275.SAFE and mention this newsletter.