WHY TO DESTROY DATA (Security Talking Points)

You may have reasons for keeping a stockpile of old hard drives, Cell Phones and other data storage devices. Procrastination, the fear you may need to access that expired data someday, or concern about outsourcing the destruction. Whatever your concerns, it is no replacement for the facts. So here are five good reasons you should destroy your old data media.

1.Data Security

Old hard drives and Cell Phones are a security liability. A single device can store hundreds of thousands of confidential data files, and electronic data can be compromised even when it's out-of-date or the device it's stored on is inoperable. Deleting digital files from a device doesn't completely obliterate the data. With the right tools and software, identity thieves and criminals bent on business fraud can still extract information from a hard drive. Physical destruction of your devices is the best way to lower your company's data breach exposure.

2. Legal Compliance

Data breach consequences include fines and even criminal prosecution for failing to protect consumer information. These are examples of current laws that require organizations to safeguard personal, health and financial records from unauthorized access:
HIPAA
GLB
FACTA
Destroying your hard drives helps keep your business compliant with many privacy regulations.

3. Cost Savings

In addition to fines and other costs associated with a data breach, don't overlook the cost of storing old backup media. Every square inch counts when you're paying a premium for office space. Hoarding outdated computers and storage media means there's less room for revenue-generating activities.
Some organizations may consider wiping data from the hard drives with special software, but paying for the employees to do that work, and setting up equipment to do so is expensive. The costs of wiping a hard drive (employee time, equipment and software), is actually more than the value of a new replacement device.
Incorporate regular hard drive destruction and recycling into your data security plan to maximize profitability.

4. Client Trust

You work hard to gain the trust of your customers and you wouldn't want to throw that away by compromising their data. Having your old hard drives securely destroyed helps ensure total information privacy for your customers and your business.

5. Brand and Reputation Protection

Besides creating legal and financial problems for your business, stolen data can permanently damage your corporate brand and reputation. Some businesses never fully recover from a corporate data breach because of the punishing costs and destruction of the brand. Company reputation can be damaged for many years in the eyes of the public after a data loss or breach.
Media destruction keeps your information safe so consumers continue buy products and services from a company they know and respect.

Protecting data is important. Don't let excuses get in the way of protecting your information. Destroying your old hard drives is the safest and most economical way to destroy data and ensure your security.