

# FUNNY NAME... SERIOUS BUSINESS...

**We get a lot of ribbing and puzzled looks when people hear our name.** But thankfully, most privacy and information security professionals take us very seriously.



Improperly discarded paper and electronic records are among the most overlooked and vulnerable areas of information protection. Information destruction has also become an area of increasing regulation, enforcement actions and fines.

Since 1994, the National Association for Information Destruction (NAID) has been the leading proponent of standards development and education related to proper information disposal.

NAID's 1,000-plus service providers around the world are dedicated to helping organizations make informed decisions on records destruction, vendor selection, employee training, contract language and policy development.



Get serious about information disposal - [www.naidonline.org](http://www.naidonline.org)

# REALLY? AN ORGANIZATION DEDICATED TO PROPER INFORMATION DESTRUCTION?



**You bet - and for good reason!** Improperly discarded paper and electronic records are among the most overlooked and vulnerable areas of information protection. Information destruction has also become an area of increasing regulation, enforcement actions and fines.

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