

## NAID Website

- Thousands of people visit [www.naidonline.org](http://www.naidonline.org) every month. Many of these visitors are consumers that search the member directory for service providers they can trust.
- NAID Members can find member services and network with peers on the NAID website and [Facebook](#), [Twitter](#), and [LinkedIn](#) pages.
- The Members Only section of the NAID website contains useful resources that help NAID Members increase business.

## Publications

- NAIDnews is the association's quarterly journal that is distributed online and to more than 1,800 members internationally. It keeps members informed about industry news, international government actions and proposals, and current NAID programs and services.
- NAID produces several e-newsletters about industry topics: NAIDDirect, NAIDDirect - Europe, NAIDDirect - Australasia, NAIDDirect - Asia, and the Certification Advisory Bulletin.

## Advertising

- NAID promotes NAID Members by advertising to potential customers online and in trade publications whose subscribers purchase secure destruction services.
- The periodicals in which NAID has advertised include The Privacy Advisor (IAPP), Legal Management (ALA), Information Management (ARMA), Security Management (ASIS), Journal of AHIMA (AHIMA) and Conexions (MGMA).

## Marketing Brochures and Videos

- Millions of marketing brochures have been distributed to NAID Members.
- These sales tools educate customers, increase business and enhance the professional image of NAID Members.



## CSDS® Professional Accreditation

NAID has produced the only professional accreditation for the secure destruction industry in the world. By earning the [Certified Secure Destruction Specialist® \(CSDS\) accreditation](#), industry professionals not only gain critical knowledge, they also improve sales and earn the respect of customers.

## NAID Certification

- NAID Members have access to the only recognized third party security certification.
- The [NAID AAA Certification Program](#) certifies secure destruction operations for paper shredding, micro media, physical destruction of computer hard drives and sanitization of electronic equipment.
- NAID Certification is now required by thousands of organizations around the world, including government agencies and health care and financial companies.



## Professional Liability Insurance

NAID AAA Certified Members have access to Downstream Data Coverage, the first professional liability insurance product that provides meaningful coverage at a price NAID Members can afford. Complete details are available at [www.downstreamdata.com](http://www.downstreamdata.com).



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# NAID Membership Improves Your Business Development



## Conferences, Education and Networking

- The NAID Annual Conference attracts the largest concentration of industry professionals worldwide. It is also the home to the industry's largest trade exhibition of products and services.
- The conference has hundreds of participants and exhibit booths with several educational sessions. It has proven to be one of the best networking events for secure destruction companies worldwide.

## Government Relations

- NAID forges relationships with government agencies and leaders to ensure they protect the role of information destruction service providers.
- NAID has a successful history of working directly with the Federal Trade Commission, Securities and Exchange Commission, U.S. Financial Services Committee, Canadian House of Commons, Canadian Privacy Commissioner, and the British Standards Institution.



## Code of Ethics and Complaint Resolution Council

The NAID Code of Ethics and the Complaint Resolution Council provides members with a system for holding each other accountable. NAID will take action against any secure information destruction provider engaging in harmful activities or producing materials with false information.

## Industry Research

- NAID routinely conducts research to advance the interests of the industry and raise awareness among consumers and policymakers.
- Recent projects include consumer attitudes and disposal habits studies in the United States, Europe, Australia, Canada and the United Kingdom.
- Results from such studies have earned NAID increased attention and credibility and enhanced awareness with consumers and policymakers.

## Ask the Professionals

NAID reaches out to legal, accounting and other consulting resources to resolve NAID Member questions and concerns about secure information destruction services. NAID provides this service at no cost to members.

## Standardized Documents and Practices

NAID provides members with the following documents and standardized templates:

- Standardized Industry Contract Language and Liability Limitations
- An updated HIPAA/HITECH Business Associate Agreement
- Red Flags Rule language for Internal Policies and Contracts
- Regulatory Compliant Standard Terms and Conditions
- Regulatory Compliant Operational Policies and Procedures
- Employee Confidentiality and Data Breach Notification Agreements
- Customer Information Destruction Policy and Form Templates

These documents were created by qualified industry experts at no cost to NAID Members.

## Free Webinars

When a new program is launched or legislation is amended, NAID provides free webinars to keep members informed.



## Employee Operational Training and Validation

In early 2012, NAID launched an online tool to train members on their data protection responsibilities and acceptable operational security practices. This training is designed to promote best practices and protect customers.