



# Why Customers Partner with NAID<sup>®</sup> Certified Members

## Get the Facts

*The most recognized and acknowledged verification of data destruction qualifications in the world...*

- More than 950 NAID Certified locations now operate on 5 continents
- Through a special endorsement, NAID AAA Certified destruction services in Australia can now destroy Official Government (classified) information
- New Jersey requires NAID Certification for on-site destruction of hard drives
- Dozens of government agencies require NAID Certification to destroy their discarded sensitive media
- The amended IRS Publication 1075 (2016) acknowledges the value of NAID AAA Certification

*The most meaningful and robust, it...*

- Verifies service provider compliance with all data protection regulations in the United States
- Qualifies as the service provider Risk Assessment as required under the HIPAA Security Rule
- Qualifies as the required vendor selection due diligence required by all data protection regulations
- Amendments pending to meet forthcoming requirements of the EU General Data Protection Regulation (May 2018)
- Required to obtain Downstream Data Coverage<sup>®</sup>, a professional liability policy honed specifically for data-related service provider

*Owned and controlled by NAID members under a non-profit structure...*

- The fee to become certified is all inclusive – one annual fee comprises the processing fees, auditor fees and travel and unannounced audits fees
- Fees are kept extremely low as a result of service provider oversight and the fact that there is no profit motive (between \$1,000 and \$3,000 per year including ALL audits)
- Members along with outside advisors who represent customer interests keep security specification reasonable without unnecessary red tape
- Auditors are assigned and under contract to NAID, meaning enforcement is consistent and fair to all
- There is an established method to petition for changes and to appeal audit results