

How to develop your Hybrid Data Destruction Plan

**Data Destruction = ESG + Data
Security + ROI**

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GUARDIAN
DATA DESTRUCTION

About Guardian

20 million
data-bearing
devices shredded,
erased
and degaussed.

Secure.
Compliant.
Absolute.

2006	Concept and Catalyst
2007	First mobile erasure truck
2008	First mobile shred truck
2010	First Earth Day event
2012	NAID AAA Certification
2013	National Mobile Shred Hubs established
2014	First data center decom
2017	Develop 2mm shredder for SSD
2018	5M+ HD shred (total)
2020	3M+ shredded annually
2021	16M+ media devices protected
2022	19.2M media devices protected

Qualifications



Dale Hurteau Customer Success Manager

- 1995** IT Staffing
- 2001** Professional Services (ITAD)
- 2006** Co-founder (Guardian)
- 2010** Founder, Co-owner (ITAD)
- 2021** Project Manager (Guardian)
- 2023** Customer Success Manager (Guardian)

What drives your end-of-life data destruction policy?

ROI

FEAR

ESG

**Data
Security**

**Corporate
Policy**

Compliance

What is your data destruction process and which technology do you use?

Internal or
outsourced?

**Drill or
crush**

Degauss

One process
or as a
combination?

**Wipe
(erase)**

**Shred or
pulverize**

The NIST logo consists of the letters "NIST" in a bold, black, sans-serif font.

**National Institute of
Standards and Technology**

U.S. Department of Commerce



Does that mean
Shred? Wipe?
Degauss?

NIST 800-88 defines media sanitization as
“the general process of removing data from
storage media, such that there is
reasonable assurance that the data may
not be easily retrieved and reconstructed.”

A silhouette of a person's head in profile, facing left. Above the head are three green circles of varying sizes, suggesting a thought process or a digital interface.

IT
Asset
Manager

What is a **HYBRID** data destruction policy?



**HARD
DRIVE**



DATA



Let's not throw the baby out
with the bath water.

A HYBRID data destruction policy incorporates a combination of methods and technologies to produce better outcomes without sacrificing data security. (Let's not throw the hard drive out with the data.)

Option 1: Assess data risk by DEPARTMENT & RESPONSIBILITY



LOW RISK – ERASE

How do you draw the shred/erasure line?

Option 2: Assess data risk by asset OWNERSHIP

Lease

Erase (to avoid penalty)

Own

Erase or Shred

How do you draw the shred/erasure line?

Option 3: Assess data risk by asset AGE

1 - 4 years

HIGH VALUE - ERASE

5 years

LOW VALUE - SHRED

How do you draw the shred/erasure line?

Option 4: Assess data risk by asset TYPE

Cell Phones	SHRED
Tablets	SHRED
Laptops	WIPE
Servers	SHRED
Storage Arrays	WIPE
Printers & Copiers	SHRED
Desktops	SHRED
Firewalls, Routers, Switches, Hubs	FACTORY RESET

How a hybrid approach to data destruction makes you an ITAM rock star

**Higher ROI &
Cost Savings**

Data Security

**Corporate ESG
Goals**

How a hybrid approach to data destruction makes you an ITAM rock star



Environmental

A lower carbon footprint (it's just math).

Example: A company annually shreds 3000 hard drives.

A new, HYBRID data destruction program of 15% wiped (450 drives) and 85% shred (2550) would result in significantly

- reduced diesel fuel use
- reduced emissions
- increased HD reuse
- reduced energy for recycling and incinerating shred

How a hybrid approach to data destruction makes you an ITAM rock star

Higher ROI & Cost Savings

Work with your VARs, ITADs and Service Providers who can remarket your assets -- a complete, functioning asset will return a higher ROI.

The difference can be significant, measurable and attainable.

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Data Security

- Have a documented plan
- Don't let data travel (stay onsite)
- Use tools and technology developed by the experts
- Execute using data destruction experts
- Outsource for third party verification
- Document everything including Chain of Custody and Certificates of Destruction (with asset serial #)
- Understand the value of your data

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Corporate Goals

“ESG stands for Environmental, Social and Governance. ESG quantifies a company’s commitment to environmental sustainability, social responsibility, and good governance. While factors such as climate change and social injustice have increased public awareness around these issues, ESG has been growing for decades.”



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Social

A lower carbon footprint from environmental efforts has a positive impact on social goals; employee candidates are looking at environmental change (ESG) efforts.

How a hybrid approach to data destruction makes you an ITAM rock star



Governance

Health Insurance Portability and Accountability Act (HIPAA) ☉ Health Information Technology for Economic and Clinical Health (HITECH) ☉ Fair and Accurate Credit Transactions Act (FACTA) ☉ Identity Theft and Assumption Deterrence Act ☉ Sarbanes-Oxley Act of 2002 (SOX) ☉ Gramm-Leach-Bliley Act (GLBA) ☉ Bank Secrecy Act ☉ Patriot Act of 2002 ☉ US Safe Harbor Provisions ☉ FDA Security Regulations (21 C.F.R. part 11) ☉ PCI Data Security Standard ☉ National, State and Local regulations ☉ GDPR ☉ Industry best practices and standards (NAID AAA Certified)

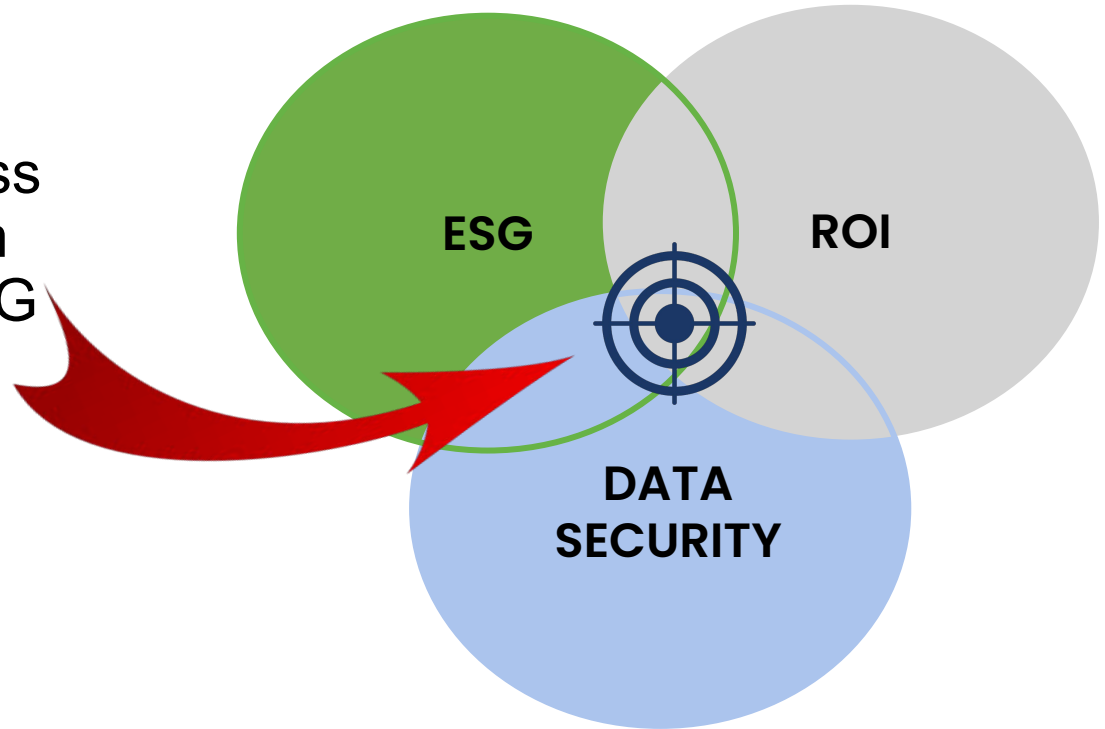
Welcome to the ITAM Rock Star Hall of Fame

- ✓ 56% of ESG funds outperformed their peers (Morningstar, 2021)
- ✓ S&P ESG 500 Index Fund has outperformed the broader S&P 500 Index Fund *for the last ten years*
- ✓ ESG investment is on track to surpass \$2 trillion in 2023
- ✓ ESG-based financial portfolios will account for more than one-third of global assets under management by 2025 (Bloomberg)

Summary

ITAM Rock Stars

Successful hybrid-process data destruction program benefit both ROI and ESG without compromising data security.



How to be an ITAM Rock Star

A small leap with big reward for it Asset Managers

- ❑ **Take the lead on ESG and ROI programs**
- ❑ **Design and implement a hybrid IT data destruction plan**
 - Evaluate IT asset risk – department, responsibility, ownership, age and type – to determine the best hybrid data destruction process
 - Increase IT asset ROI with a defined data destruction plan
 - Evaluate reuse, reduce and recycle options
 - Include cross-departmental stakeholders: CEO, CFO, CTO, CMO
- ❑ **Lean on your ITADs, VARs and data destruction service providers for help**

Questions?

You are an ITAM
Rockstar!



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