

# "WHAT'S LURKING IN YOUR CUPBOARD?"

To you, it's just old hard drives.  
To data thieves, it's a gold mine!



**Don't be vulnerable.**

Get the 100% Destruction Solution from Shred-it.



Making sure  
it's secure.™

# You've been keeping hard drives under lock and key in a cupboard or storage facility



It's under lock and key,  
so it's secure, right?  
**WRONG!**

## Stockpiling old hard drives leaves you vulnerable.

Whether it's your IT cupboard, or an offsite storage facility, confidential information stored on hard drives, back-up storage and other electronic media is the target of data thieves. And if there's personal information stored on them, you could also be unwittingly breaking information privacy laws.

## Data that you erase, reformat, wipe or degauss can be restored.

You already know that erasing is not 100% safe, no matter what the software promises. The actual data remains intact. Information thieves can restore the data you thought was destroyed.

## Improper destruction could lead to a costly breach.

Storing confidential information, in any form, is putting your organisation at risk of a security breach and liability. Research has shown that the average cost of a data security breach to Australian businesses is \$2.8 million, representing a 40% increase in the last 5 years alone\*.

## Why put your company at risk?

The cost to destroy your hard drives is minimal compared to the potential risks you face when you don't. Shred-it will permanently destroy your information at a low cost that will fit your budget.\*\*

## Destroying a hard drive 100% is the effective way to permanently render its information inaccessible.

Shred-it ensures your confidential information cannot be retrieved from redundant hard drives by completely physically destroying them. The destroyed hard drives are then recycled.

\*Ponemon Institute LLC/IBM, 2014 Cost of a Data Breach Study: Australia

\*\*Customers are required to remove hard drives from equipment prior to collection by Shred-it.



# The 100% Secure Destruction Solution

## Shred-it's secure hard drive destruction service includes:

1. Collection of your hard drives by security checked Shred-it employees
2. Secure transportation to one of our destruction facilities
3. Complete destruction of your hard drives under CCTV surveillance
4. Recycling of the destroyed hard drives by approved partners, helping to reduce your carbon footprint



## Why Shred-it Hard Drive Destruction?

✓ <b>100% DESTROYED</b>	ONLY destroying your hard drives ensures they are useless to identity thieves
✓ <b>100% SECURE</b>	Shred-it's destruction process ensures the security of your confidential data
✓ <b>100% ASSURED</b>	Helps ensure your compliance with information privacy laws
✓ <b>100% PEACE OF MIND</b>	Risk-free alternative to stockpiling, erasing, reformatting or degaussing
✓ <b>100% SHRED-IT</b>	25 years of total commitment to secure information destruction



# 100% WORRY FREE

## With Shred-it, you know it's secure.

Who better than Shred-it to handle data destruction for your organisation? Safeguarding information is our business, our expertise and our promise to you.

With a 25-year history of secure information destruction, and an uncompromising adherence to compliance, we are committed to keeping your data secure. We ensure no more "skeletons in the cupboard".

**Find out more about Shred-it's  
100% Hard Drive Destruction Solution**

Visit our website:  
**[shredit.com.au/hard-drive](http://shredit.com.au/hard-drive)**

To schedule an appointment,  
call free on:  
**1800 012 012**

