

# PROTECT DATA!



Important facts  
about the new GDPR

Guideline for the safe shredding of paper  
documents containing personalised data.

**IDEAL**

# Be careful with paper



## **\*GDPR – General Data Protection Regulation.**

Expansion of the previous data protection principles. All companies that process personalised data from EU residents, must meet the new regulations by 25 May 2018.

## **Do you know how you can protect your documents?**

When discussing data protection, people typically refer to electronically processed data. What is often forgotten: the provisions of **GDPR\*** also apply to personalised data in paper form.

# Information leakage in the waste paper bin:

What type of firewall does your waste paper bin have?



**70%** of all important data is still written on paper. And these papers are often simply thrown into the waste paper bin. Data protection? No idea!

The following documents must be shredded when they are no longer needed:

- Quotations and contractual documentation
- Bank statements and records
- Invoices and receipts
- Personalised advertising documents
- Tax and accounting documents
- Signed documents
- Notes, print-outs, poor copies

## THE SOLUTION

**Integrate document shredders into your data protection concept.**

In accordance with GDPR, you must demonstrate that you work compliantly and adhere to the data protection requirements. Protecting the required security level through the use of document shredders will protect you from paying significant fines, will protect your good reputation, and will ensure the trust of your customers.

## What happens with your existing data?

Even your existing documents must correspond to the requirements of GDPR. Stocking up on data collection is prohibited.

### **PRACTICAL TIP**

#### **Update your documents.**

Data that may no longer be retained as per GDPR – keyword data minimisation – can be safely and reliably destroyed using a professional document shredder. Also keep in mind documents whose retention period has expired.



# Information leakage: External service providers.

What happens if data protection is left behind?



Do you have to regularly process large amounts of paper documents? It sounds enticing to have someone else handle both the work and the responsibility. However, this does not bring 100% security.

## The risks:

- You do not see the result.
- Your documents are often temporarily stored before they are shredded.
- Service companies cannot release you from liability in cases of misuse.

## THE SOLUTION

### Better do the shredding in-house.

No large collecting points, no long transportation routes, no hard-to-monitor intermediate stops: By shredding your confidential documents inhouse, these risks are eliminated. High-quality and high-capacity shredders work for many years – the investment pays off quickly. For violations against the GDPR, penalties of up to €20 million or up to 4% of the company's global annual revenue are due.

# SECURITY FOR ALL

So that my clients' confidential information remains confidential, I believe an office shredder made by **IDEAL** belongs to the basic equipment of every law firm. That's how you protect data.



# Information leakage: the copying machine. One copy: unaffordable?



Data protection begins with your daily tasks. Do your employees know what kind of data protection-relevant repercussions even slight negligence can have?

## A typical office situation:

We allow our thoughts to drift – the confidential documents are inadvertently left in the copier and we only take the copies with us. Everyone who uses the copier has easy and unhindered access to our documents.

## THE SOLUTION

### Educate your employees.

Whether it's the papers left behind in the copier, or documents forgotten in the conference room: if personalised data lands in the wrong hands, then minor mistakes can result in major damage. If sensitive data is easily accessible for unauthorised third parties, you will be in violation of the data protection laws. A few simple copies can turn out to be really expensive.

## Do I really need these copies?

A copy to read is quickly printed – and you might even make several copies of the latest draft contracts ...

Paper documents are difficult to monitor once these have been put into circulation.

### **PRACTICAL TIP**

**Avoid making unnecessary printouts or copies.**

Only print out documents if this is absolutely necessary and pay attention to whom the documents are forwarded.



# Information leakage: Your desk and inboxes.

End of work for data  
espionage.



On a daily basis, there are a lot of documents that pass across a desk – even documents that contain sensitive and confidential data. What happens with that data at the end of the day?

Every employee who does not leave a clean desk behind, will most likely grant access to unauthorised parties to gain access to confidential documents.

## THE SOLUTION

### Introduce a “clean desk policy”.

The instalment of a “clean desk policy” is an established system for all paper-based documents. Make your employees commit to sensibly file all documentation, to lock away all confidential documents, and to destroy all documents that are no longer needed. Using a deskside document shredder, you’ll be able to do this in one easy step.

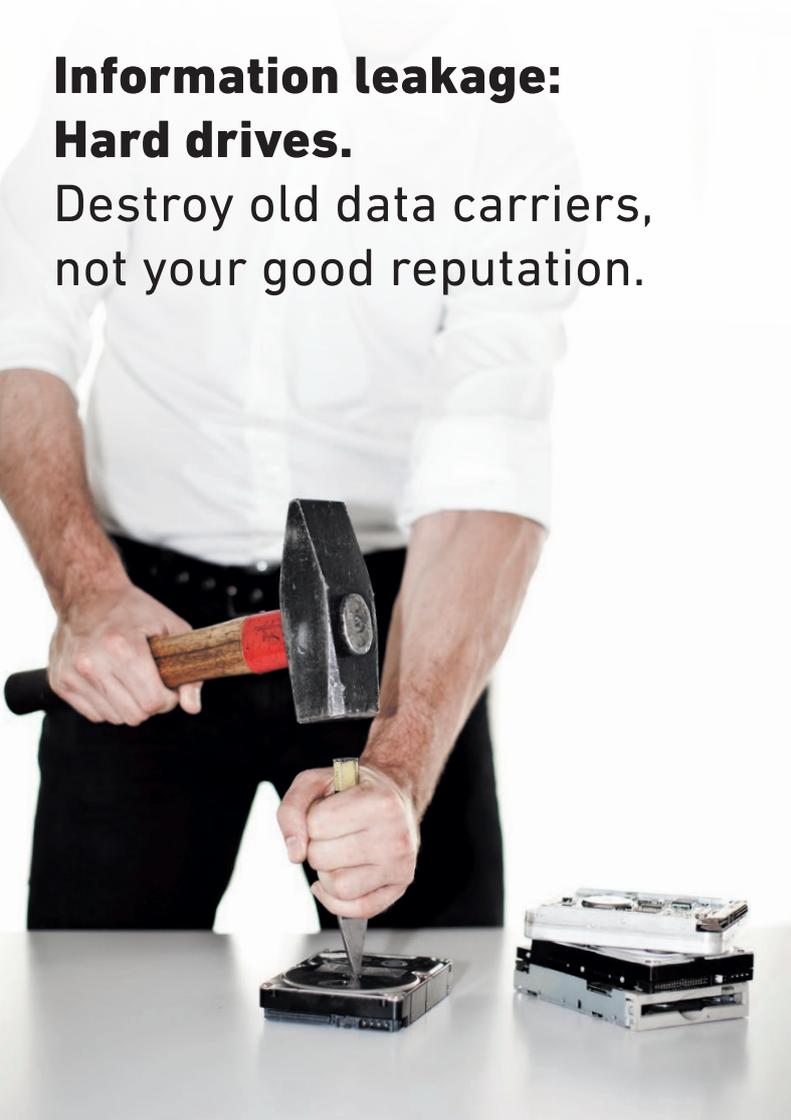


# SECURITY FOR ME

Aside from significant fines and targeted prosecution, a conflict or image loss can have astronomical consequences. With **IDEAL** shredders, I protect data – and I protect myself.

# Information leakage: Hard drives.

Destroy old data carriers,  
not your good reputation.



Discarded hard drives are an open book for tech-savvy “finders” – even if they have been overwritten. Once they have been disposed of, you can no longer verify where your old data carriers actually end up. And what happens to them.

## Remember:

Hard drives are not only located in PCs and laptops. but also in printers, copiers and servers.

## THE SOLUTION

### Make your old data carriers unusable.

Regardless if you have to replace an old or defective hard drive, or if you have to return leased equipment: with a hard drive punch, you will destroy your discarded electronic data safely, comfortably and reliably.

## **Lots of effort for a few pieces of paper?**

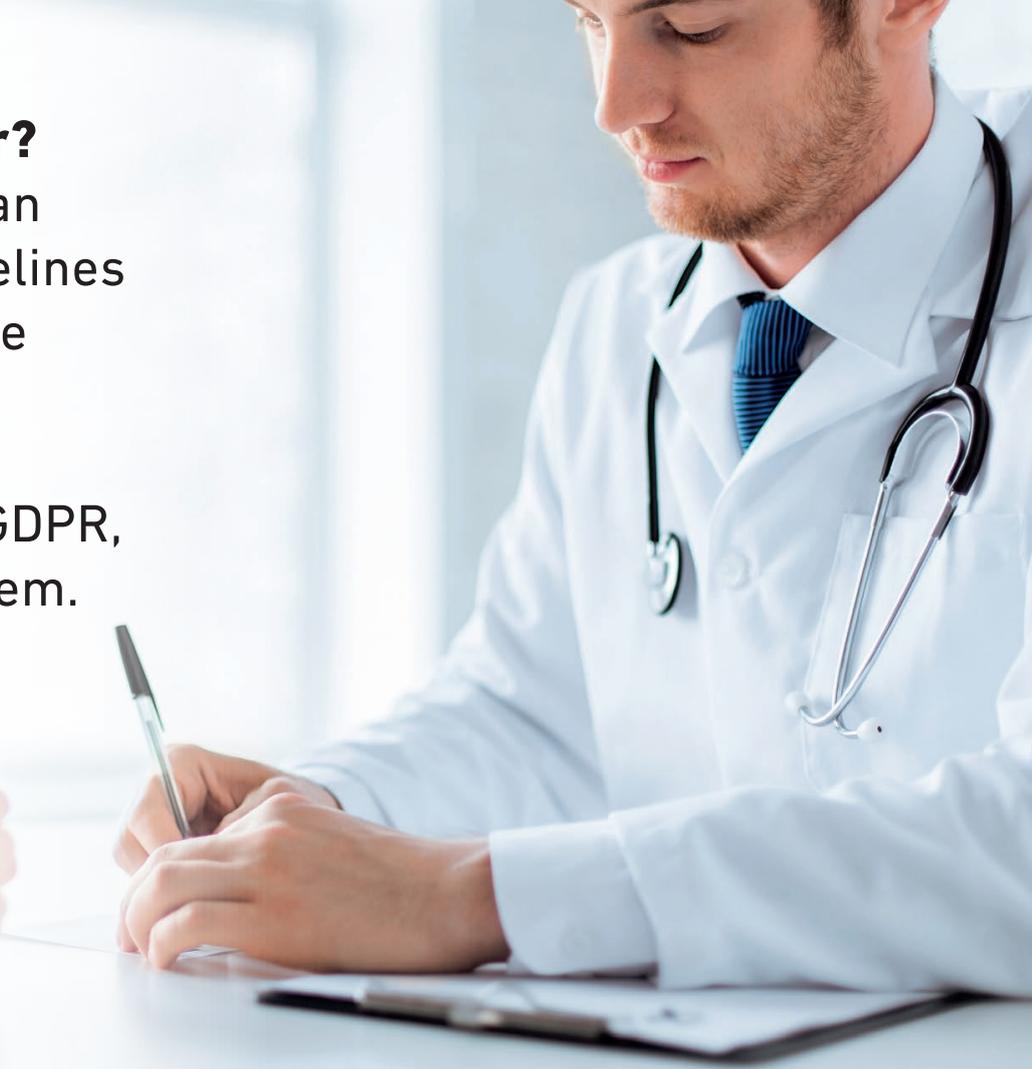
Only 35% of all German companies have guidelines for the storage and the handling of paper documents. However, upon introduction of GDPR, everyone will need them.

Results of the study: "Paper documents are more dangerous than electronic data" (PwC / Iron Mountain, 2014).

### **PRACTICAL TIP**

#### **Make sufficient preparations in good time.**

If you have legally binding corporate guidelines regarding your paper-based documents, you'll be on the safe side. A nice side effect: data protection measures lead to more efficient work processes.



# DIN 66399

This standard, which has been in force since 2012, supports data security in business processes and workflows and also helps save time and money.

Your individual protection requirement as per DIN 66399 can be easily determined by first determining a protection class and then finding the security level that suits you.

## Classification level 1

Normal sensitivity for internal data.

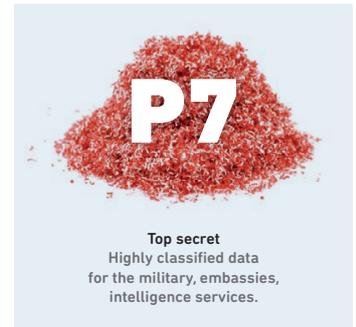
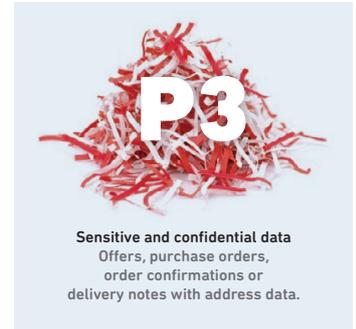
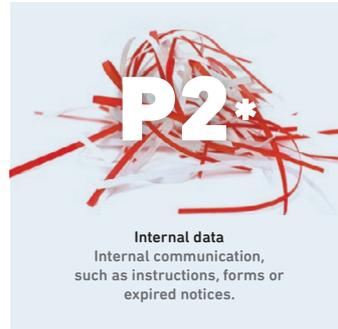
## Classification level 2

High sensitivity for confidential data.

## Classification level 3

Very high sensitivity for particularly confidential and secret data.

\* Not applicable for personalised data



# SECURITY AT WORK

**IDEAL** document shredders reliably protect data. They are constructed to withstand the rigours of day-to-day office life. Companies, governments and organisations from around the world trust in that.

SECURITY



SINCE 1951





### **Deskside document shredders**

You should personally handle all of your personal data. Our deskside document shredders are ideal for individual workplaces or small work groups.

Data protection where confidential documents are created: right at your desk.



### **High-capacity shredders**

It does not matter how much paper needs to be shredded: You should always remain in control of your data and never surrender this responsibility to external disposal companies.

IDEAL provides optimum solutions for in-house bulk shredding, too.



### **Office document shredders**

Whenever high performance and a high shred bin volume are required, our office shredders are the first choice. They are suitable for centralised use.

Ideal for large work groups, open-plan offices or an entire office floor.



### **Special solutions**

How can you protect your electronic data on discarded hard drives? Using our clever hard drive punch.

For protection against the abuse of electronically stored data.

# On the safe side

## The ideal GDPR basic equipment

In addition to operating safety and providing powerful performance, IDEAL shredders guarantee the highest quality and durability. Developed and manufactured in line with the strict German standards at the Balingen location.



**MADE IN GERMANY**



For additional information  
visit [ideal.de](http://ideal.de)

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