CREATIVE RECYCLING

[800] 797.2061
www.crserecycling.com

CREATIVE RECYCLING

Electronics recycling isn't just a virtuous alternative... it's a sensible choice

Since 1994, Creative Recycling Systems Inc. (CRS) has been an industry leader in the recycling and reuse of a vast array of end-of-life and obsolete electronic equipment. Our clients include small, mid-size and Fortune 100 companies, government agencies, non-profit organizations, educational institutions and concerned citizens.
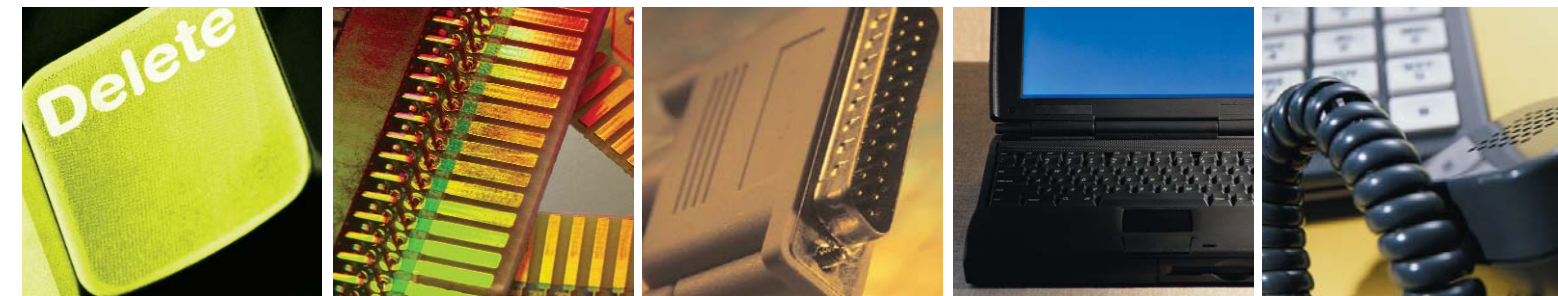
Our services include:
- Custom solutions for our clients' electronics recycling needs
- Environmental management systems
- Data security and destruction including sanitizing and/or shredding IT media
- Data security, recycling, and destruction certifications

CRS maintains sophisticated facilities throughout the southeastern United States, which are designed to properly recycle and reuse an ever-growing array of electronic equipment. Additionally, we own our own fleet of trucks to ensure prompt service.

'Beyond Delete'
How to Ensure Data Security in Obsolete Electronics

Facilities Throughout the Southeast
[800] 797.2061
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Do You Know Where Your Information is Right Now?

"Delete" is simply not enough. While "Delete" can remove a file from sight and allow a file to be written over, it can not destroy information. With the correct software, deleted files can be retrieved. Data is only gone once it has been written over completely. Creative Recycling Systems' data sanitization methods exceed U.S. Department of Defense specifications for security and disposal. According to government security guidelines, the only risk-free solution to protect data stored on obsolete computers is to insure the data is destroyed.

Information is property and it is protected from negligence, loss and misuse as such. In a recent one-year period it was estimated that the total cost of identity theft was over $47 billion*. This figure also includes fines paid by U.S. corporations that violated data security laws. Noncompliance with these laws could result in significant fines and possible imprisonment.

Law	Maximum Fine
Gramm-Leach Bliley Act (Financial Institutions)	$25,000 (per violation)
Sarbanes-Oxley Act (Accounting)	$5,000,000
Health Insurance Portability and Accountability Act	$250,000
Fair and Accurate Credit Transactions Act	$2,500 (per violation)

Secure data is not only necessary to the smooth operation of your business, but to satisfying the laws that protect your industry.
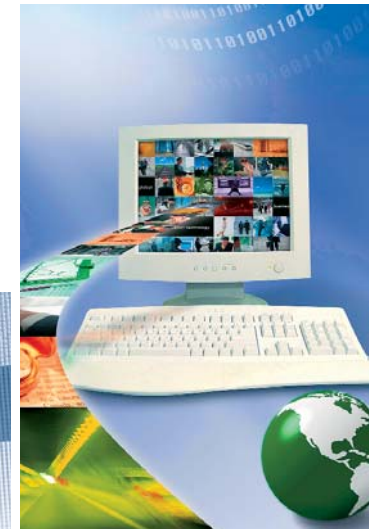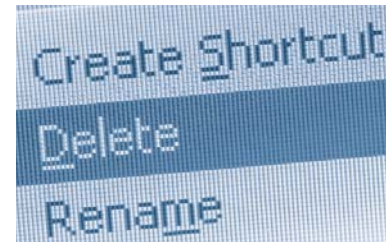
The Hidden Threats of Obsolete Electronics

Approximately 10 million Americans will be affected by identity theft this year.* How much of their information will be stolen from you?

Today's businesses rely on technologies to help them do more and be more. These systems are the brains of the companies they serve, housing each bit of information necessary for everyday operation. They are also home to highly sensitive data entrusted to organizations by employees, customers and partners. This data becomes a liability when technologies reach the end of their useful life, and newer, better technologies take their place.

Customer trust is every company's most valuable asset. Before a company is even privy to sensitive information they must earn the trust of those who would give it to them. Safeguarding sensitive information in business transactions and relationships is paramount to success. Violations of this trust can be as crippling to your company as they are to your customers. Do you know where your information is right now? If it has not been protected from unauthorized disclosure from the time of its creation to the time of its destruction you've invited risk. Protecting your company's sensitive information is vital to maintaining your customer's trust.
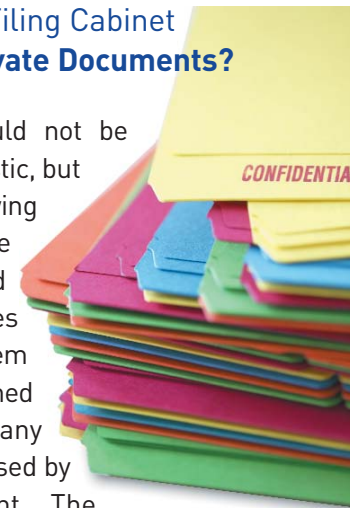
*2003 study conducted by the Federal Trade Commission

End-of-life computers should not be seen as scrap metal and plastic, but as libraries of data.

Would You Throw Out a Filing Cabinet Full of Private Documents?

End-of-life computers should not be seen as scrap metal and plastic, but as libraries of data. Throwing them away without taking the proper precautions would mean leaving these libraries open to any and all. If a system is dumped, donated, refurbished and resold improperly, any remaining data can be accessed by those with criminal intent. The electronics may become obsolete, but the information they store never outlives its usefulness.

You Can Trust Us With Your Obsolete Technologies

Data security requires more than the simple destruction of data. Creative Recycling Systems, Inc. (CRS) understands this and employs state-of-the art data security equipment and methodologies that allow for the secure removal of your company's proprietary information from obsolete technologies, helping to protect your assets and comply with privacy laws.

CRS' Data Security processes available:
- Removing the asset and customer identification tags from each item
- Performing sanitization, or overwrites, of each item
- Degaussing all hard drives, floppy disks, magnetic tape, and other IT media
- Destruction of optical media
- Providing a Certificate of Destruction

Every company requires a unique solution to manage its end-of-life IT assets, and CRS provides the consulting and support services necessary to provide that solution.

Let CRS help you protect your business' most valuable asset: trust.