



Iron Mountain

VIC



BusinessRecycling promotes niche services for Iron Mountain

The **BusinessRecycling** website has proven to be a positive tool for recyclers of all sizes, as well as businesses that provide niche services to their customers. The website's ability to list specific services and match them to target areas means companies like Iron Mountain can promote their more specialised offerings.

Iron Mountain manages billions of information assets each year, including backup and archival data, electronic records, document imaging and business records.

But it's the company's secure shredding, combined with its recycling services, which Iron Mountain is keen to promote through **BusinessRecycling**. After finding the website via a Google search, the business spotted an ideal opportunity to emphasise the compliant destruction of confidential documents and media.

Privacy compliance through BusinessRecycling

Iron Mountain's secure shredding services help organisations and businesses to destroy confidential materials, which the company then



Iron Mountain brochure



recycles. Its end-to-end service involves designing and implementing a secure destruction program to suit its customers.

Iron Mountain's decision to join **BusinessRecycling** in December 2012 was based on its concern about a lack of awareness about privacy compliance, which is important for protecting organisations, their employees and their customers against fraud, identity theft and privacy in general.

"Under the Privacy Act, an organisation must take reasonable steps to destroy or permanently de-identify personal information if it is no longer needed for any purpose for which the information may be used," says Marketing Development Manager, Jakki Jarvis.

"We like to maintain a presence on **BusinessRecycling**, in the hope that it will assist in creating awareness for organisations to remain compliant with retention and compliance regulations prior to recycling.

"One of the site's benefits is the listing of specific services which allows us to promote exactly what we do to a range of businesses, large and small," Ms Jarvis added.

Contact

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Jakki Jarvis
Marketing Development Manager
Iron Mountain



Make recycling at work easy! Visit **BusinessRecycling.com.au** to check out reuse and recycling options for around 90 different materials, find out how to choose the right recycler, download signage to help with recycling, and learn what other workplaces are doing to manage waste and improve sustainability.

Foundation
Partner



Major
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Planet Ark's BusinessRecycling.com.au is a partnership program that has been funded by the NSW Environment Protection Authority, and the Victorian Government.

Promotion
Partners



The information included here has been provided to Planet Ark by the named business for the purpose of encouraging other businesses to recycle and 'green' their workplaces. Although we strongly applaud the actions outlined, Planet Ark does not necessarily endorse them or the specific business.

