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
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**

Iron Mountain  
Level 1/785 Toorak Road  
Hawthorn East VIC 3123  
Phone: 1800 476 668  
www.ironmtn.com.au

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Jakki Jarvis  
Marketing Development Manager  
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