

## **Keeping Private Information Out of the Wrong Hands: When is Data Destruction Required and When is Data Recovery Important?**

Ask yourself these important questions:

Do you have sensitive or private data on your company's laptops and PCs?

Would it be a serious problem if that data landed in the wrong hands?

Are you aware of the potentially significant costs of even a single data loss including negative publicity, lost business, and regulatory non-compliance penalties and legal liability?

Are you relying on simple user-compliance to keep your data secure?

If you answered yes to one or more of the above questions you probably should consider learning more about DataDefense™, a new cost-effective solution from Iron Mountain® that offers the first endpoint security solution that combines powerful data destruction with intelligent encryption that is easily administered by the enterprise.

DataDefense™ can automatically destroy specified data on lost or stolen PCs and laptops to prevent its compromise or misuse. The data destruction solution goes well beyond encryption to also deliver easy, centrally managed data elimination, PC shut-down capabilities, and end-user safeguards. DataDefense effectively secures information even when the PC or laptop is off-line. It is the only way to totally ensure that data is irretrievable to thieves, especially those who target a specific company's data.

With new regulations on data security, installing the DataDefense™ solution on your company's devices can mean the difference between keeping your customer and corporate data secure, or having to inform potentially tens or hundreds of thousands of consumers that the integrity of their sensitive personal data has been compromised. The result? Real peace of mind to senior management, IT and security personnel, and even enterprise customers.

The DataDefense™ solution is the perfect complement to Connected® Backup/PC, the market-leading Iron Mountain® offering that delivers automated PC backup for swift, readily available data recovery. In case of PC or laptop theft or loss, Connected® Backup/PC makes certain you'll always have access to your data. While DataDefense ensures no one else ever will.

Iron Mountain's PC Data Protection Suite, which includes both DataDefense® and Connected® Backup/PC, is the only solution on the market that offers comprehensive, end-to-end protection for valuable data residing on your PCs and laptops.