



**June 2017**

## Your Monthly News & Updates

As the leader in information management and destruction, we continue to set ourselves apart from the competition by offering our clients piece of mind combined with the very best service.

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Congratulations to our own Emily Braün for passing the CSDS (Certified Secure Destruction Specialist) exam! We are so proud of her efforts!



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**Mark Your Calendars for an upcoming  
Community Shred Event!**



### **September 23, 2017**

Service One Credit Union on Campbell Lane, BG, KY  
A minimum donation of \$5.00 is required to be donated to The Center for  
Courageous Kids  
9:00am-12:00pm

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## **A Fourth of July Reminder:**



Land Shark Shredding will be closed on Tuesday, July 4th to celebrate our nation's independence. We will contact you to reschedule if your regularly scheduled appointment falls on this day. Thank you for your cooperation and have a happy fourth of July!

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## **Face-to-Face Request 34 Times As Effective as Email**

Most people believe that making a request, say for a charitable cause, or to attend an event, would be more effective by e-mailing 200 of your friends than asking a few in person. Recent research from Western University recently published in the *Journal of Experimental Social Psychology* shows that an in person request is 34 times more effective.



You will have to ask 6 people in person to get the same results as a 200 person e-mail request.

People are far more likely to agree to do things like complete a survey, donate money, or comply with requests when asked to do so in-person. Interestingly, people seem to believe e-mail is more persuasive.

The bottom line is that if you really want to mobilize people, abandon an e-mail

request in favor of an in-person plea. Good old fashion face-to-face communication is still the most convincing! In fact, 34 times as convincing to be exact!

Source: Harvard Business Review

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We hope everyone had a great Father's day this year. Thanks to all the fathers and father-figures who have shaped each of us. In order to better appreciate this holiday, here is a list of father's day fun facts:

- According to Hallmark, Father's Day is the fourth-largest card-sending occasion with
- 72 million cards given every year.
- Fifty percent of all Father's Day cards are purchased for fathers. Almost 20 percent of Father's Day cards are given to husbands.
- The US Census Bureau estimates there were 70.1 million fathers in the United States in 2008.
- Sonora Smart Dodd of Spokane, Washington, is credited with starting Father's Day after hearing a sermon on Mother's Day.
- Dodd wanted to honor her father William Jackson Smart, a widower who raised six children on his own.

Source: CNN

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## The Truth About What's In Your Trash

The Supreme Court has ruled that there is no privacy in one's trash. This means it is not illegal for identity thieves, or the media, to sort through your trash.



In his book *"the Truth About Identity Theft,"* Jim Stickley talks about how for years

his job was to sort through individuals and businesses trash to discover just what they were throwing away.

### **What's In the Trash**

What Stickley found is shocking. Simply by putting some rubber gloves on and sorting through the trash, he was able to compile a list of employees service providers, account numbers and service address. He could not only gain access to these key employees lives, but he now had the power to take over their lives. He was literally able to access their credit card accounts and open new accounts if he had chosen to. He also found key company information and private customer information in the trash.

### **Simple Solution**

Stickley states there is a simple solution to this. Shredding. He says to shred everything. And, don't confuse recycling with shredding. Recycling is no more secure than throwing the items into the trash.

### **Are You protected?**

Stickley learned that the amount of confidential information found in the trash is directly connected to the priority that an organization places on having its employees shred documents.

It's best to have a locked shred container within reach of each employee. One per floor is not enough to prevent employees from simply tossing private information into the trash.

### **Shred Everything, All The Time, In the Same Manner**

National Association for Information Destruction President, Bob Johnson, states the best policy is to "shred everything, all the time, in the same manner." If you ever experience a breach, this policy is your best protection from liability and fines. It also eliminates confusion of what is and is not considered confidential for employees.

Stickley suggests that you get some rubber gloves and head out to your own dumpster. You'll likely be shocked and concerned by what you find in your trash.

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