

# Zero-Waste-To-Landfill Policy

## Complete Electronics Recycling Services

### Celebrating 20 Years of Environmental Service

AERC Recycling Solutions' Electronics Processing Com-Cycle Facility in Melbourne, FL is a Certified Electronics Recycler®. The Company is committed to obtaining R2/RIOS Certification for its other Com-Cycle facilities located in Hayward, CA; Houston, TX; Ashland, VA; and Allentown, PA by 2011.

- ▶ Electronics Recycling
- ▶ Secure Data Destruction Services
- ▶ De-Manufacturing and Disassembly
- ▶ Processing of Lamps, Batteries, Ballasts and Mercury-Containing Devices
- ▶ RecycleKits Program for Electronic and Universal Wastes

Utilization of our services can help your organization earn points toward LEED Certification.

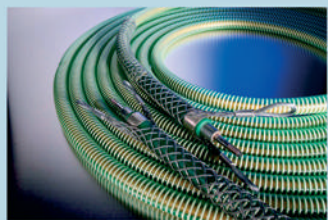


"We are committed to a green world by helping clients in proper end-of-life management of assets containing sensitive data and components hazardous to our environment."

Toll Free 866-447-5177  
www.AERCRecycling.com  
info@aercrecycling.com



AERC has a national footprint with ten facilities and two transfer stations in the US. We offer a fully compliant solution, adhering to all applicable local, state and federal regulations. Allentown, PA; Flanders, NJ; Ashland, VA; Hayward, CA; Melbourne, FL; Houston, TX. All information on data storage devices will be destroyed and all End-of-Life Electronics will be kept out of landfills through our Zero-Waste-to-Landfill Policy.



**Hose**  
Up to 1" inner diameter  
& 46,000 psi working pressure



**Valves**  
Needle valves, ball valves &  
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working pressure



**Fittings & Adapters**  
316SS, up to 60,000 psi  
working pressure



**Quick Disconnects**  
Up to 30,000 psi working pressure

# SPIR STAR®

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## BUSINESS UPDATE

# Advancing data security measures

## AERC Recycling Solutions

With the technological advancements that have taken place since the previous generation, it has become easier to do business in some ways. Technological advancements have evolved the way we communicate in our personal and professional dealings. Since these tools expedite transactions, we are able to perform more transactions and therefore exchange more information.

We live in an age that is obsessed with privacy and security over all aspects of business and personal dealings. The customer must presume any information given out by them will be protected. Unless the person supplying the information has conducted research about how a specific company handles confidential information received from any source, the customer is cornered into what may be defined as blind trust. According to the 2009 Ponemon Institute benchmark study, sponsored by PGP Corp., the average organizational cost of a data breach was \$6.75 million in 2009.

While the recipient of information may want to have access to as much information as possible in this age of information overload, the supplier of information wants to have confidence his own information deemed as sensitive and confidential remains protected.

With these "luxuries" come risks and responsibility, which add an additional component to the dynamic of running a successful business. For example, some businesses offer secure online tools for its customers and employees for active users who want to be informed of account information. Through the implementation and continuous strengthening of standard operating procedures supporting data security, such a tool continues to be a selling feature, not a threat. Such protocols are an essential part of doing business today.

These technological advances have increased the number of choices today. With these choices and tools, which give us such versatility, we cannot forget to add mechanisms in our daily practices in order to guard against unwanted parties abusing our trust in these resources. This applies to any and all sensitive information that is being distributed for business and personal purposes, such as account information, credit card numbers, Social Security numbers, medical histories, high priority e-mails containing as-needed information and hard copies of documents marked "Private and Confidential" or "For Your Eyes Only."

An organization's data management practices may aim to ensure information is protected, but all it takes is one mistake to ruin

an otherwise perfect record. If one piece of data gets into the wrong hands, the whole company is seen as having all data it manages vulnerable to attack. Meanwhile, bad press and lawsuits follow. The initial management of the situation adds strain to sustaining the current state of business by diverting resources away from growing the business and having to suddenly focus on a "damage control" situation. This lack of trust in the organization by customers, employees, business partners and industry players intrudes on an organization's capability of running a viable business, acquiring new customers and moving forward with its initiatives.

Some business owners have had the unfortunate experience of discovering the limitations of their own data management practices on the news or, better yet, through a phone call from an irate customer who has already taken their business elsewhere. Legislative requirements governing data management practices include The Sarbanes Oxley Act, Gramm Leach Bliley Act, Health Insurance Portability & Accountability Act (HIPPA) and Fair and Accurate Credit Transaction Act. In addition to following the guidelines set out in these pieces of legislature, a company should take additional precautions so it is not only compliant with what is required, but does what is right. Reputable electronics recycling and document shredding companies that perform secure data management and document shredding services (respectively) can identify how sensitive information can be destroyed in a responsible, verifiable manner while following the policies set in place by the organization.

If data is not managed appropriately, we can get trapped in an age of overexposure where unwanted parties (i.e. hackers) can abuse our various points of vulnerability. These considerations need to be integrated into daily practices as an organization works on its protocol relating to data management. Data security needs to be reflected in all aspects of business dealings, which starts with the acknowledgement that this is a key issue for all commercial and personal transactions and identifying all the points of vulnerability for data that travels in and out of the organization. This awareness needs to be acted upon with a sense of urgency in order to ensure data protection is a measure that is taken on a proactive basis, as opposed to a damage control situation.

For more information, contact Emilia Jarzynska at (973) 691-3200, Ext. 32 or visit [www.AERCRecycling.com](http://www.AERCRecycling.com).

# BIC

MAGAZINE

BUSINESS & INDUSTRY CONNECTION

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www.bicalliance.com

A BIC ALLIANCE Publication

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Crucial conversations—The key to successful shutdowns, turnarounds, outages

Grace Davison celebrates 100 years of manufacturing, growth

Challenging, changing five dangerous safety perceptions

Drilling to resume after inspection of each deepwater drilling operation

Reducing risk, increasing value with intellectual property

Company assets: Creating a culture of operations ownership

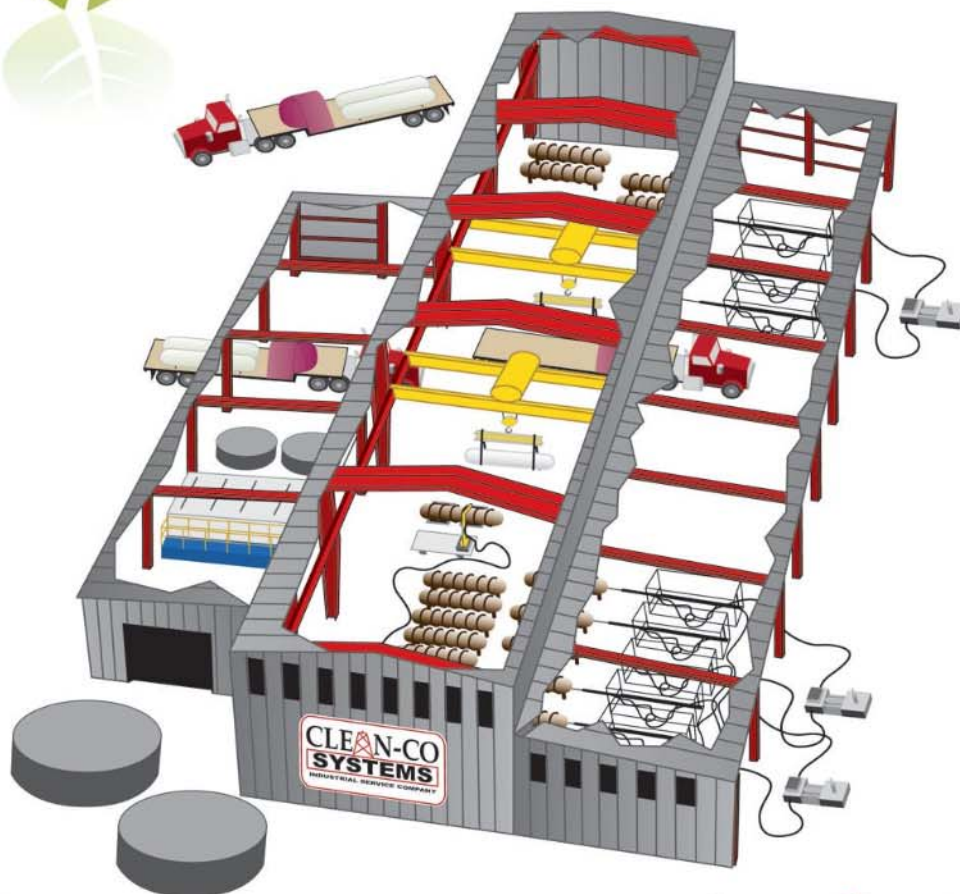


The 2011 BIC Planner: Your guide to industry trade shows, events and conferences



## The Safe, Efficient, Eco-Conscious Alternative Off-Site Heat Exchanger Cleaning & Repair

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