# Simple solutions to serious problems.

**Protect your company & customers** from data theft

Kensington®

Swingline®

# A data breach can happen to you

Whether that data is customer records, personnel files or a trademarked formula, company IT departments invest millions of dollars every year protecting confidential company information.

**These ongoing IT security measures include:**

- protecting, securing and cleaning data
- programming of firewalls to prevent access to on-site data
- securing the building perimeter and video surveillance

*Then why do so many data breaches occur every year?*

**92%** of IT practitioners reported someone in their organization had a laptop lost or stolen, and **71%** reported that it resulted in a data breach.[*]

A stolen laptop leaves a corporation vulnerable in 2 ways:

- the actual data stored on the laptop can be stolen
- the company server can be easily accessed through an employee laptop, thus leaving the entire corporation open to a network hack and widespread data theft

**9%** of data breaches are due to loose paper records[†]

Although laptops are the biggest source of exposure, data breaches can also occur from printed paper. In a 2009 Canadian study, unauthorized access to information by employees is one of the fastest rising security breach categories, with an increase of 112% from 2008.[‡] Consider how often confidential emails and documents are printed and then left in the printer, at reception and in boardrooms, or outside the office.

## GET THE FACTS

- Almost 50% of all data breaches are from stolen equipment or loose paper.[†]
- One laptop is stolen every 53 seconds.[§]
- Up to 12,000 laptops are lost or stolen in US airports each week.[§]
- Laptop or mobile-device theft in Canada has increased 56% since 2008.[‡]
- As much as 60% of important corporate data resides on desktop and laptop computers that are not properly protected.[§]
- Encryption is not enough! 56% of business managers have disengaged their laptop's encryption solution. 48% of these managers admit this is in violation of their company's security policy.[*]

*The Human Factor in Laptop Encryption: US Study. The Ponemon Institute, December 2008.
†Annual Study: US Cost of a Data Breach. The Ponemon Institute, November 2007.
‡Hejazi, Walid, and Alan Lefort. 2009 Rotman-TELUS Joint Study on Canadian IT Security Practices. Rotman School of Business/University of Toronto, TELUS. 2009.
§ Dell Web Article: Get Protected and Connected.

# The **financial and legal** implications of a data breach can be staggering

*The cost of equipment replacement is just the tip of the iceberg...*

## Annual losses from data breaches have increased 97% in Canada in 2009.*

The significant financial implications are primarily due to legal and PR issues and often involve regaining lost customer confidence, far beyond the cost of replacing a single laptop. In fact, a single data breach can cost an organization from $800 thousand to upwards of $6 million.[†]

**Canadian organizations report damage to brand as the most significant impact of a breach. According to these organizations, the top five costs associated with breaches are:**

1. Damage to brand or reputation
2. Lost time due to disruption
3. Lost customers
4. Regulatory actions
5. Litigation[‡]

## Corporations must protect personal and customer information: *it's the law.*

While the financial implications of a data breach may motivate corporations, there are also legal requirements. Canada's "Personal Information Protection and Electronic Documents Act" (PIPEDA) states that organizations must follow a code for the protection of personal information. Failure to adhere to these responsibilities means companies could face federal prosecution.

**Under PIPEDA, personal information is defined as:**

• Name, ID numbers, income, ethnic origins, or blood type

• Opinions, evaluations, comments, social status, or disciplinary actions

• Employee files, credit records, loan records, medical records, or the existence of a dispute between a consumer and a merchant

### THE PIPEDA ACT IN CANADA STATES:

• You shall take preventative action

• You shall safeguard information from unauthorized access, disclosure, copying, use or modification

• You shall protect personal information regardless of the format in which it is held

• Your preventative methods should include physical measures

• You shall use care on disposal or destruction of personal information

* *The Human Factor in Laptop Encryption: US Study.* The Ponemon Institute, December 2008.
† Hejazi, Walid, and Alan Lefort. *2009 Rotman-TELUS Joint Study on Canadian IT Security Practices.* Rotman School of Business/University of Toronto, TELUS. 2009. and *Fourth Annual US Cost of a Data Breach Study.* The Ponemon Institute. January 2009.
‡ Hejazi, Walid, and Alan Lefort. *2009 Rotman-TELUS Joint Study on Canadian IT Security Practices.* Rotman School of Business/University of Toronto, TELUS. 2009.

# Effective strategies to
# protect your electronic data

The risk is real and the costs are significant. Statistics show that **3 of 4 companies experience a data breach when a laptop has been lost or stolen,** and that over half of all employees circumvent data encryption policies.* Add to this the **legal requirements** under PIPEDA to protect personal information and you have a compelling argument to take action to **physically protect your laptops,** and your company.

## Checklist

| PIPEDA REQUIREMENTS | YOUR ACTION |
|---|---|
| You shall take preventative action | ☐ Establish and enforce a company policy concerning usage and safeguarding of employee laptops |
| You shall protect against loss or theft | ☐ Ensure all laptop computer files are backed up in a safe location<br>☐ Establish and enforce a 'lock-down' policy whereby employees have the means to secure their laptops in the car, at home, in hotels, in the office |
| You shall protect personal information regardless of the format in which it is held | ☐ Electronic, printed and displayed data must be treated equally<br>☐ Ensure all files are encrypted |
| Your preventative methods should include physical measures | ☐ Provide proper physical security for computers and employees:<br>  • computer lock-down<br>  • video surveillance within the building<br>  • perimeter security<br>  • visitation identification procedures |

*\* The Human Factor in Laptop Encryption: US Study.* The Ponemon Institute, December 2008.
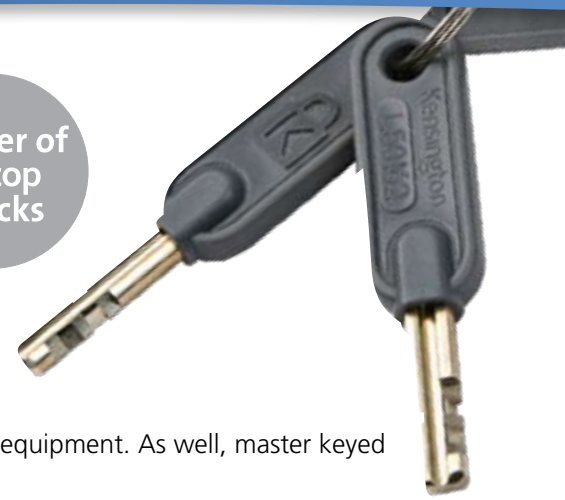
# Protect your device, Protect your data, Lock it Down

**Kensington®**

The Kensington Security Lock—the most important cable you connect to your laptop.

## CLICK IT TO KEEP IT!

| | Product # | Description | WORK STATION | EXECUTIVE OFFICE | MOBILE WORKER |
|---|---|---|:--:|:--:|:--:|
| **SAFE PREMIUM** | 8589664637 | ClickSafe™ Keyed Laptop Lock • The strongest and easiest-to-use lock available • Watch employee compliance rates rise! Just click and secure in a single step • Tamper-proof disk-style lock combined with superior materials provide near-impenetrable protection • Super-strong steel cable provides the strongest physical security on the market • Attaches to laptop via the Kensington Security Slot found in 99% of computers **NEW!** | ● | ● | ● |
| | 8589664638 | ClickSafe™ Keyed Twin Laptop Lock • One step-simplified design protects computers and peripherals with a click **NEW!** | ● | ● | |
| | 8589664590 | MicroSaver® DS Keyed Ultra Thin Laptop Lock • Nearly impenetrable disk style keyed locking mechanism | ● | ● | ● |
| **SAFE PRO** | 8589664068 | MicroSaver® Keyed Laptop Lock • Patented T-bar provides superior locking strength and theft protection | ● | | |
| | 8589664025 | Twin MicroSaver® Keyed Laptop Lock • Dual head lock protects two devices with one cable | ● | ● | |
| | 8589664529 | MicroSaver® Keyed Flat Panel Monitor Lock • Designed specifically for flat panel monitors | ● | ● | |
| | 8589664530 | MicroSaver® Keyed Projector Lock • Designed specifically for projectors | ● | | ● |
| **SAFE** | 8589664562 | ComboSaver® Ultra Laptop Lock • Combination style lock with ultra thick cable | ● | | ● |
| | 8589664561 | ComboSaver® Laptop Lock • Combination style lock | ● | | ● |
| | 8589664560 | ComboSaver® Combination Portable Laptop Lock • Low-profile design and self-coiling cable for easy travel **NEW!** | | | |
| | 8589664538 | MicroSaver® Keyed Retractable Laptop Lock • Specifically designed for the mobile professional | | | ● |
| | 8589664588 | Security Lock for Netbooks • Slim-profile lock stretches from 3" to 6' to keep netbooks safe in any environment **NEW!** | ● | ● | ● |
| | 8589664615 | Desktop and Peripherals Locking Kit • Includes everything you need to secure a desktop computer | ● | ● | |

## Master Access Solutions

Master keyed products allow you to choose the level of control you have over your IT equipment. As well, master keyed locks help safeguard against internal theft and reduce downtime caused by lost keys.

### Customize your MicroSaver® security solution to suit your organization!

**ADMIN / USER USER USER**
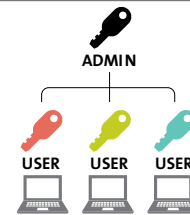
**Administrator access with user keys:** Equip employees with their own personal locks to protect your organization's technology - all while retaining universal access for your IT staff.

**USER USER USER**
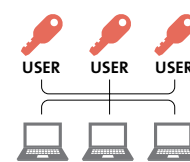
**Shared access:** Protect your equipment from non-employee theft while giving employees the access they need to be productive, using shared, identical locks and keys.

**ADMIN**

**Administrator-only access:** Implement the most restricted lock management at your organization - protect business technology with locks that are only accessible with one master key for ultimate control and access.

Contact your Sales Representative for more information.

## ClickSafe™ Keyed Laptop Lock

CLICK!

| | Product # | Description | WORK STATION | EXECUTIVE OFFICE | MOBILE WORKER |
|---|---|---|:--:|:--:|:--:|
| **SAFE PREMIUM** | 8589664639 | ClickSafe™ Keyed Laptop Lock - Master Access **NEW!** | ● | ● | ● |
| | 8589664640 | ClickSafe™ Keyed Twin Laptop Lock - Master Access **NEW!** | ● | ● | |
| | 8589664605 | Master Keyed MicroSaver® DS Ultra Thin Notebook Lock | ● | ● | ● |
| **SAFE PRO** | 8589664186 | MicroSaver® Keyed Laptop Lock - Master Access | ● | ● | ● |
| | 8589664187 | MicroSaver® Keyed Twin Laptop Lock - Master Access | ● | ● | ● |
| **SAFE** | 8689567710 | MicroSaver® Desktop Lock - Master Access | ● | ● | |
| | 8589664188 | Desktop and Peripherals Locking Kit - Master Access | ● | ● | |
| | 8589664617 | Master Keyed Desktop and Peripherals Locking Kit | ● | ● | |

You may demand a premium lock for the highest security or the convenience of locking two devices to one another in a workplace or a solution specifically engineered to be portable.

To help you determine the right lock for you, we grade the level of security provided:

**SAFE PREMIUM**
Expert level security from Kensington. These locks are manufactured to exceed industry standards. These specialized locks are tested by multiple third party agencies under severe and critical test conditions. These locks are proven to withstand attacks.

**SAFE PRO**
Superior level security from Kensington. These locks are manufactured to industry standard requirements. The locks are tested by third party agencies for their ability to withstand attacks. Tests are conducted under stringent test conditions.

**SAFE**
Use these locks as a great first line defense against laptop theft. These are engineered and tested to exacting Kensington standards.

LIMITED LIFETIME WARRANTY
The Kensington Promise℠

# Effective strategies to
## protect your printed data

Over the past 5 years, data breaches caused by inappropriate access to printed documents has increased more than all other confidential data sources. 62% of breaches involving printed documents were the result of careless disposal of confidential information.* This is a concern both externally and within your organization, with breaches resulting from unauthorized access to information by employees in Canada increasing 112% in just one year.† Ensure you have the proper measures in place to dispose of loose paper to prevent costly breaches and meet the legal requirements of PIPEDA.

## Checklist

| PIPEDA REQUIREMENTS | YOUR ACTION |
|---|---|
| You shall take preventative action | ☐ Invoke a 'shred where you print' policy. Possible sites for shredders include:<br>• copy centres<br>• executive offices<br>• workstations<br>• at home<br>☐ Shred what you don't need |
| You shall protect against loss or theft | ☐ Ensure that printers are cleared at least twice per day |
| You shall protect personal information regardless of the format in which it is held | ☐ Electronic, printed and displayed data must be treated equally<br>☐ Use DIN level 4 security shredders for sensitive data |
| Your preventative methods should include physical measures | ☐ Adopt a 'when in doubt, shred it' policy at work and at home. |

* Widup, Suzanne. *The Leaking Vault – Five Years of Data Breaches*. Digital Forensics Association, July 2010
† Hejazi, Walid, and Alan Lefort. *2009 Rotman-TELUS Joint Study on Canadian IT Security Practices*. Rotman School of Business/University of Toronto, TELUS. 2009.

# Dispose of loose paper
## and prevent costly breaches

## Introducing a NEW way to shred...

### Get the right tools in the right place

People are more likely to use a shredder to dispose of confidential information if the appropriate equipment is found in a convenient location.

#### Invoke a shred-where-you-print policy

This makes it easy to ensure that no documents will fall into the wrong hands.

#### Choose the right shredder for the job

Follow these steps to ensure you have the right equipment for you.

### Security Levels

There are different levels of security to choose from depending on the level of protection you require. The more sensitive the information you collect, the higher the security level you need.

| Shredding Style | Security Level | # of Pieces per 8.5" x 11"Paper | Ideal For: |
|---|---|---|---|
| Strip-cut | 2 Standard | 37 | Internal documents with non-sensitive information |
| Cross-cut | 3 Moderate | 300-400 | Confidential documents with social security, employee ID and strategic information |
| Micro-cut | 4 High | >2000 | Financial, medical and proprietary information |

### Usage Levels

Once you understand what level of security you require, determine where the shredder will be used and how many people will use it. With that information, choose from the recommended category.

| | Security | Standard | Moderate | High |
|---|---|---|---|---|
| | Cut Style | Strip-cut | Cross-cut | Micro-cut |
| 1 | Personal | GS5 - SC170 - Style Strip | GX5 - Style+ - EX12-05 | |
| 1-2 | E-Series Executive | | EX10-06 - EX100-07 | EM07-06 |
| 1-5 | S-Series Small/Home Office | SS20-08 | SX16-08 | SM12-08 |
| 5-10 | D-Series Departmental | DS22-13 - DS22-19 | DX18-13 - DX20-19 | |
| 10+ | L-Series Large Office | LS32-30 | LX20-30 | LM12-30 |

*How many people will be using the shredder?*

# Swingline®
## Stack AND Shred™

- Shreds 100 sheets automatically and 6 sheets manually
- Automatic Stack-Shut-and-Go™ operation
- Super quiet performance
- Fits under desks
- Shreds staples and paper clips
- Secure cross-cut shredding
- Auto power save feature

**STACK** up to 100 sheets

**SHUT LID** for automatic shredding

**DO MORE** with your day!

EX100-07
3381657571

## STACK... SHUT... AND GO!

# The latest in
# Shredder technology

*Swingline*

## Jam Free L-Series (Large Office)

### When you need it all

Professionals need a hard working, heavy duty shredder packed with features to make large shredding jobs easier. These no-hassle jam free models feature maximum sheet and waste bin capacities, self oil technology for optimum performance, and lifetime warranties on the cutters[†]. The continuous duty L-Series shredders are super quiet and feature an eco-friendly automatic power save feature - perfect for the large office with 10+ users. 2 years on site service included.

| | | SECURITY LEVEL | SHEET CAPACITY | WASTE CAPACITY (gallons) |
|---|---|---|---|---|
| 3381609412* | LM12-30 Jam-Free Large Office Shredder - Micro Cut | 4 | 12-13 | 30 |
| 3381609411 | LX20-30 Jam-Free Large Office Shredder - Cross Cut | 3 | 20-22 | 30 |
| 3381609410 | LS32-30 Jam-Free Large Office Shredder - Strip Cut | 2 | 32-34 | 30 |

[†] Micro cut model has 1 year warranty on cutters. *Government Approved Type IIIA paper shredder. Listed in the Security Equipment Guide (SEG).

## Jam Free D-Series (Departmental)

### Security, power and productivity

Choose a shredder that is more than just tough. The D-Series offers continuous duty shredding in 2 shred capacities to suit your office's shared locations with 5-10 users. Featuring no-hassle jam free technology, super quiet operation, automatic power save feature, 2 year limited machine warranty and lifetime warranty on cutters. The cross-cut models now feature built-in self oil and self clean technology for optimum cutter performance. Shredders that get the job done.

| | | SECURITY LEVEL | SHEET CAPACITY | WASTE CAPACITY (gallons) |
|---|---|---|---|---|
| 3381609417 | DX20-19 Jam-Free Departmental Shredder - Cross Cut | 3 | 20-22 | 19 |
| 3381609415 | DS22-19 Jam-Free Departmental Shredder - Strip Cut | 2 | 22-24 | 19 |
| 3381609416 | DX18-13 Jam-Free Departmental Shredder - Cross Cut | 3 | 18-20 | 13 |
| 3381609414 | DS22-13 Jam-Free Departmental Shredder - Strip Cut | 2 | 22-24 | 13 |

## Jam Free S-Series (Small Office)

### Professional security for small groups

Get professional level performance in a personal/small business shredder with the S-Series. Non stop jam free technology delivers hassle-free performance. Featuring super quiet operation, automatic power save feature, 2 year limited machine warranty and lifetime warranty on cutters*. The micro-cut and cross-cut models feature self-clean technology to ensure superior jam free performance.

| | | SECURITY LEVEL | SHEET CAPACITY | WASTE CAPACITY (gallons) |
|---|---|---|---|---|
| 3381609406 | SM12-08 Jam-Free Small Office - Micro Cut | 4 | 12-13 | 8 |
| 3381609405 | SX16-08 Jam-Free Small Office - Cross Cut | 3 | 16-18 | 8 |
| 6447409208 | SS20-08 Jam-Free Small Office - Strip Cut | 2 | 20-22 | 8 |

*Micro cut model has 1 year warranty on cutters.

## Jam Free E-Series (Executive Office)

### Quality, security and the latest technology

Choose from manual models or the revolutionary Auto+ automatic model for document security at your side. All models feature non stop jam free technology to deliver hassle-free performance - even with overlapping papers. Jam free performance is enhanced with self-clean cutter technology. Featuring easy pull out bins to make waste removal a snap and the eco-friendly energy saving power save feature. Smart choices to secure your confidential data.

| | | SECURITY LEVEL | SHEET CAPACITY | WASTE CAPACITY (gallons) |
|---|---|---|---|---|
| 3381650006 | EM07-06 Jam-Free Executive - Micro Cut | 4 | 7-8 | 6 |
| 3381609353 | EX10-06 Jam-Free Executive - Cross Cut | 3 | 10-12 | 6 |
| 3381657571 | EX100-07 Stack and Shred Auto Feed - Cross Cut | 3 | 100 Auto/6 Manual | 7 |

## Personal

### Reliable security at your side

Safeguard private and financial information with these simple but savvy personal/home office solutions. The stylish new EX12-05 features the eco-friendly energy saving power save feature.

| | | SECURITY LEVEL | SHEET CAPACITY | WASTE CAPACITY (gallons) |
|---|---|---|---|---|
| 3381650005 | EX12-05 Jam-Free Executive - Cross Cut | 3 | 12-14 | 5 |
| 6447409300 | Style Strip Personal - Strip Cut | 2 | 7-9 | 3 |
| 3381609368 | Style+ Personal Shredder - Cross Cut | 3 | 7-9 | 3 |
| 3381603099 | SC170 Personal Shredder - Strip Cut | 2 | 12-14 | 6 |
| 3381609370 | GX5 Guardian Personal Shredder - Cross Cut | 3 | 5 | 2.6 |
| 3381609369 | GS5 Guardian Personal Shredder - Strip Cut | 1 | 5 | 3.7 |

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**AUTO+**

**AUTOMATIC SHREDDING**
Stack-Shut-and-Go™ operation for fully automatic shredding. Includes automatic jam clearance. Super Quiet, Self Clean and Eco Friendly.
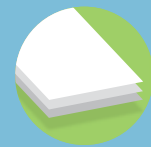
**JAM-FREE**
Patented 3 sensor technology works constantly to prevent jams before they happen, even with overlapping papers. Red and green LED lights indicate if you are exceeding or within capacity.

**SHH!**

**SUPER QUIET**
Noticeably quieter so you won't disturb others. Up to 10 decibels quieter than competitive models.

**SELF OIL**
Extends shredder life and helps maintain peak performance by automatically lubricating the cutters.

**SELF CLEAN**
Helps ensure jam free performance by automatically removing shreds caught in cutters and reducing build-up.

**ECO FRIENDLY**
Conserves energy with an automatic power save feature. Exclusive recyclable paper bags are also available, made from recycled paper.

Your office has evolved.
    So should your supplies.™