



STRENGTHEN YOUR DATA MANAGEMENT AND INFORMATION SECURITY PRACTICES

INDUSTRY FACT

43% OF ALL DATA BREACHES INVOLVE SMALL BUSINESSES.

VERIZON

Data management is a double-edged sword. The information gleaned from customer personally identifiable information (PII) can help your small business build better relationships with buyers, but holding on to this data comes with security risks. In fact, a Verizon study found 43% of all data breaches involve small businesses.

The consequences of a data breach can be far-reaching, impacting not only lost revenue from any data stolen, but also brand reputation. Even if your business is lucky enough to not have a data breach, failure to remain in compliance with data privacy regulations can lead to hefty fines and fees.

This may sound overwhelming, but don't panic. Here are a few simple ways to enhance your data security:

- **Evaluate current security practices.** There are multiple available tools to protect data in the office and for remote employees. At minimum, you should invest in anti-virus software and implement two-factor authentication.
- **Define protocols.** Not all employees need access to sensitive data. Keep track of which employees have access to what data, internally and externally, and set protocols to immediately remove access to that information should they leave the company.
- **Educate employees.** Cybercriminals are constantly developing new strategies to access business information and systems, so train employees to spot common scams and reduce the chance of a hacker slipping through your defenses.

PROTECTING YOUR BUSINESS FROM CYBERCRIMINALS DOESN'T HAVE TO BE COMPLICATED. VISIT THE [INFORMATION MANAGEMENT ACADEMY FOR SMALL BUSINESS](#) FOR MORE TIPS ON HOW TO PROPERLY MANAGE YOUR DATA.

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ABOUT IRON MOUNTAIN

Iron Mountain Incorporated (NYSE: IRM), founded in 1951, is the global leader for storage and information management services. Trusted by more than 220,000 organizations around the world, and with a real estate network of more than 85 million square feet across more than 1,400 facilities in over 50 countries, Iron Mountain stores and protects billions of information assets, including critical business information, highly sensitive data, and cultural and historical artifacts. Providing solutions that include secure storage, information management, digital transformation, secure destruction, as well as data centers, art storage and logistics, and cloud services, Iron Mountain helps organizations to lower cost and risk, comply with regulations, recover from disaster, and enable a more digital way of working. Visit www.ironmountain.com for more information.

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