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## **FOR IMMEDIATE RELEASE**

### **WEST MICHIGAN COMPANY BECOMES CERTIFIED INFORMATION DESTROYER**

#### ***Lakeshore Document Services earns AAA Certification from NAID for plant-based paper and printed media destruction***

**December 2009, Muskegon, MI** – Lakeshore Document Services in Norton Shores has earned AAA certification from the National Association of Information Destruction (NAID) for plant-based operation paper and printed media destruction. The certification program establishes standards for secure destruction processes and evaluates areas of the business including building security, employee hiring and screening, disposal procedures and insurance.

The NAID AAA certification awarded to Lakeshore Document Services comes after an exhaustive audit process that covered every facet of Lakeshore's information destruction process.

"Information destruction is a security issue and a legal issue," says Garry Olson, CEO and owner of Lakeshore Document Services. "NAID AAA certification lets our clients know that we are protecting their information in every way possible. What we offer is much, much more than a shredding service."

### **COMPANIES RESPONSIBLE FOR PROTECTING PRIVATE INFORMATION**

Every business has information that requires destruction. Organizations that handle private client and employee records are required by state and federal law to adhere to strict regulations when destroying that information. The information must be obliterated and as a legal precaution a "Certificate of Destruction" with the exact date of destruction for each record should be documented and maintained.

But shredding documents and issuing a "Certificate of Destruction" is not legally sufficient. A business is responsible for choosing vendors that take the necessary precautions to protect their information even after it is released for destruction. NAID AAA certification for paper and printed media destruction ensures that Lakeshore Document Services has the appropriate policies and procedures in place for secure destruction.

Lakeshore Document Services, which also offers document storage and extensive document and film scanning services, has carefully structured their business to protect the privacy of their clients and the clients' information. Hiring processes, criminal history checks, vehicle loading and unloading procedures, equipment used for shredding as well as picture ID tags and visitor sign-in logs are only a few of the areas audited for secure practices.

NAID issued the certification less than a month after the onsite audit and board review. Lakeshore Document Services received a printed certificate and posting on the NAID website as a certified vendor for paper and printed media destruction. In addition to large volume document destruction services, Lakeshore also offers personal shredding at their facility in Norton Shores.

NAID is the international, non-profit trade association of the information destruction industry. Its members are companies and individuals involved in providing information destruction services. The NAID has offices in the U.S., Canada, Europe and Australia. To learn more, visit [www.naidonline.org](http://www.naidonline.org).

Lakeshore Document Services in Muskegon, Michigan is a full service document management company specializing in information destruction, document storage and management, information storage and retrieval, document and book scanning, and digital conversion for microfilm and microfiche. For more information call 231-798-8756 or visit [www.lakeshoredocuments.com](http://www.lakeshoredocuments.com).

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