

Addressing Massachusetts' PII Laws with StoredIQ's Information Governance Solution

KEY PROVISIONS MASSACHUSETTS 201 CMR 17.00

Limit the amount of personal information collected, how long it is kept, and restrict access on a need-to-know basis;

Identify records containing personal information, or treat all records as if they did;

Regularly monitor employee access to personal information;

Assess internal and external security risks and the effectiveness of current safeguards, upgrading as necessary;

Prevent terminated employees from gaining access to personal information;

Ensure service providers are capable of protecting personal information, contractually bind them to do so, and have them certify that they have a compliant written information security program.

The increase in reported data breaches has applied pressure on states to enact laws requiring businesses to reduce unauthorized access of customers' personal information. Recently, Massachusetts joined California and Nevada in implementing regulations governing the safety and security of their state residents' personal information, forcing all businesses—from flower shops to hospitals—to revamp the way they protect customer data. Other states including Michigan and Washington are considering similar regulations. The Massachusetts' law (201 CMR 17.00) has gained the most visibility due to its strict guidelines. Passed in September 2008, most provisions take effect on March 1, 2010, with regulations applying to all organizations, *doing business in the state regardless whether they are incorporated in Massachusetts*, "who own, license, store or maintain personal information about a resident of the Commonwealth of Massachusetts."

"Personal Information" constitutes a Massachusetts resident's first name/first initial and last name in combination with either the resident's Social Security number, driver's license number or state-issued identification card number, financial account number, or credit or debit card number.

To comply with these regulations, organizations must implement a range of access control, privacy standards and technologies described in the law. Organizations that do not comply may, in



the event of a data breach, be exposed to litigation claims from businesses, individuals, or even the Massachusetts Attorney General, under Massachusetts' consumer protection statute.

While just a few states have adopted such measures so far, the new patchwork of regulations is something many businesses will have to navigate, since the laws apply to out-of-state companies with operations or customers in those states. The new laws establish a standard that can be used by plaintiffs in civil suits to argue negligence if a business is not in compliance.

Meet New PII Standards with StoredIQ for Information Governance

StoredIQ's Information Governance solution provides organizations with a comprehensive, secure and efficient approach to meeting their PII governance and compliance needs. StoredIQ's Information Governance is a cost-effective, auditable solution for the management of information, storage, retention and access as required for proper governance.

KEY SOLUTION BENEFITS

Comply with corporate policy and government regulations, knowing exactly what information is stored and where.

Reduce risk, preempt litigation and avoid fines, based on the ability to proactively identify and secure documents as required by law.

Help ensure that valuable business information is safe and accessible to authorized personnel only, according to regulatory compliance requirements and corporate access policies.

Migrate older, infrequently accessed documents to less expensive storage facilities.

Automatically enforce record retention schedules through automated identification and retention of records.

"Clean house" by proactively identifying and destroying documents whose age exceeds document retention policies.

StoredIQ technology can help protect business-critical information and personally identifiable information assets such as account numbers, social security numbers, credit card numbers, as well as trade secrets, financial records, strategic business plans and IP/source code.

Additionally, organizations can proactively identify content that does not comply with corporate governance policies, as well as government regulations, helping to ensure that potential issues are addressed before they become legal issues. Records can also be deleted automatically according to records retention policies and schedules.

StoredIQ Information Governance Solution Benefits

- Comply with corporate policy and government regulations;
- Reduce risk, preempt litigation and avoid fines;
- Protect sensitive, personal and business-critical information;
- Automate records retention policies and schedules;
- Optimize storage and delete unnecessary information.

The borderless nature of modern ecommerce may well make Massachusetts' new PII regulations the *de facto* law of the land for many businesses. Thus, any business should be prepared to conduct a full assessment of its practices and promptly begin to dedicate the financial, legal and technical resources that it will take to comply with these new complex and sophisticated data protection requirements.

With StoredIQ's Information Governance solution, organizations can better manage both risk and cost while supporting efforts toward compliance in a strategic, effective manner.

About StoredIQ

StoredIQ is a leading provider of enterprise-class Intelligent Information Management solutions, enabling organizations to gain visibility and control over business-critical information to help meet their compliance, governance and legal discovery requirements. The company provides a range of integrated solutions for fast response to litigation and investigations, for proactive "litigation readiness," and for information protection and risk management, as well as storage management. Industry-leading companies rely on StoredIQ's award-winning technology to streamline their information management and eDiscovery processes to reduce the associated risk, complexity and cost.

For more information on any of StoredIQ's products or services please visit us at: www.storediq.com

