

# IT ASSET RETIREMENT RE-NEWS



CASCADE ASSET MANAGEMENT'S CUSTOMER NEWSLETTER

## Quick Facts and Figures

Since Cascade opened in April, 1999, we've:

- Collected and Processed over 61 million pounds of old electronics
- Paid more than \$9.4 million in rebates to customers
- Refurbished and resold, redeployed or donated over 1,034,000 computer devices
- Demanufactured and recycled over 746,758 cathode ray tubes
- Kept more than 2.9 million pounds of lead out of landfills
- Donated more than \$289,000 worth of computer equipment to charities in partnership with our customers

## Contact Cascade

### On the Web:

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### Our Mailing Address

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## Red Flags Rule enforcement now underway

After several years of delay, the "Red Flags Rule" is now being enforced by the Federal Trade Commission (FTC) as of December 31, 2010.

The Rule was developed under the Fair and Accurate Credit Transactions Act of 2003 (FACTA), in which Congress directed the FTC and other agencies to develop regulations requiring "creditors" and "financial institutions" to address the risk of identity theft. The resulting Red Flags Rule requires all such entities that have "covered accounts" to develop and implement written identity theft prevention programs to help identify, detect, and respond to patterns, practices, or specific activities – known as "red flags" – that could indicate identity theft.

As enforcement of the Red Flags Rule is stepped up, it is also expected that the "Disposal Rule" will be given more attention by the FTC. Any business or individual who uses a con-

sumer report for a business purpose is subject to the requirements of the Disposal Rule, a part of FACTA, which calls for the proper disposal of information in consumer reports and records to protect against "unauthorized access to or use of the information."

The Rule requires disposal practices that are reasonable and appropriate to prevent the unauthorized access to – or use

cannot be read or reconstructed; or conduct due diligence and hire a media destruction contractor to dispose of material specifically identified as consumer report information consistent with the Rule. Due diligence could include: reviewing an independent audit of a disposal company's operations and/or its compliance with the Rule; obtaining information about the disposal company from several references; requiring that the disposal company be certified by a recognized trade association; or reviewing and evaluating the disposal company's information security policies or procedures.

These consumer protection rules are similar to the requirements established by HIPAA and HITECH to protect personal health information in the healthcare sector.

Cascade has developed resources guides and sample policy statements customers can use to help ensure they are compliant with relevant privacy rules. Visit the Security section of our web site for more details.

### Resources for you

Go to Cascade's Web Site and click the Security Link on our home page to access our Toolkit:

- Sample IT Asset Control and Disposal Policy
- "Do it Yourself" guide to comply with the Red Flags Rule
- HIPAA/HITECH Compliant Data Security Addendum
- White Paper on Data Security During Disposal
- Video of Cascade's Media Shredder
- Links to legislation and resource guides

of – information in a consumer report. For example, reasonable measures for disposing of consumer report information could include establishing and complying with policies to: destroy or erase electronic files or media containing consumer report information so that the information

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Oviedo, Florida \* Plainfield, Indiana \* Madison, WI \* Rancho Cucamonga, CA

## President Obama establishes task force on e-waste

President Barack Obama used the occasion of America Recycles Day on November 15, 2010 to announce a national strategy to focus on the problem of e-waste. He created a cross-agency task force consisting of the US Environmental Protection Agency (EPA), General Services Administration (GSA), and Council

crease of general recycling efforts by Americans, but suggested that more could be done. He explained that many electronics contain valuable, nonrenewable resources, such as precious metals and rare earth minerals. Recycling these components could conserve materials, prevent air and water pollution, and reduce greenhouse gas (GHG) emissions that occur during extraction, manufacturing, and processing.

"Used electronics represent the fastest growing segment of local solid waste in our country. Far too many used electronics end up in landfills or are exported to nations where there is little capacity for safe management. Rather than benefitting from the reuse and recycling of valuable components, we see increased exposure to

electronics management. There are cost-effective and potentially profitable methods to better manage these materials and prevent health and environmental threats at home and around the world."

"To address the problems caused by electronic waste, American businesses, government, and individuals must work together to manage these electronics throughout the product lifecycle -- from design and manufacturing through their use and eventual recycling, recovery, and disposal," proclaimed President Obama in his America Recycles Day announcement. "To ensure the Federal Government leads as a responsible consumer, my Administration has established an inter-agency task force to prepare a national strategy for responsible electronics stewardship, including improvements to Federal procedures for managing electronic products. This strategy must also include steps to ensure electronics containing hazardous materials collected for recycling and disposal are not exported to developing nations that lack the capacity to manage the recovery and disposal of these products in ways that safeguard human health and the environment."



EPA Administrator Lisa Jackson with President Obama

on Environmental Quality (a White House coordination office) to focus on decreasing e-waste and helping the federal government set an example for the American people on responsible electronic disposal practices.

President Obama celebrated the in-

the toxic chemicals and other harmful substances in electronic devices," said EPA Administrator Lisa P. Jackson. "EPA has made the handling of used electronics and e-waste one of our top priorities, and through this task force the U.S. can become the world leader in sustainable

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## EPA Administrator to visit Cascade supported Ethiopia Project

On February 15, 2011, EPA Administrator Lisa Jackson is scheduled to visit an innovative project supported by Cascade in Addis Ababa, Ethiopia as part of an East Africa UN Environmental Program meeting. Since 2007, Cascade has been contracted by the London based sustainable development charity International Business Leaders Forum to provide technical assistance to help build computer refurbishing and recycling capacity in Ethiopia. Cascade's CEO has visited Addis Ababa four times to plan, establish, and train staff at a computer demanufacturing center. The project is funded by the World Bank and administered by the Ethiopian Information Computing and Telecommunications Development Agency. Visit Cascade's web site for videos of the project and details on the EPA's visit. Also, look for ways you can help this program get quality computers in the hands of people who need them in Ethiopia.