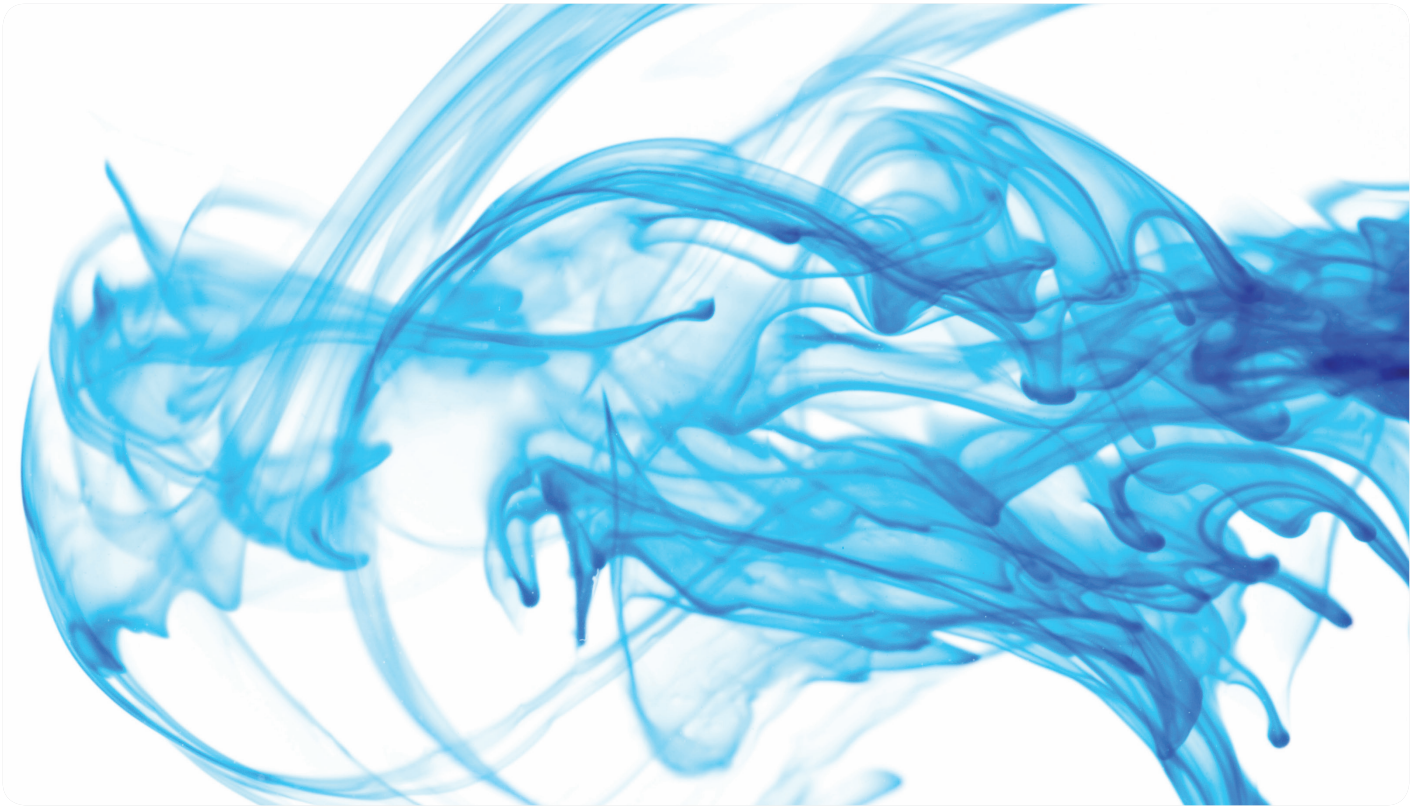


# Data Cleansing Service

Comprehensive support for data  
removal from your print devices

Professional Services

Ricoh's Data Cleansing Service provides a proven, complete and documented process for removing data from end-of-contract printers and MFPs. Our secure disposal service covers all potential sources of information from devices, giving you the peace of mind that your data remains confidential.



## Data Breaches in Europe and the USA

Today 63% of businesses experience one or more print-related data breaches. It is clear that printers are increasingly becoming a security hole for leaking sensitive company or client information. The average cost of breaches at organisations has jumped past €4 million per incident, a 29% increase since 2013 and 5% increase since 2015. (Source: Quocirca)

The average cost per record is about €158. Having an incident response plan and team in place reduces that figure drastically, by €16 per record. (Source: Ponemon)

## New Legislation

The European Union has agreed on a new Privacy Regulation called the General Data Protection Regulation. (GDPR). The GDPR enters into force in Q1 2018 and has a direct effect on all Member States in the EU. The main impact is that the EU will impose massive fines for non-compliance. These fines can go up to 4% of total company revenue with a maximum of € 20 million per incident. As a result, Organisations need Data Governance in place that protects the rights of individuals by May 2018.

## Delivering complete peace of mind

Data security remains a high-priority issue for organisations, in response to intense public scrutiny of security incidents, and the need to comply with new and ever-changing European rules and regulations. The potential fines for a data breach are high. The impact on a company's reputation and loss of competitive advantage can be even more costly.

At Ricoh, the security of your information is our priority. We offer a wide range of solutions to protect your print devices throughout their operating life. At end-of-contract, our Data Cleansing Service enables you to protect confidential information when your devices need to be disposed of.

### Key benefits

- The most comprehensive full data cleansing service on the market
- Comprehensive coverage of all potential data sources within print devices
- Certified, auditable processes for complete peace of mind
- Data Cleansing Service can be integrated into device lifecycle management



## With Ricoh, you're covered

An increasing amount of residual data is stored on MFPs and printers. However, while many organisations have implemented policies for protecting confidential data on PCs and servers, the risk of information leaking from print devices is frequently overlooked. New developments such as the document server and scan-to-email increase the amount of personal and confidential data held on these devices – and the risk of a leak.

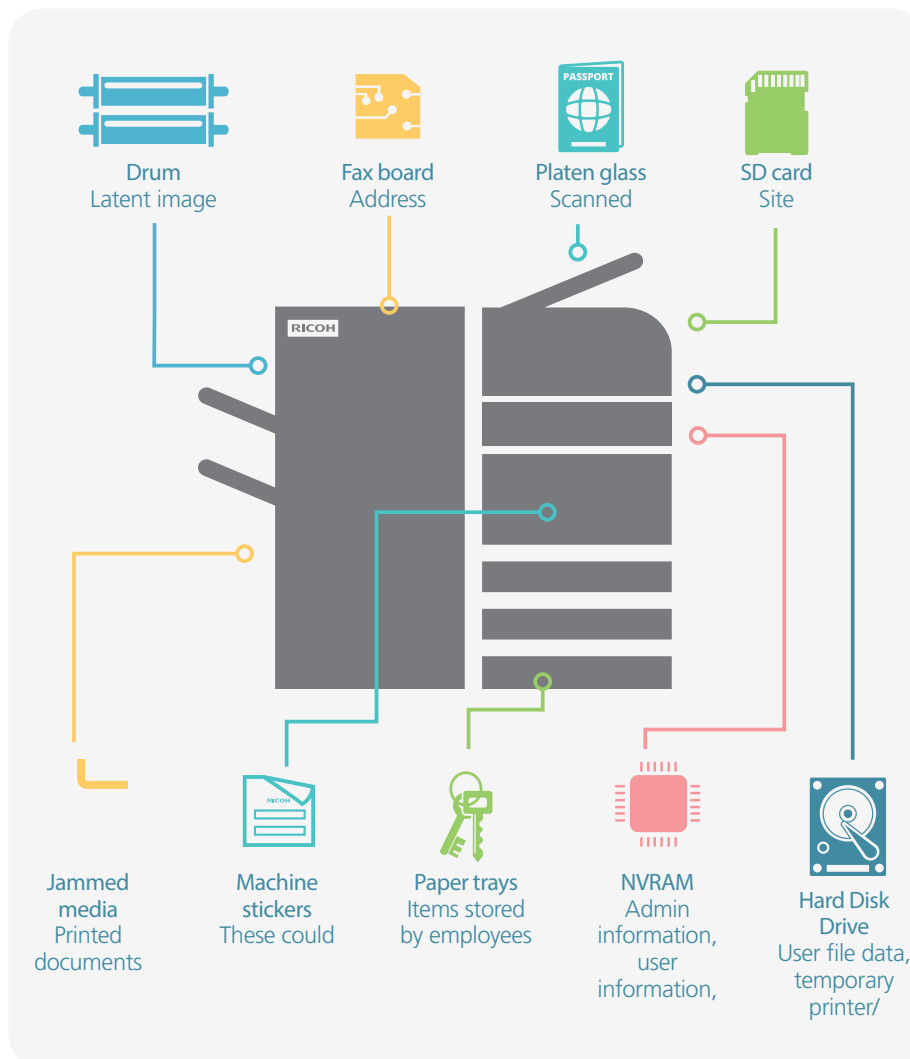
Ricoh offers the most comprehensive Data Cleansing Service available for printers and MFPs on the market today. Our secure disposal service removes, beyond recovery, any residual data from devices and includes certification for proof of compliance with data protection obligations. Our fully auditable processes and procedures remove data from all areas of a device, and are documented each and every step of the way. As the most trusted data cleansing solution provider, we deliver the highest assurance you can get.

## Where potential risks can hide

It's not just the hard drives in your print devices that present a potential risk to information security.

As the diagram below shows, this is only one of the many places on a printer or MFP where potentially sensitive data can be located. A decommissioned device can contain both digital and physically-stored information.

Ricoh's comprehensive Data Cleansing Service addresses all potential areas of risk, offering you complete peace of mind that no data can be recovered from a device.



## About Ricoh

As a global company specialising in office imaging equipment, production printing, document management systems, communication services and solutions, sustainability management, IT infrastructure and workplace services, Ricoh offers true end-to-end information and communications solutions that deliver efficiency gains and cost efficiency.

### Case study:

#### Global, Fortune 500 organisation

This global organisation had over 350 print devices in the UK that were reaching end-of-contract.

It recognised the need for a data cleansing solution that would ensure the secure removal of any residual information held on the devices; ideally, it wanted this to be provided by its existing supplier and service provider, without needing to involve a third party provider.

A key part of the organisation's requirements was having a service that was fully auditable and which could demonstrate compliance with all data protection requirements at each stage of the data removal process.

Before signing the deal, the organisation carried out a detailed evaluation of how Ricoh's data cleansing operation worked, including a site visit and review of the technical processes and standards involved. This convinced it to commission Ricoh to oversee the decommissioning of its end-of-contract print devices.

After commencing the relationship, the organisation conducted an audit of Ricoh's performance. It was impressed by the professional, thorough approach to processing devices. For each stage of the data removal process, it has documented evidence that all necessary steps were undertaken.

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