

Digital media agency IPG Mediabrands streamlines data disposal with Shred-it services

IPG Mediabrands, is a global digital marketing agency employing over 8,500 marketing communications specialists in over 130 countries.

With a large employee base in the UK, the company wanted to ensure its information security processes were not only robust, but also widely adopted by staff and aligned to its sustainable values.

Billy Gall Gray, Facilities Manager for IPG Mediabrands, advised that the introduction of the General Data Protection Regulation (GDPR) in May 2018 was the impetus for the agency to streamline the storing and disposal of its sensitive information: "Preparing for GDPR was a resource burden, particularly as we work with so many vendors and suppliers and need to ensure they're working with compliant parties. Working with a non compliant vendor could put the agency at risk of a violation". For agencies, these fines could be immense 20 million euro or 4% of global annual turnover.



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We have seen cost savings by being able to end the lease on our industrial shredders and also saved man hours as staff no longer have to shred documents manually.

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Billy Gall Gray, Facilities Manager
IPG Mediabrands

We protect what matters.

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Staff training is essential

With Shred-it's ongoing support and guidance, IPG Mediabrands has been using its confidential information disposal services to safeguard sensitive data for nearly 10 years, primarily as a means of managing and destroying financial, HR and legal documentation. The agency currently uses the On-demand shredding service, which delivers flexibility so additional consoles can be added when shredding needs increase.

Each console is barcode scanned, then emptied. Once complete, Shred-it provides IPG Mediabrands with a Certificate of Destruction, delivering peace of mind that the company is adhering to privacy legislations such as the GDPR. In addition, **Shred-it ensures all securely shredded paper is 100% recycled, in keeping with IPG Mediabrands' global sustainability values.**

As well as streamlining its document management procedures the agency also undertook staff training to help them understand what constitutes sensitive information, and how to store and dispose of it securely. A GDPR Champion is also now in place and a staff member has been appointed on a year-long contract to oversee the disposal of all historical files from the HR department.



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GDPR has led to an increase in data disposal needs

Billy Gall Gray explained that there used to be industrial shredding machines in the company, "We have already seen **cost savings** for the business in terms of leasing less machines, meaning a decrease in the need for maintenance and repairs," he said. "Shred-it have also helped us **improve GDPR compliance**; alleviated the need for a dedicated shredding area; **delivered savings on staff time** spent manually shredding; and helped us achieve lower electricity costs."

The three key reasons IPG Mediabrands chose Shred-it



GDPR compliance



Cost-effectiveness



Better use of storage areas

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With all the invaluable insights that consumer data can offer the marketing and advertising industry, malicious third parties also have devious motives for obtaining this information

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Billy Gall Gray, Facilities Manager
IPG Mediabrands



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