

Professional Records and Information Services  
Management International

# Your Connection to Success

THE GLOBAL TRADE ASSOCIATION FOR INFORMATION MANAGEMENT COMPANIES

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## **VISION**

PRISM International will be the global advocate for safeguarding physical and digital information by serving organizations that provide information management services.

## **MISSION**

PRISM International will be an essential business resource for member companies, their employees, and the marketplace in the global information management industry through education, advocacy, industry promotion, and networking.

## **CONNECT:** To the top minds in the records and information management industry.

PRISM International is the global advocate for safeguarding physical and digital information, serving organizations that provide records and information management services. Our mission is to be an essential business resource for member companies, their employees, and the marketplace in the global information management industry through education, advocacy, industry promotion, and networking. Our members are trusted resources for the storage, management, and protection of client information. We serve our members through a strong suite of benefits, including opportunities to connect with the top minds in the industry, critical industry resources, inspiring educational events, outstanding corporate partners, and the strong reputation and integrity that surrounds PRISM International and Privacy+ Certification.

PRISM conferences and workshops have been described as “10 years of learning in 3 days.” Networking and learning opportunities, both in the outstanding educational program and in the hallways and receptions between sessions, provide seasoned veterans and new entrants to the industry with the crucial information they need to thrive in a growing and exciting industry. Between meetings, the PRISM Online Member Community provides instant advice from peers on topics ranging from best practices to help-me-out-of-a-tight-spot emergency requests.



# **CONNECT:** To the most important resources in the industry.

Members of PRISM International gain immediate access to the following crucial resources:

## ***InFocus Magazine***

Delivered in both print and electronic format, *InFocus* is a quarterly burst of information, resources, and how-to and trends articles designed to keep you up to date on the latest in the records and information management industry.

## ***PRISM Week in Review***

*PRISM Week in Review* is a weekly e-mail-based digest of articles and news stories that are trending in the records and information management industry.

## **PRISM Standard Storage and Service Agreement**

PRISM International has developed standard terms and conditions for offsite information management agreements. The standards and conditions have been compiled from contracts in use by PRISM International members throughout the United States and have been reviewed by legal counsel representing PRISM International.

## **HIPAA Model Business Associate Agreement**

This document is a sample business associate agreement to assist PRISM members with their overall HIPAA compliance strategy.

**In addition, more than a dozen crucial white papers and documents created by PRISM International are available to members in the Member Center section of [www.prismintl.org](http://www.prismintl.org).**

# WHO BELONGS to PRISM International?

- Commercial Records Centers
- Confidential Destruction Services
- Data Conversion/Indexing Companies
- Digital Archiving Companies
- Disaster Recovery Companies
- E-Vaulting Companies
- Facility Management Companies
- Imaging Service Bureaus
- Industry Product/Service Suppliers
- Information Management Consultants
- Media Vault Operations
- Micrographic Bureaus
- Moving and Storage Companies
- Noncommercial Records Centers
- Office/Data Relocation Companies
- Self-Storage Companies



# CONNECT: To standards that raise the bar in the industry.

## Privacy+ Certification



Privacy+ is an international certification program open to all companies providing outsourced storage and protection of hard-copy records and off-line removable computer media. Participation in Privacy+ is voluntary and allows companies to publicly demonstrate their commitment to protecting the privacy of information entrusted to them by their clients. Privacy+

Certification is owned and administered by PRISM International. Privacy+ Certification is applicable only to participating companies' physical storage and handling of hard-copy records and off-line removable computer media. Privacy+ is not applicable to related services such as document imaging, shredding services, or any form of cloud storage.

The purposes of the Privacy+ program are to

- provide participants a way to publicly demonstrate their commitment to ensuring the privacy of information in their custody
- share resources and best practices to help participants reduce risks to their businesses
- reduce the number of privacy breach incidents among members of our industry, thereby preserving the reputation and trusted status of our industry and reducing the likelihood and severity of government-imposed legislation on our industry.

## PRISM INTERNATIONAL offers five types of membership.

**Company members** are the primary members of the organization. These are commercial records centers, media vault operations, confidential destruction companies, imaging services companies, and other information management outsourcing companies.

**Company affiliate members** are additional units or locations that are added to an existing company membership.

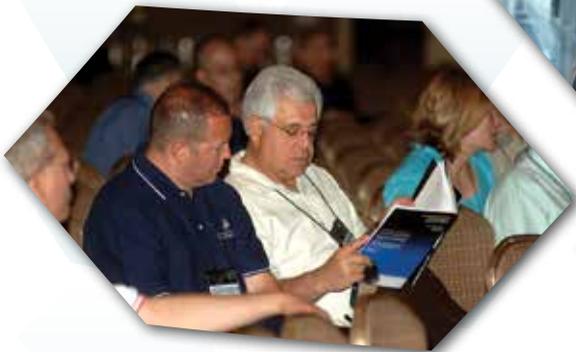
**Associate members** are noncommercial entities such as government records centers, self-vended records repositories, students, and educational organizations.

**Corporate partners** are companies that provide goods or services to company members.

**Corporate partner affiliate members** are additional units or locations that are added to an existing corporate partner membership.

**CONNECT:** To the best corporate partners in the industry.

The connection between PRISM members and PRISM corporate partners is a crucial component of success in the records and information management industry. PRISM offers our members many ways to connect to the best corporate partners in the industry, including PRISM events such as conferences and workshops, the PRISM Corporate Partner online search, the PRISM website, *InFocus* magazine, networking events, presentations, and more.



# **CONNECT:** To a community that is respected and valued by our members and customers.

As members of PRISM International, we recognize our commitment to a philosophy of professionalism toward our clients, fellow members, and the public.

## **To our customers, we will**

- clearly identify the terms and conditions of our contractual agreements and fulfill them in good faith
- maintain the confidentiality and security of client information resources
- initiate best practices and utilize quality controls in providing information management services
- pledge to keep our facilities, employees, controls, and procedures compliant and prepared to fulfill our responsibilities.

## **To our fellow members, we will**

- acknowledge a shared understanding of our serious responsibility in caring for client information assets
- communicate and cooperate effectively to maintain high standards of service
- facilitate peer education and participate in information exchanges among members to advance and improve the industry
- work together to further the professional image of the information management industry.

## **To our public, we will**

- take seriously any ethical complaint brought against a member
- pledge to be a good corporate citizen, fulfilling responsibilities to the communities in which we serve
- continually invest in improving industry knowledge, resources, practices, products, and services
- educate others about information management issues.

# **CONNECT:** To the best education in the industry.

## **Education and Networking Events Span the Globe**

PRISM International events feature outstanding educational content and significant opportunities for networking with colleagues in the records and information management industry. Most PRISM International conferences also feature trade show events that allow vendors to demonstrate their products and services. The following are some typical PRISM International events that are scheduled on a regular basis:

### **PRISM International Annual Conference**

Held during the first quarter of every year, the PRISM International Annual Conference is the most important event in the records and information management industry. This 4-day conference features speakers, sessions, and panel discussions focused on our traditional four core markets: records management, data protection, secure destruction, and scanning and imaging. Whether you are new to the industry or have been in commercial information management for decades, this conference offers state-of-the-art learning experiences and unparalleled networking opportunities.

### **PRISM International Data Protection Conference**

This popular 2-day conference held in the fall each year is targeted and focused on the important topic of offsite data protection services. It is clear that this conference has evolved into a can't-miss event and has enabled attendees to position their businesses to meet and anticipate client demand.



# **CONNECT:** To the best education in the industry.

**PRISM International European Conference**  
**PRISM International Asia Pacific Conference**  
**PRISM International Latin American Forum**

PRISM International is committed to expanding its reach and serving members all over the world. We regularly offer several conferences across the world every year. Each of our international regional conferences offers top-notch education and networking opportunities with some of the most important leaders in the records and information management and destruction industry. Attendees of these international conferences have consistently told us that the education and networking provided at these conferences has made a big difference in the growth of their companies.

**PRISM International Fundamentals Workshop**

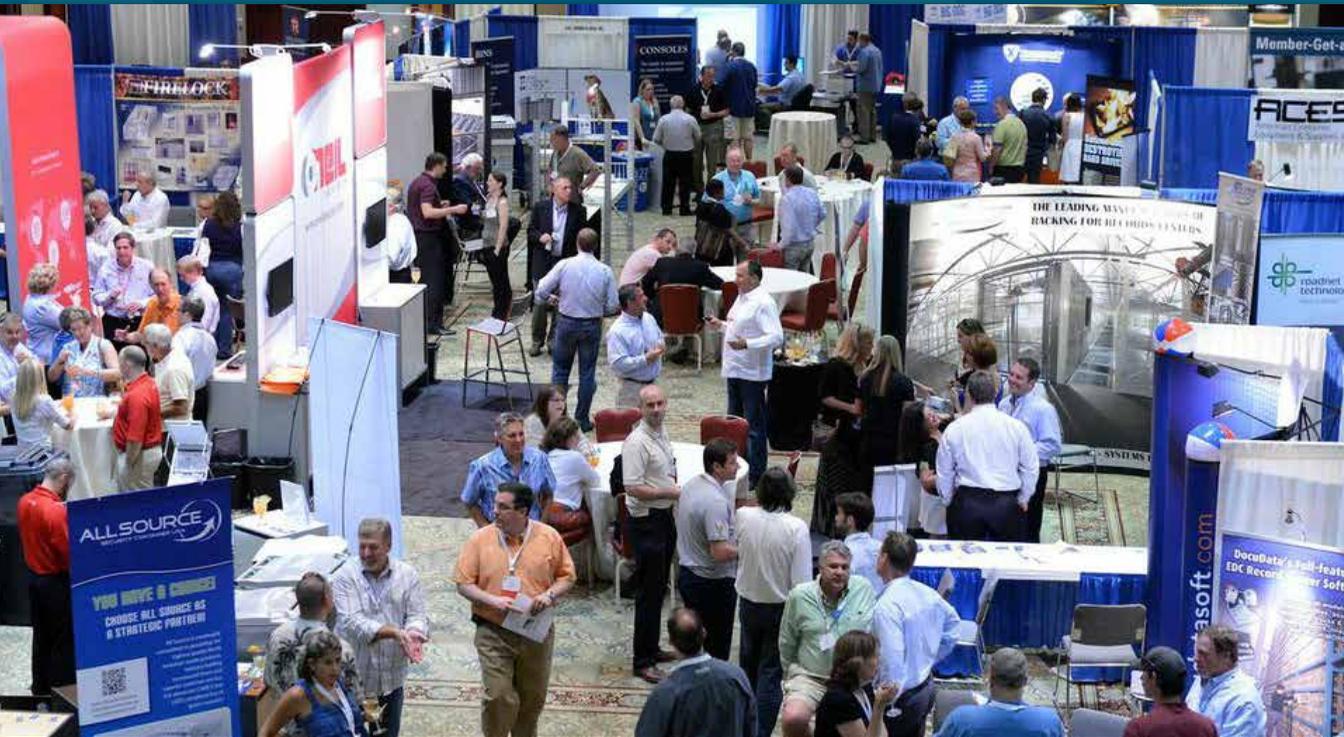
In this workshop, you will gain an in-depth understanding of all major areas of operations, sales, and marketing; the four pillars of the industry (physical record storage and management, data protection, shredding/destruction, and imaging); economics and facility planning; prospecting; legal contracts and regulatory issues; and resources and services available to PRISM International members.

**PRISM International Imaging and Digital Information Workshop**

Business expansion and growth are essential to the long-term health of any business. Oftentimes, expansion into new areas of operation is driven by client needs. Digital record services is a great value-add service to offer to existing and potential clients.

**Join your colleagues.**

**Become a PRISM International member today.**



STAY CONNECTED





Professional Records & Information Services Management

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## Don't just take it from us. Here's what our members have to say about PRISM International.

“PRISM International has helped connect me to some of the brightest and most knowledgeable people in the RIM industry. The relationships and experiences I've made in just the few short years that I've been a member have already proven how invaluable it is to be a part of an organization like PRISM International.”

–Bowman Richards, vice president, Richards & Richards

“PRISM International is an association dedicated to providing quality education to all members regardless of size. PRISM offers the environment and opportunity to openly exchange ideas with some of the most knowledgeable industry operators.”

“PRISM International has been an immense enhancement to the growth of my business and me professionally. All of the members are genuinely interested in helping others advance the industry. There's always someone who has an answer or solution they are willing to share. Being able to get feedback and ideas from so many different sources helps me figure out what would be most beneficial to my business. The networking in this group is like nothing else I've ever seen!”

–Martha Mayer, vice president of sales, Business Data Record Services

“Each year my PRISM International membership pays for itself many times over. There is tremendous value in the educational opportunities, interaction with vendors, and idea sharing with other industry participants.”

–Chris Pearson, president, Vanguard Archives, LLC