

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 55 million pounds of old electronics
 - Paid more than \$8.4 million in rebates to customers
 - Refurbished and resold, redeployed or donated over 970,000 monitors, computers and printers
 - Demanufactured and recycled over 695,000 cathode ray tubes
 - Kept more than 2.7 million pounds of lead out of landfills
 - Donated more than \$266,000 worth of computer equipment to charities in partnership with our customers

Show your commitment to responsible recycling

You've probably seen the stories on *60 Minutes* and *Frontline* about the massive amounts of electronics sent to developing countries for disposal.

Avoiding this disposal scenario is one of the most important reasons companies choose to work with Cascade—where we ensure equipment is handled properly and all hazardous mate-



rials are processed in the United States and other developed countries.

Now there's a way you can demonstrate your commitment to the responsible disposition of electronics. The organization who uncovered the flow of toxic electronics overseas is now recognizing large companies, state and municipal governments, and educational institutions who choose to

exclusively use e-Stewards—companies like Cascade who are certified to follow the strictest standards for electronics reuse and recycling in the industry.

The **e-Stewards enterprise** program will kick off in March, 2010. If you want to learn more about the program and how it will help your organization advance its environmental sustainability program, contact Cascade or visit the e-Stewards web site at www.e-stewards.org.

Contact Cascade

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HITECH Act 2009 Changes to HIPAA

The American Reinvestment and Recovery Act of 2009 set aside twenty billion dollars to help healthcare organizations move toward the implementation of electronic medical records.

To balance this push, which will result in the generation of more electronic medical information, there are changes to HIPAA which are thought to enhance the privacy of

the electronic records. This act's provisions begin to go into effect February 17, 2010.

These changes, referred to as the HITECH Act (Health Information Technology for Economic and Clinical Health Act), expand HIPAA to cover a larger number of organizations by extending requirements to vendors who work with HIPAA regulated organizations (Covered Entities).

Expanded Scope

The Business Associates (or vendors) of Covered Entities are now held liable to the government in the same way as the Covered Entity in terms of Security and Privacy requirements set forth by HIPAA.

Business Associates (like Cascade and any firm handling the disposition of IT assets for health organizations) are subject to the same civil and criminal penalties as the



The Health Care Industry has new data disposal rules to follow with HITECH

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New state laws impact groups differently

Wisconsin and Indiana recently joined the ranks of 20 states to pass an electronics recycling law. These programs primarily target electronics generated for recycling by households and K-12 public schools by extending electronics disposal bans to these groups while providing a financing mechanism to help these groups cover the cost of recycling e-waste.

Businesses and other institutions are largely unaffected by these laws, since they are already restricted from landfilling most electronics due to federal requirements.

In addition, the electronics generated by businesses and most organizations will not qualify for financing through these programs.

Under both the Indiana and Wisconsin laws, manufacturers of electronic equipment are required to cover the cost of properly recycling a minimum amount of used electronics from households and K-12 public schools, based on the amount of new electronics they sell into the state, or they must pay a penalty to the

state. As a result of this legislation, the general public and many schools will see their options for electronic recycling grow as collection programs expand and costs are shifted from them to manufacturers.

In addition, only recyclers registered with each state are eligible to process

electronics that can count towards a manufacturer's obligation. The requirements for recyclers are fairly minimal and the states do very little to verify the responsibility of processors. Wisconsin verifies that each firm

carries insurance and Indiana requires in-state processors to be audited by an official. Otherwise, there is no due diligence of processors by state agencies.

Cascade is developing special programs for schools and municipalities that manage household recycling programs in Indiana and Wisconsin. More information on these state laws and Cascade's solutions can be found on our web site or by contacting us directly.

Landfill/Incineration Bans

Items included: computers, monitors, printers, televisions, fax machines, modems, DVD players and VCRs

Effective Dates:

- WI, September 1, 2010
- IN, January 1, 2011

New service program coming in March

- > On-line tracking
- > On-demand reporting
- > Simplified sorting
- > Faster response
- > More on-site services



Screen shot of the new On-line Reporting Tool

Cascade is introducing several programs this March to streamline our inventory and sorting procedures which will expand and expedite our reporting capabilities. In addition, we recently completed beta testing of a new online reporting tool (www.cascade-tracker.com) and will make this available to any customer who uses our standard inventory reporting service. These reporting fea-

tures allow clients who need to meet privacy protection and security regulations (e.g., HIPAA, FACTA, SOX, GLBA) to better manage their audit trail for IT asset disposition.

More details are available on our web site as you click on our "Solutions" tab. Specific details will be sent out to existing customers in January and February.

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Covered Entities. Previous interpretations and enforcement were handled through service contracts between the Covered Entity and the Business Associate and Business Associates were held liable to the Covered Entity.

HITECH makes it explicit that computers and media with sensitive data cannot be thrown away, unless the protected health information (PHI) has been rendered essentially unreadable, indecipherable, and otherwise cannot be reconstructed prior to it being placed in a dumpster. The HIPAA Privacy Rule requires that covered entities apply appropriate administrative, technical, and physical safeguards to protect the privacy of PHI, in any form, including in connection with the disposal of such information. In addition, the HIPAA Security Rule requires that covered entities implement policies and procedures to address the final disposition of electronic PHI and/or the hardware or electronic media on which it is stored.

HITECH also introduces the **first federally mandated breach notification law**. Business Associates must comply with specific breach notification standards set forth by the Office of Civil Rights under the Health and Human Services.

To be in compliance with this rule, all Covered Entities will need to adopt minimum security policies and procedures and execute an updated Business Associate Agreement for HITECH. Cascade has the new template available on its web to help you be in compliance. Additional resources are available on Cascade's Web Site under the "Security" tab. Be sure to contact us if we can be of further assistance.

Resources for you

Go to Cascade's Web Site and click the Security Link to access resources:

- HITECH Compliant Business Associate Agreement
- More details and links to other sites