



Case Study: Jask Creative

Confidential data: Shredding at the source

Jask Creative is a leading full-service marketing agency operating in Solihull. For over 15 years, Jask has been helping brands across the UK with all things to do with marketing – from Creative Design and Print Management to Web Development and Content Marketing.

The Facts

After continuous periods of growth, Jask was dealing with its largest amount of confidential information yet, but was determined to continue handling paper documents in the correct way. After working with HSM on the marketing side for a number of years, Jask turned to the company for guidance on how to deal with its growing issue of data and document security.

Jask Creative was founded by three life-long friends back in 2002, beginning as a small design and print agency for local brands. Over time, the business grew and developed to become a full-service marketing agency with nearly 30 staff members and a roster of prominent clients – all with an element of confidential information around them.

Today, with a bustling HR department and busy account managers, the handling of information concerning company accounts, employees and sensitive client information is part of the daily routine for the office. With this in mind, and with the additional considerations of the GDPR, Managing Director Stuart Jordan needed a solution which

would allow for the efficient and effective disposal of the ever-increasing amount of confidential information held by the agency.



The HSM SECURIO B34 document shredder for the large office is designed to destroy confidential data of 1 to 8 people.

The Solution

Jask had always been faced with the issue of maintaining document security but was using a variety of methods more suited to smaller companies – a common issue for growing companies.

Still using a small office-based shredder combined with a mobile document destruction company for larger volumes,

Jask quickly realised they needed a solution that would allow them to destroy more confidential information instantly on-site with a higher level of security than that offered by mobile shredding services.

With the fear that a large, commercial-level shredder would cause space and noise issues, Jask needed advice on its options. After being recommended the HSM SECURIO B34, Stuart Jordan removed the existing low-volume shredder and made space for the new machine.

The new shredder has been installed in a visible location within the agency's main open plan office, meaning all employees can now both see the machine and access it easily. Thanks to its discrete and compact design, the shredder fits perfectly into the office space. With a powerful drive, it shreds documents quickly, reliably and quietly – making it the perfect solution for a busy open plan office. Due to the nature of the information being handled in the office, HSM advised Jask to choose a security level P-4 shredder, as this cut size combines a high sheet capacity with the required security level for the information. The SECURIO range has received awards for its sustainability and low power consumption, which are important considerations for environmentally conscious companies such as Jask.

The Result

With the HSM SECURIO B34, Jask has now optimized its handling of confidential printed material across all areas of the business, knowing that the disposal of documents is being carried out at the correct security level. A 'shred all' data protection policy has been implemented for all employees with the processes in place as well as the appropriate equipment to ensure that documents can be shredded as and when needed.

The central location and quiet shredding operation of the HSM shredder mean that staff now dispose of documents as soon as they are no longer required; without any disruption to others in the office. This prompt disposal process ensures that documents which contain private and confidential information are destroyed securely within minutes.

Pairing this with an already sound procedure for handling digital data, the marketing agency can continue to grow and be reassured they are disposing of all confidential documents swiftly and securely.

"As a marketing agency, we have a consistent flow of confidential material coming to us from clients. Even with the vast majority of our communications being electronic, we were finding that we needed to call on a mobile shredding service to visit our premises around once a month. This presented us with some logistical problems, in terms of where to store confidential material until it was destroyed, but more importantly, we felt that for the most confidential information, it needed to be destroyed as soon as possible, and to a level that we were sure was secure. The GDPR in particular highlighted to us that the destruction of this material is ultimately our responsibility, so we did not want to rely on a mobile shredding service, where we know that the security level of shredding can be variable. HSM has delivered a solution that fits all of our requirements, and gives us peace of mind in knowing that our stakeholders are confident we're protecting their information in the best way possible. In terms of cost, when we reviewed what we were spending on shredding services, we were pleasantly surprised to see that the cost of a high volume, secure shredder from HSM would be covered in approximately one year's worth of what we were spending on external shredding services. When this is combined with the direct control and immediate nature of an on-site shredder, in retrospect this is something we should have put in place years ago."

Stuart Jordan, Managing Director, Jask Creative



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