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## Securing the digital age

In December 2015, the European Union signaled their intent to impose large fines on organizations that fail to deploy adequate data security measures to combat security breaches. In 2018, the General Data Protection Regulation, (GDPR) will replace the current antiquated data privacy laws that exist throughout the EU, bringing them in line with a unifying Pan-European regulation. The new regulation will mean that companies found to be non-compliant (data breaches) will be fined up to 20 million Euros, or in the case of an enterprise 4% of their annual worldwide revenue, whichever is larger. Apart from the budget-busting fines, companies can expect bad publicity and revenue losses, as their customers will lose faith in their ability to keep their data safe. This can all be avoided by purchasing products that are designed to keep your data ultra-secure, such as the iStorage hardware encrypted data storage range. John Michael, CEO of iStorage states: "The EU's position is very clear, all businesses will have to undertake privacy impact assessments and demonstrate full compliance with the new data privacy requirements. They will have to ensure personal information is protected by adequate security, therefore preventing any data breaches. The majority of significant security breaches occur, where confidential data has been stored on an unencrypted portable device. The GDPR requirement is for businesses to implement privacy, by design. This all amounts to businesses giving serious consideration to minimising the risks of any data breaches by ensuring that all portable media devices containing personal information are robustly encrypted." The question is, are you willing to prevent a compromise of your customers, employees' data, and try to avoid hefty fines by spending, on the right technology? If that's the case, then iStorage offer a wide range of PIN authenticated, hardware encrypted secure portable data storage solutions. All products are designed to work without the need for any software, which means that you can use the iStorage product straight out of the box. The only thing you will need to remember is your PIN code, enter it via the keypad and your files will be available to use the drives on any device. diskAshur and datAshur products will all run efficiently and more importantly with the same levels of security on Laptops, PCs, Macs, Smart phones, Google chromebooks, medical devices, CCTVs, as well as, embedded systems. The big advantage of iStorage products compared to other storage devices is that they work with most Operating Systems just as Windows, Mac OS, Linux and Android. Thanks to that, you don't have to worry about plugging the drive into another computer and having the possibility that you might not get an access to it. If you would like to try how you could prevent your organisation from the above mentioned fines with a basic solution, then fill out a free evaluation today.

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