

SafeRec

Destroy digital data – securely

Computers, mobiles, memory cards and all the rest: at some point, you've got to dispose of them. But what if there's sensitive data on them? A case for SafeRec, the specialist in the secure destruction of digital data.

www.saferec.ch is no ordinary online shop. The reason? Instead of ordering goods, customers deliver them. And not only that: they expect their guaranteed destruction. SafeRec shreds digital storage devices – and they know every trick in the book (DIN 66399). All that's left of USB sticks, hard drives or PC towers is a granulate that is processed into new raw materials and a certificate of destruction received by the customer by e-mail.

So at www.saferec.ch, quite a few things work the other way round. The shipping of goods, for example, is the customer's job. After arranging the destruction order in the online shop, the customer receives an order confirmation and the shipping documents by e-mail: a declaration of consent for destruction of the device with a QR code for device identification, and an address label. The customer then packages the device, encloses the declaration of consent with QR codes, affixes the address to the parcel and takes it all to the nearest post office... done. If there is no suitable packaging at hand, it can be ordered online and Swiss Post will deliver it the following day.

It is so simple...



Data destruction is a matter of trust

In safe hands from start to finish

«The destruction of sensitive data is a matter of trust,» says Andi Heller, director of SafeRec AG. And because that's the case, he works with Swiss Post. «People trust Swiss Post and they know that their consignment will get to its destination safely.» For additional security, the shredder is located in a Swiss Post logistics center. «The consignments stay within the yellow world from the time they are posted until they are destroyed.»

«Swiss Post is a constructive and goal-oriented partner,» says Andi Heller. «I outlined my ideas and Swiss Post helped me make them happen.» There were also two other arguments in favour of the collaboration: «No other logistics provider has such a dense network of acceptance points. For our business model, this is essential.» And not only that: «With Swiss Post, I get all services from a single source.»

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The start-up company SafeRec AG specializes in the secure, permanent destruction of digital storage devices and paper-based data. The company's founder and director is Andi Heller, a man with twenty years' experience in the recycling of electrical and electronic devices. The company is based in Kaiseraugst in the canton of Aargau, while the shredder is located at the Swiss Post logistics center in Pratteln.

www.saferec.ch

Post CH Ltd
PostLogistics
Wankdorfallee 4
3030 Bern

e-commerce@post.ch
www.swisspost.ch/e-commerce

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