



faxing simplified. anytime. anywhere.

Case Study – Consulting

NYMITY

Meeting strict security and privacy regulations is fast becoming a more critical part of doing business. Most organizations invest considerable resources to ensure their email and Internet communications are private and secure, but overlook these critical issues when it comes to their fax communication.

Traditional fax machines pose privacy and security threats as paper faxes sit idle on shared fax machines. With email and Web-based faxing, incoming faxes are sent directly to the intended recipient, remaining totally confidential. Because email applications have become ever present and standardized, faxes can easily be forwarded, saved and stored digitally, allowing for greater document management and more detailed control. And, Internet fax virtually eliminates lost pages, allows for immediate electronic document storage, and ensures delivery of the document to the right hands.

“MyFax from Protus has provided Nymity with appropriate safeguards for our faxed-based ordering system. Our customers include credit card information on fax order forms with the knowledge and assurance that their personal information is forwarded to our order processing department in a safeguarded manner.”

Terry McQuay
President
Nymity Inc.

The Customer

Nymity is a privacy research firm that provides privacy training, risk mitigation subscription solutions and research services to corporations and not-for-profit organizations.

Nymity analyses an institution’s privacy risk and then creates a set of compliance tools, papers, templates, case-studies, and guides to help organizations:

- ▶ comply with privacy and data protection laws;
- ▶ create effective privacy management programs;
- ▶ keep privacy officers informed;
- ▶ comply with Generally Accepted Privacy Principles (GAPP) and;
- ▶ reduce the chances of privacy breaches and complaints.

The Challenge

Nymity operates in an office environment where business resources like traditional fax machines are a shared resource. Faxes arrive in a central office location and then have to be redirected to the appropriate recipient. Typical faxes received at the Nymity office often contain transactional data from customers, including credit card information. Customers need to feel confident that their personal information is kept private and secure.



Unsatisfied with the lack of privacy safeguards inherent in their traditional fax machine, Nymity embarked on a search for an alternative fax solution that would provide the reliability suitable to their business needs including:

- ▶ mobility - access to fax services when employees are traveling or working remotely from customer locations;
- ▶ security - that faxes are delivered to the intended recipient with no risk of information being viewed in an open environment;
- ▶ scalability - fax services that could scale and support a growing work force operating from geographically disparate locations;
- ▶ reliability - that faxes were sent and received in a timely fashion, specifically to the central order processing department.

“MyFax helps achieve greater levels of privacy safeguards, thereby mitigating the likelihood of privacy breaches and ensuring Privacy Legislation compliance. Protus provides organizations with a secure alternative to the traditional method of faxing.”

Terry McQuay
President
Nymity Inc.

The Solution

MyFax is for companies that require a low-cost, reliable faxing alternative to fax machines and fax servers. MyFax is an Internet-based fax service allowing users to send and receive faxes using existing email accounts and the Web. It has the capacity to manage high volumes of faxes, enabling a quick turn-around on vital communications. MyFax can also be integrated into existing technology infrastructures.

Privacy regulations mandate that businesses guarantee the confidentiality of their clients' personal information. Technical and organizational safeguards must be put in place to ensure compliance with these regulations. As such, Nymity recognizes the need to meet the privacy and security standards set out by Canadian/American legislation. With MyFax, faxes are delivered electronically – directly to the recipient. This mitigates security issues and safeguards against privacy concerns that arise when faxes are sent to a central fax machine.

Faxing is a critical component to many business transactions where contracts and other documents are time- and security-sensitive. With an Internet-based solution, faxes can easily be forwarded, saved and stored digitally, allowing for smarter document management.



The Result

With the implementation of MyFax, Nymity is able to protect their customers' personal information and address the privacy implications of fax transmissions. Nymity also benefits from the online fax storage capability inherent with MyFax and the ability to track faxes systematically (for example, faxes can be tracked based on billing code). What's more, detailed, real-time reports on billing, usage and fax history are also available online.

MyFax complements the mobility requirements of the Nymity workforce. Employees traveling to and from customer sites are now able to access their faxes from wherever they are, further alleviating time delays and removing security concerns raised by traditional faxing. Password protection on a secure website and integration into private email accounts also enhance security.

About MyFax

MyFax is the fastest growing Internet fax service used by individuals, small, medium, and large businesses to send and receive faxes using existing email accounts or the web. MyFax offers services in North America and Europe, including the United Kingdom, to industries recognized among the fastest growing adopters of internet fax including finance, insurance, real estate, healthcare, transportation and government. More than 20,000 new customers subscribe to MyFax each month. Additional information is available at www.myfax.com and www.myfax.uk.com.

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