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Gonzalez and Magdon Launch Site2 as the Data Security Industry is Booming.

Formerly DAS, now Site2, this homegrown tech company established a foothold at prestigious 417 Lackawanna Avenue in Scranton in early 2009. The signing of noteworthy client and partnership agreements in and out of the Commonwealth has put this agile firm on solid ground.

With a strategic partner in Boston, Marc Gonzalez and Mark Magdon are set to speak at the UMass Club in July. They will address business owners and administrators, principally in finance and healthcare who must now comply with the Massachusetts Data Privacy Regulation in addition to security and privacy rules like HIPAA, FINRA, FACTA “Red Flag” and Gramm Leach Bliley.

The Massachusetts Data Privacy law requires all businesses who receive sensitive financial or personal information adopt encryption technologies to secure laptops and PDAs. Failures that result in identity theft will be liable in civil court. In contrast, the Pennsylvania Data Breach Consumer Notice Bill in place since 2006 is far less stringent. However, according to Magdon, “a broader law to prevent identity theft in Pennsylvania might soon be around the corner.”

Site2 has developed a comprehensive suite of services to address regulatory and voluntary information stewardship. The most in demand are offsite backup and recovery, archiving, collocation, and hosted virtual recovery, which they manage through two datacenters. The company also retained license to SourceCopysm software and has the capacity to consult on disaster recovery and business continuity planning.

Recently featured in eNexus, the Great Valley Technology Alliance Newsletter, Site2 is a Northeastern Pennsylvania Wall Street West company. Gonzalez confirms, “We have a personal interest to extend the same world-class disaster recovery infrastructure we contract to banks, law firms, and healthcare organizations in the East to businesses and regulated organizations here in Pennsylvania. We’re also glad to report that we’ve created technology jobs in Scranton as a result of our early success.”

For more information about Site2 and offsite backup and recovery, please call 877-SITE-TWO or visit www.site2bc.com. Go Beyond Compliance.

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