

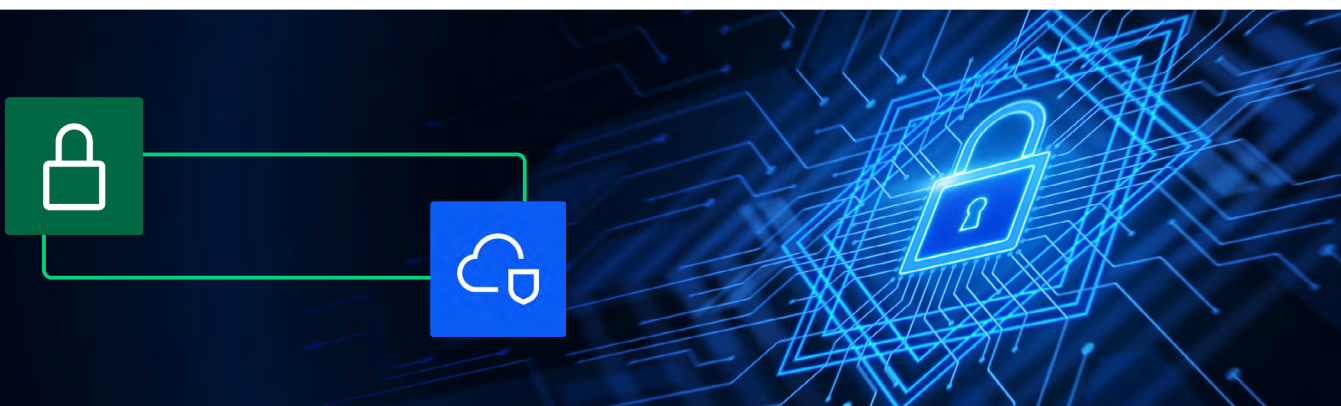


Navigating SEC and FINRA regulations

How Keepit supports your compliance efforts

Financial institutions operate in a highly regulated environment, with SEC and FINRA rules requiring strict data retention, integrity, and accessibility practices. Regulations such as SEC Rule 17a-4 and FINRA recordkeeping requirements set the framework for how financial institutions manage and store critical records.

Keepit is designed to help organizations strengthen their data management practices by providing secure storage, audit-ready archiving, and streamlined access to records. Our solution offers features that support efforts to meet regulatory obligations while maintaining operational efficiency. Below, we outline key regulatory considerations and how Keepit can assist in addressing them. We will dive into the SEC Rule 17a-4 section first, before turning our attention to the FINRA requirements on the following page.



SEC Rule 17a-4 section	Requirement	How Keepit can help
Record Retention Periods (a)	Retain certain records for specific periods, ranging from three to six years.	Keepit offers customizable retention periods of up to 99 years, allowing firms to set retention policies that align with regulatory requirements.
Media and Format Requirements (b)	Maintain records in a non-rewritable, non-erasable (WORM) format to ensure they remain unaltered.	Keepit provides immutable, air-gapped backups designed to protect data integrity and prevent unauthorized alterations, similar to how WORM delivers data immutability.
Accessibility and Indexing (c)	Ensure records are readily accessible and properly indexed for efficient retrieval.	Keepit's platform offers an intuitive dashboard for managing backups across various SaaS applications, facilitating efficient data retrieval.
Verification of Records (d)	Establish systems to verify the accuracy and completeness of records.	Keepit's platform continuously verifies the integrity of backups and uses cryptographic measures to provide tamper proofing.
Record Preservation (e)	Preserve records to ensure their integrity, durability, and accessibility throughout the required retention period.	Keepit's immutable backups and independent cloud storage maintains data integrity and accessibility over extended periods.
WORM Storage Requirement (f)	Store certain records in a non-rewritable, non-erasable format to prevent alteration or deletion.	Keepit's immutable backup design aligns with WORM storage requirements by preventing unauthorized alterations or deletions.
Time for Production of Records (g)	Produce requested records promptly for audits or investigations.	Keepit's platform facilitates rapid data retrieval, aiding in the prompt production of records during audits or investigations.
Record Location (h)	Maintain records at a designated location within the United States or have them readily accessible from such a location.	Keepit allows clients to choose data storage regions, including options within the United States, to comply with location-specific requirements.
Furnishing Copies of Records (i)	Provide legible, true, and complete copies of requested records upon regulatory request.	Keepit's data management capabilities ensure that firms can furnish accurate and complete copies of records as needed.
Temporary Substitutes (j)	Ensure temporary substitutes for original records accurately reproduce the originals and are readily retrievable.	Keepit's backup solutions provide complete data fidelity and allow quick access to accurate copies of data, supporting compliance with this requirement.
Indexing (k)	Create and maintain an index of records to allow quick identification and retrieval.	Keepit's platform includes indexing features to facilitate efficient data management and retrieval.
Record Maintenance (l)	Establish policies and procedures to ensure proper maintenance and preservation of records.	Keepit's compliance features support firms in establishing and enforcing record maintenance policies.
Definitions (m)	Provides definitions for terms used in SEC Rule 17a-4 to ensure consistent interpretation and application.	Keepit's documentation and support resources can assist firms in understanding and applying relevant definitions within the context of their data protection strategies.

Further, ensuring compliance with the Financial Industry Regulatory Authority (FINRA) regulation is crucial for broker-dealers, as these rules govern the maintenance, preservation, and accessibility of financial records. Below you can find a table summarizing key FINRA recordkeeping requirements alongside how Keepit aligns with these mandates, showing how we can assist firms in meeting these regulatory requirements.

FINRA Requirement	Description	How Keepit can help
Record Creation and Preservation (FINRA Rule 4511)	Firms must create and maintain books and records as required under FINRA rules, the Securities Exchange Act, and applicable regulations.	Keepit provides automated and secure backup solutions, ensuring that all critical data is captured and preserved in compliance with regulatory standards.
Electronic Storage Requirements	Electronic records must be stored in a non-rewritable, non-erasable format to prevent alteration or deletion.	Keepit's backup solutions utilize immutable storage, ensuring that once data is written, it cannot be modified or deleted, thereby maintaining data integrity.
Data Accessibility and Retrieval	Firms are required to maintain records in an easily accessible place and be able to promptly produce them upon regulatory request.	Keepit offers efficient data retrieval systems, enabling quick access to archived records to meet regulatory inquiries and audits.
Business Continuity Planning (FINRA Rule 4370)	Firms must establish and maintain a written business continuity plan, including data backup and recovery procedures.	Keepit's services include comprehensive data backup and disaster recovery solutions, supporting firms in developing and implementing effective business continuity plans.
Third-Party Recordkeeping (SEC Rule 17a-4(i))	When using third-party services for record storage, firms must ensure these providers comply with applicable recordkeeping requirements.	Keepit adheres to various compliance standards, including FINRA, providing firms with confidence that their data is stored in accordance with regulatory obligations.

Next steps towards compliance

Choosing a third-party backup provider with a proven track record in financial services can help ensure compliance while also mitigating risks in the event of an incident. Keepit has significant experience in supporting financial institutions with their data protection and compliance needs. [See why customers like Saxo Bank choose us](#) for helping them navigate complex compliance requirements:

“It is very important to back up our Microsoft applications in a sophisticated and fulsome manner. We considered Microsoft’s backup and archiving capabilities to be insufficient for our purposes and were impressed by the scope of Keepit’s backup and archiving capabilities, as well as the granularity of their restore function.”

Thomas Ulrich, Head of Digital Workplace & Support Services, Saxo Bank

If you don’t want to take our customers’ word for it, Keepit was recently awarded “Most Innovative, Compliance” at the 2024 Global Infosec Awards. [The Keepit platform has received multiple industry awards](#), underscoring our commitment to security and compliance.



If you’d like to receive advice on your compliance journey and discuss how Keepit can help your compliance efforts, let’s have a conversation.

Let’s talk



Your data. Here today. Here tomorrow.

Keepit provides a next-level SaaS data protection platform purpose-built for the cloud by securing data in a vendor-independent cloud to safeguard essential business applications, boost cyber resilience, and future-proof data protection. For more information visit www.keepit.com or follow Keepit on [LinkedIn](#).

