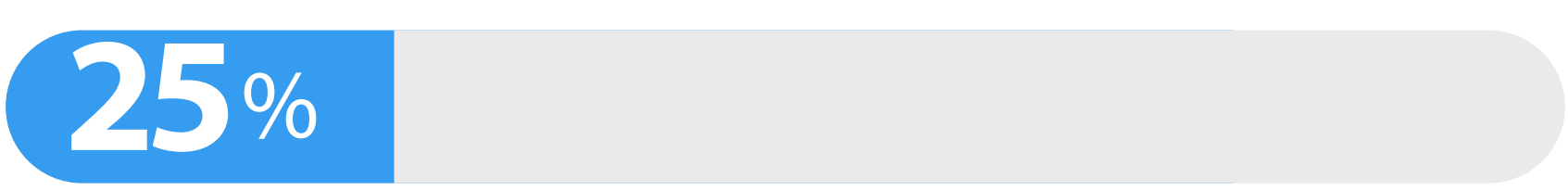


Have you Backed up your data?

Did you know!



Only 25% of people regularly back up their data



while 89% of computer users believe that data loss would be a significant setback, this indicates a potential gap between awareness of the importance of backups and actual backup practices among users. ⁽¹⁾



Why Backup matters?



Data Protection

Backing up your files ensures that your important data is safe and secure, even in the event of device failure or cyber threats.

Disaster Recovery

In case of emergencies like natural disasters or theft, backups enable swift recovery, allowing you to resume operations without major disruptions.



Peace of Mind

With regular backups, you can have peace of mind knowing that your valuable information is protected and can be easily restored when needed.

Long-Term Preservation

Preserve memories, documents, and important records for years to come by creating backups that can withstand the test of time.



Best Practices for Backing Up

1

Regular Backup Schedule

Establish a routine for backing up your data regularly, whether it's daily, weekly, or monthly, to ensure up-to-date copies.

Multiple Copies

Create multiple copies of your backups and store them in different locations, such as cloud storage and/or local backup like external hard drives and/or hybrid combine local and cloud backups for comprehensive coverage, it's a good idea to follow the '3-2-1' rule - make at least three copies, on two different devices, and one kept offline in a different location to mitigate the risk of data loss. ⁽²⁾

2

3

Automated Solutions

Utilize automated backup solutions to streamline the process and ensure consistency in data protection efforts.

Verify Backups

Periodically verify the integrity of your backups to ensure they are complete and usable when needed.

4

5

Encrypt Sensitive Data

Prioritize the security of your backups by encrypting sensitive information to prevent unauthorized access.

Take Action Today

Don't wait until it's too late. Start implementing robust backup strategies to safeguard your digital assets and enjoy peace of mind knowing that your data is protected.

Citations: (1) <https://www.backblaze.com/blog/backblaze-drive-stats-for-2023/>
(2) <https://www.nicybersecuritycentre.gov.uk/backing-your-data#:~:text=When%20creating%20your%20backup%2C%20it's,backup%20isn't%20being%20done.>