PROTECT YOUR DATA
BEFORE IT'S TOO LATE!

March 31 is World Backup Day, an annual event to raise awareness about the importance of backing up data.

Data backup means creating a copy of important information from your

COMPUTERS   **SERVERS**   **MOBILE PHONES**

and storing it on external hard drives, cloud storage, or network-attached storage. It is important to back up data regularly onto a secure location to ensure that your organization's information is up to date and protected in case of an emergency.

Why is it important to back up your data?

One of the primary reasons to take regular backups is to protect against data loss due to hardware failures, accidental deletion, or other unforeseen events. By having multiple copies of data, organizations can quickly recover lost information and minimize the impact of a data breach or other security incident.

In the past 18 months, **2 Out Of 3** midsize companies were affected by ransomware.

20% of medium-sized and small businesses experience data loss from a major disaster **once every 5 years.**

96% of businesses **do not back up** their workstations.

How to back up Your data ?

There are several ways to back up your organization's data, depending on the size of the organization, the amount of data to be backed up, and the specific needs of the business. Here are some things to consider when choosing a backup method:

Here are some common ways to backup data

Cloud backup services are convenient and easy to use.

Make sure to back up your data onto multiple devices.

Consider using an external hard drive for added security
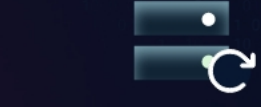
Best practices for data backups

Encrypt backup data to prevent unauthorized access if the backup is lost or stolen.

Use multiple backup methods to ensure that data is protected, i.e., use a combination of cloud storage and external hard drives so backups are always available.
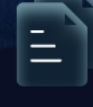
Test backups regularly to ensure they are working correctly and can be used to restore data if needed.

Store backups offsite to protect the data in case of a disaster, such as a fire, flood, or theft.

Employ versioning, which allows an organization to keep multiple copies of the same file or data at different points in time.

In conclusion

World Backup Day serves as a reminder that data is a valuable asset that needs to be protected. By taking backups regularly and following best practices, organizations can minimize the risk of data loss, reduce the impact of security incidents, and ensure that critical information is always available when it's needed.