We store so much important data on our devices. Whether they’re sensitive documents, sentimental photos or work we don’t want to lose, backing up our data often is the easiest way to make sure we will never lose the files that matter most to us.

Physics might disagree with us, but when it comes to the security of your data, backing up is the only way to move forward.

**CANADIANS ARE CONCERNED ABOUT THEIR DATA**

- **43%** are worried about personal data being erased, altered or lost.
- **35%** are concerned their personal data will be held for ransom.

**BUT WE DON’T ALWAYS DO OUR BEST TO PROTECT IT.**

- **23%** only back up their files 1-2 times per year.
- **16%** back up their files every few months.
- **15%** never back up their files, ever.

**OF CANADIANS BACK UP THEIR FILES WEEKLY OR MORE**

- **ONLY 8%**

**YOU SHOULD BACK UP YOUR FILES AT LEAST THIS OFTEN!**

**BACKING UP YOUR DATA KEEPS IT SAFE IN CASE**

- Your device malfunctions or breaks
- You’re a target of malware or ransomware
- You experience a system failure
- You’re hacked or DDoS attacked
- Any other disaster happens

**CHOOSE A STORAGE METHOD THAT HAS YOUR BACK**

- **EXTERNAL HARD DRIVES**
  - can hold large files like videos and software
  - great for backing up an entire device

- **CDS, DVDS OR USB STICKS**
  - convenient to carry around
  - better for backing up specific files than an entire device

- **VIRTUAL OR CLOUD SERVERS**
  - may be included with your device
  - can be accessed from anywhere, anytime

**SO BE SURE TO BACK THIS UP IN YOUR BRAIN:**

- Back up your data at least once a week
- Set your devices to back up automatically
- Back up on more than one storage device

**SOURCE** Get Cyber Safe Awareness Tracking Survey, EXOS. 2020

Get more tips to secure your accounts and devices at

GETCYBERSAFE.CA