DOES YOUR DATA HAVE A BACKUP PLAN?

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 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

ONLy 8% of Canadians back up their files weekly or more

YOU SHOULD BACK UP YOUR FILES AT LEAST THIS OFTEN!

YOUR DEVICE MALFUNCTIONS OR BREAKS

YOU'RE A TARGET OF MALWARE OR RANSOMWARE

YOU EXPERIENCE A SYSTEM FAILURE

ANY OTHER DISASTER HAPPENS

CHOOSE A STORAGE METHOD THAT HAS YOUR BACK (AND THEN BACK THAT UP WITH ANOTHER ONE)

EXTERNAL HARD DRIVES

GREAT FOR BACKING UP AN ENTIRE DEVICE

CDS, DVDS OR USB STICKS

CONVENIENT TO CARRY AROUND

VIRTUAL OR CLOUD SERVERS

MAY BE INCLUDED WITH YOUR DEVICE

CAN BE ACCESSED FROM ANYWHERE, ANYTIME

54% of Canadians store their data on an external hard drive
46% of Canadians use a virtual server or the cloud

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

GET MORE TIPS TO PROTECT YOUR DATA AND YOUR DEVICES AT SOURCE Get Cyber Safe Awareness Tracking Survey, EKOS, 2020

SOURCE

Get Cyber Safe Awareness Tracking Survey, EKOS, 2020