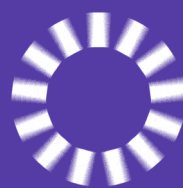


# DOES YOUR DATA HAVE A BACKUP PLAN?



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.



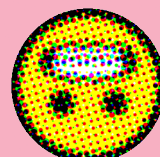
## CANADIANS ARE CONCERNED ABOUT THEIR DATA

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!**

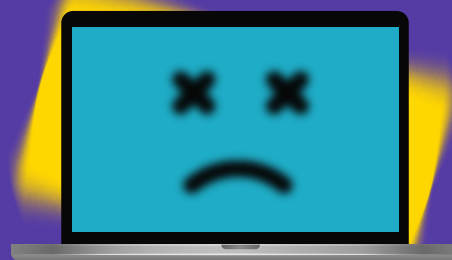
**BACKING UP YOUR DATA  
KEEPS IT SAFE IN CASE**



**YOUR DEVICE  
MALFUNCTIONS  
OR BREAKS**



**YOU'RE A TARGET  
OF MALWARE  
OR RANSOMWARE**



**YOU EXPERIENCE  
A SYSTEM FAILURE**

# BACKING UP YOUR DATA KEEPS IT SAFE IN CASE



YOU'RE HACKED OR  
DDOS ATTACKED



ANY OTHER  
DISASTER HAPPENS

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

(AND THEN BACK THAT UP WITH ANOTHER ONE)



### 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

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

 **GETCYBERSAFE.CA**



Communications  
Security Establishment

Centre de la sécurité  
des télécommunications

**Canada** 

**SOURCE**

Get Cyber Safe Awareness Tracking Survey, EKOS, 2020