

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

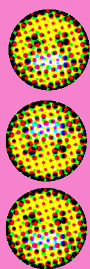
43%

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.



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

23%

only back up their files **1-2 times** per year

16%

back up their files every few months

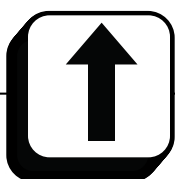
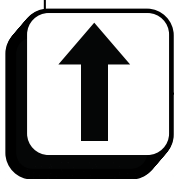
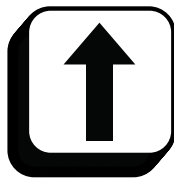
15%

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!

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

