Data blindness, availability gap & GDPR fines: Why World Backup Day is so important for you and your business

List: Everyone knows why data backup is important - but is it still enough? CBR asks the experts on World Backup Day.

Today, Thursday 31 March, is the fifth annual World Backup Day, a day where storage and data experts unite to remind everyone how important data backup is. Although positive steps have been made in the five years since Backup Day's inception, some businesses are still potentially seconds from disaster.

A recent 123-Reg survey found that 1 in 10 small business owners never backed up data, with 53.45% only performing data back up once a month or less frequently. These findings are of a real concern when you take into account the rise of the always-on enterprise and rising consumer demands.

Why World Backup Day is so important

John Michael CEO, iStorage, said:

"One of the reasons why World Backup Day is so important, and a key reason as to why iStorage supports the initiative, is that the EU will soon have the power to fine companies €20 million or 4% of their annual turnover if they are found to be in breach of the soon to be General Data Protection Regulation. This regulation enforces any business that holds data on EU Citizens to implement adequate security measures to protect data from loss or theft.

"Encryption is the best form of security, rendering the data unintelligible to any unauthorised access, GDPR also promotes encryption as an essential tool for backing up data. As such, it is going to become more important than ever before for companies to ensure that they are taking adequate steps to protect their sensitive and business-critical data."