

It's World Backup Day!



March 31st is the date, and an expert in the field is here to share his thoughts on why backing up is so important...

On 31st March, it's World Backup Day. On this date, the people behind www.worldbackupday.com want you to back up your files. Of course, creating backups isn't just for World Backup Day, but there's more to this than that. As the site says, "it's also a day to talk about the enormous task of preserving our increasingly digital heritage and cultural works for future generations."

Yes, it's all about awareness, reaching out to those who've never created a backup, as well as providing a useful reminder to those of us who really should know better.

Someone who definitely does know better is John Michael, CEO of iStorage. His company is a leading producer of PIN protected, hardware-encrypted data storage

devices. USB flash drives, hard drives, SSDs – you name it, they're all available from iStorage. He's also been inventing backup hardware for decades, so it's safe to say he knows what he's talking about when it comes to backing up.

He shared his thoughts with us regarding the importance of backing up for businesses of all sizes. And even if you don't own a business, his advice is still worth bearing in mind...

Over To You, Mr Michael

"Backing up important company data is an essential ongoing process that organisations of all sizes must invest resources in. The cost and risks to the future success of the business can be far reaching. Whilst it is



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."

John Michael
CEO, iStorage

“ The best practice approach for data security that is widely recommended is three data backups at any one time ”



▲ John Michael, CEO of iStorage

now commonplace for businesses to have disaster recovery strategy in place to prevent against the loss of business-critical data, industry figures suggest that only one in ten businesses actually back up (goo.gl/Dd13pZ). The lack of backups can expose the business to data breaches, amongst other threats.

"In today's fast-paced business environment, backing up using encryption should be a core policy for businesses of any size. The best practice approach for data security that is widely recommended is three data backups at any one time: two copies of the data kept on-site on encrypted devices, with a further copy kept as a secure backup off-site in a trusted location.

"One of the reasons why World Backup Day is so important, and a key reason as to



▲ The datAshur, from iStorage – great for home users and businesses alike