

Tech trade gets behind #WorldBackupDay

It's World Backup Day today - with both consumers and businesses being encouraged to protect their data by backing it up.

And several PC/tech vendors and retailers have backed the promotion in order to drive new business towards their products and services.



The [World Backup Day website](#) is urging people to create a second copy of their important documents, pictures and other files, whether it's in the cloud online or via a USB storage device.

The site states that 30 per cent of people have never backed up, 113 phones are lost or stolen every minute, and that 29 per cent of data disasters are caused by accident. It also states that one in ten computers are infected with viruses each month.

A quarter of 1,000 UK adults who took part in a separate survey by Verbatim admitted they didn't take the precaution because they were simply too lazy. And one person in five has lost personal data on their home computer or smart phone within the last year.

"Having the hard drive on your PC crash can be a traumatic experience. It's not difficult to do regular backups. There's a plethora of hardware and software solutions available for backing up, and innumerable tutorials and advice on the internet. Back up and restore is even built into the latest version of Microsoft Windows and requires just three clicks of the mouse. Apple offers similar functionality with Time Machine," said Rüdiger Theobald of Verbatim.

"Computer data recovery is a tricky business. Where physical failure has occurred, and the hard drive needs to be worked on in a cleanroom, typical costs can be in excess of £500 and there's no guarantee all the data will be recovered," he added.

Brits are most worried about losing pictures, followed by personal documents, videos and music.

People can take a pledge on the World Backup Day website to "solemnly swear to backup important documents and precious memories on March 31st".

Vendors and retailers including the likes of Intel, Kaspersky, Synology, Currys/PC World and iStorage all took to Twitter today to get involved with the campaign and drive customers to their businesses.

Here's a selection of Tweets using the #WorldBackupDay hashtag below:



The tweet features a promotional graphic for Intel India. At the top right is the Intel logo with the slogan "Look Inside." Below this, the text "Safeguard your data on World Backup Day!" is centered. The main visual is a 3D rendering of several blue folders stacked inside an orange lifebuoy with white stripes, symbolizing data protection. The tweet text below the image reads: "This World Backup Day, take a pledge to save your data on your devices with #IntelInside before it's too late." It includes a "Follow" button, the time "8:00 AM - 31 Mar 2015", and engagement metrics of "43 RETWEETS 28 FAVORITES".

Intel India 
@IntelIndia Follow

This World Backup Day, take a pledge to save your data on your devices with [#IntelInside](#) before it's too late.

8:00 AM - 31 Mar 2015

43 RETWEETS 28 FAVORITES




The tweet is from Synology Inc. and features the Synology logo. The text reads: "It's #WorldBackupDay ! Back-up all your important files, not just today, but everyday #Synology bit.ly/1D5P6zc". It includes a "Follow" button, the time "9:00 AM - 31 Mar 2015", and engagement metrics of "29 RETWEETS 4 FAVORITES".

Synology Inc.
Synology @Synology Follow

It's [#WorldBackupDay](#) ! Back-up all your important files, not just today, but everyday [#Synology](#) bit.ly/1D5P6zc

9:00 AM - 31 Mar 2015


29 RETWEETS 4 FAVORITES

 **iStorage**
@iStorage_ltd Follow

#WorldBackupDay is today! Always back-up your important files on a secure drive, not just today, but everyday.

9:16 AM - 31 Mar 2015

1 RETWEET Reply Retweet Favorite

 **Paul Tomlinson**
@PT_MirusIT Follow

it's world backup day today, we're busy testing clients backups @mirusit worldbackupday.com/en/

9:43 AM - 31 Mar 2015

1 RETWEET 1 FAVORITE Reply Retweet Favorite

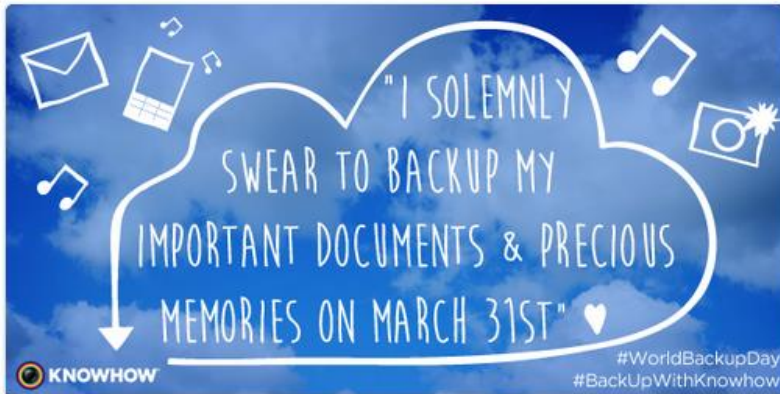


 **KasperskyUK** Verified
@kasperskyuk Follow

It's #WorldBackupDay! When was the last time you backed up your data? worldbackupday.com/en

10:15 AM - 31 Mar 2015

5 RETWEETS 2 FAVORITES Reply Retweet Favorite



Currys & PC World

@curryspcworld

Follow

RT & pledge to keep your precious files safe to #WIN 1of5
KnowhowCloud 4TB plans #WorldBackupDay
#BackupWithKnowhow

10:59 AM - 31 Mar 2015

618 RETWEETS 75 FAVORITES

