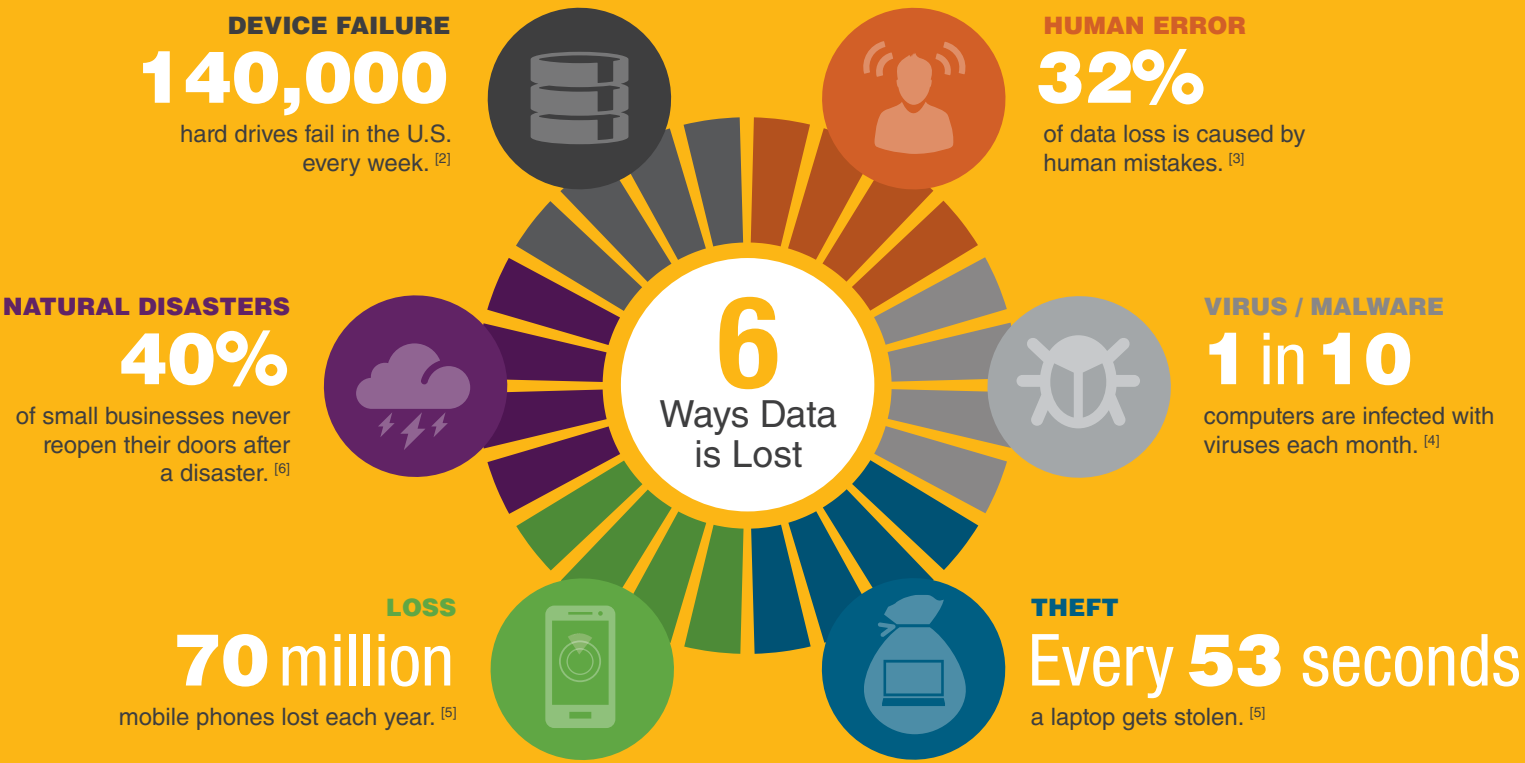


World Backup Day is March 31— Don't Be an April Fool



How would you recover if you lost all of your important data?

Nearly two-thirds of cyber breach victims are small to midsize businesses.^[1] People spend countless hours recovering copies of personal and financial records, while photos and videos are lost forever. Safeguard your family or business by backing up your data on World Backup Day. March 31 is easy to remember, because if you don't backup that day, you must be an April Fool!



What should you back up?

- Desktop computers
- Laptop computers
- Business servers
- Mobile phones
- Tablets
- Other wireless devices
- Files, photos or music in the cloud



Types of back up?

Cloud backup | **Disk** backup | **Tape** backup

Follow the 3-2-1 Rule

Many families may be adequately protected by keeping a copy of their data outside of their home. The best practice for businesses is to create a safe backup plan using the 3-2-1 rule.

- 3** Create three copies of your data
- 2** On two different types of storage media (disk, cloud, tape)
- 1** Keep at least one copy offsite (or in the cloud)

[1] "Small, Midsize Businesses Hit by 62% of All Cyber Attacks," Property Casualty360, May 27, 2015.
[2] "Is Your Data Secure? #WorldBackupDay," Clutch Infographic, 2017.
[3] "Every Day is World Backup Day," Cloudwards Infographic, 2018.
[4] "Don't Be a Statistic. Participate in World Backup Day," OnRamp blog, March 30, 2018.
[5] "Is The Data On Your Business' Digital Devices Safe?" Forbes citing Kensington, Dec. 8, 2017.
[6] "Protecting Your Businesses," FEMA, <https://www.fema.gov/protecting-your-businesses>.