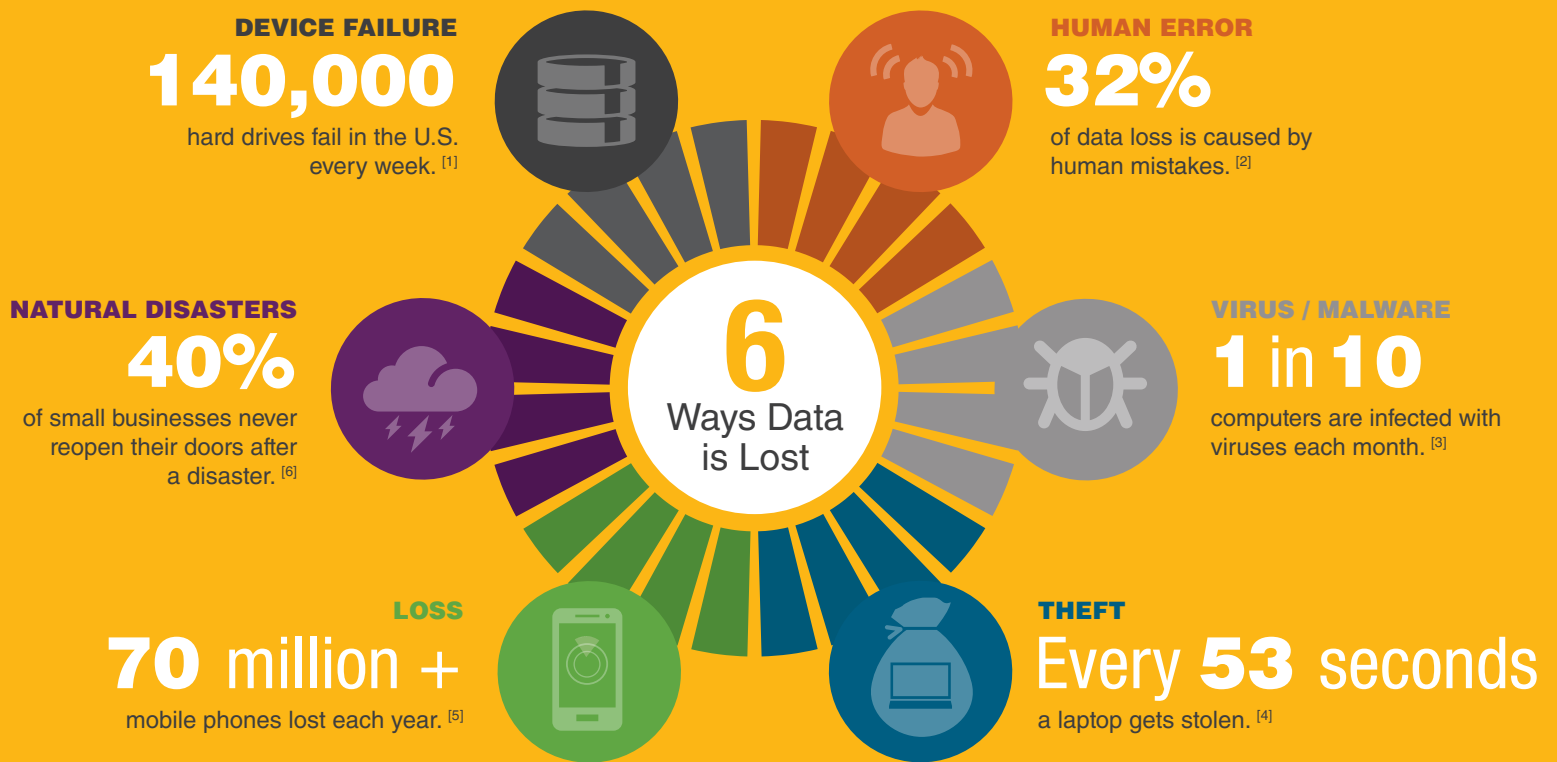# World Backup Day is March 31—
Don't Be an April Fool

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] Safeguard your 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!

6 Ways Data is Lost

DEVICE FAILURE
140,000
hard drives fail in the U.S. every week. [1]

HUMAN ERROR
32%
of data loss is caused by human mistakes. [2]

NATURAL DISASTERS
40%
of small businesses never reopen their doors after a disaster. [6]

VIRUS / MALWARE
1 in 10
computers are infected with viruses each month. [3]

LOSS
70 million +
mobile phones lost each year. [5]

THEFT
Every 53 seconds
a laptop gets stolen. [4]

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

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.

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