

As World Backup Day approaches, ask yourself:

Are you protecting your digital life?

An Acronis survey finds that people are putting little effort into ensuring their data is protected, even as they continue to store more and more in digital formats.

PEOPLE ARE MOVING ALL OF THEIR MOST VALUABLE INFORMATION TO DIGITAL...THAT INCLUDES FINANCIAL AND HEALTH DOCUMENTS, PHOTOS, MUSIC, WORK FILES AND MORE

75%

75% store their data digitally –moving away from paper document storage



50%

Over 50% back up their data only on their computer, or not at all

WHILE STORING THEIR DATA, FEW ARE LOOKING BEYOND THEIR CURRENT DEVICE



Less than 1/2 of the respondents save their files and folders to an external device or in the cloud



Only 1/3 are protecting their entire computer system, the rest are simply protecting some files

CONSIDER WHAT MAY BE LOST



Nearly half of the respondents valued their data at over **\$1,000**



Almost **75%** would be most upset to lose their photos, videos and music than if they lost their device

Complete system backup protection costs less than **\$100**, and **93%** of respondents stated they are willing to spend that amount to protect their data.

What's your backup plan?



#BackUpNow

World Backup Day serves to educate and motivate the public on the importance of taking action to protect their most precious digital information. As the survey indicates, consumers place high value on their personal data, but are not yet taking the proper steps to ensure that their information is secure.

From precious photos to sensitive personal and financial information, data protection is everyone's digital responsibility. Are you protecting your complete system?