



# 10 TIPS TO PROTECT YOUR BUSINESS FROM DATA LOSS

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These days everything is digital. From family photos and family albums to work documents.

This is why it's important to have safe and secure storage for your data.



It's quite common nowadays to take a photo, video, or create a work document on your cell phone, but then it may never get from your cell phone to another device to allow you to back it up.

Should you be one of the unlucky ones, you may lose your phone or have it stolen. Then those one-of-a-kind pictures, videos, or work documents are lost forever.



That's why it's important to back them up in some way.

If you end up being one of lucky ones and you're able to actually back-up your photos, videos, and work documents to your computer, you still have to be on top of your game.

Sometimes a simple lack of attention to detail can turn your **safe and secure storage** into **no storage at all**. A lot of times it's easier said than done to keep your data intact. It's also worth noting that in most cases nowadays, the **data is more valuable than the devices that it resides on**. Also keep in mind that...

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***"10% of small businesses will experience a major data loss as a result of human error."***

***-National Federation of Independent Business (NFIB)***

With all of that said and everything being digital these days, it's important to have safe and secure storage along with utilizing safe data protection practices within your business.

Without these practices in place, a disaster could end your business. After all, another statistic that's worth noting is that...

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***"60% of businesses will go out of business within six months of a data disaster."***

*-Boston Computing Network*

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So, without further ado, here are 10 TIPS TO PROTECT YOUR BUSINESS FROM DATA LOSS:

**1. Provide adequate physical space around your computer equipment.** This is to allow for air circulation and cooling.

Covering certain vents on computer equipment can cause them to overheat which could lead to data loss.

**2. Utilize anti-virus / malware protection software.** Verify that there's an automatic update feature on your antivirus and anti-malware software to limit the possibility of being infected by a new virus.



**3. Back up, back up, back up!** Always keep a current copy of your data on another type of storage media (even if the other storage media is "*the cloud*"). Also, test and verify your backups regularly. Keep at least one verified copy offsite and secured – disaster can strike at any time at any physical location.



**4. Before performing system upgrades, back up, and verify your data.** It's crucial that you know that your data is actually backed up before performing system upgrades that may possibly corrupt your data.

**5. Invest in a UPS.** For on-site data storage and computer equipment, invest in a UPS (*Uninterruptible Power Supply*) to protect against power spikes, blackouts, and other power issues. Improper shutdowns or resets can cause data corruption or loss.

**6. Be careful when shutting down.** Shut down computers before turning off corresponding external storage devices to avoid possible data corruption from occurring.

**7. Do not move a hard drive while it's operating.** Physical damage may occur that could result in data loss if you move components while they're in operation.

**8. Invest in a comprehensive backup strategy.** Some strategies include backing up daily, weekly, etc. Choose the right solution for your situation - note that IT service providers can help with these.

**9. Stop if something doesn't sound right.** If you hear unusual noises, turn off the unit immediately and notify your IT service provider. These sounds may indicate a mechanical problem that could result in data loss or data corruption.



**10. Take it slow in extreme temperatures.** If a computer or device was previously in a very cold or very hot environment, allow some time for the device to warm up or cool down to room temperature before operating. Operating it too soon can cause data corruption or data loss in addition to damage to the device.

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Following these 10 tips will help you avoid the headaches that come with losing valuable data. Taking action on these tips will make your business safer and more secure - which will bring you more smiles!

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