

# USING CLOUD STORAGE AS BACKUP?

Why you may be putting your data at risk



Many people, and even businesses, use cloud storage because it's convenient, easy to use and often free. But users learn the hard way that cloud storage does not offer the same protection from accidental deletions and costly disruptions as cloud backup.

## WHERE CLOUD STORAGE FITS

### Great for:

- Storing files in one centralized location
- Sharing files with friends, relatives and coworkers
- Synchronizing files across devices

### Not for:

- × Automatic, comprehensive backup of all computer files
- × Continuous monitoring for changes
- × Private encryption key for security and privacy
- × Uniform policy controls for backup and retention
- × Regulatory support, including HIPAA, FERPA and GLBA compliance

## HOW YOU CAN LOSE DATA IN THE CLOUD

Nearly 2/3 of data loss is due to human error:<sup>1</sup>

*I wrote over the file*

*I forgot to back up a file*

*I deleted the file by mistake*

If you're using cloud storage as a substitute for backup, you can easily lose data through accidental deletion, overwriting or by simply forgetting to upload before a natural disaster strikes.

## WHAT "CLOUD BACKUP" REALLY MEANS



### Automation

True cloud backup doesn't rely on users to manually drag and drop files or upload them to the cloud. It works automatically and in the background, backing up all user files and data, and scanning for changes along the way.



### Versioning

With cloud backup, earlier versions of files are stored for 30 days. So even if you overwrite a file, you can still recover it from an earlier backup.



### Encryption

In most cases, a cloud backup service will encrypt your files before uploading to the cloud, and send it through a secure tunnel using advanced encryption technology. Not all cloud storage providers give you this feature, especially ones designed for consumers.



### Privacy

Different cloud service providers have different policies regarding data privacy, but a true backup provider would never compromise customer data privacy, or allow anyone else to do so, for marketing purposes, service enhancement or any other reason. Beware the fine print with free cloud storage providers.



### Recovery

Cloud backup also enables you to log in to your account and restore data to replacement hardware. So if you have a local failure, you can recover with minimal interruption.



### Control

You have much more control over your data when you determine your backup policy for your entire business and have it administered automatically by a backup solution. This greatly reduces the chances of human error compared with an ad hoc, manual process.

## THE BOTTOM LINE

The safest, most secure way to protect your business and personal data in the cloud is by using a service specifically engineered for backup, not storage.

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For more information on cloud and hybrid backup solutions for business and personal use, visit: [CARBONITE.COM](http://CARBONITE.COM)