



# World Backup Day

March 31, 2024





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# World Backup Day: Are you ready?

Mark your calendars! World Backup Day is here. Let's secure our digital future!





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# The Unavoidable Truth

It's not if, but WHEN. Data loss strikes everyone. Are you prepared?



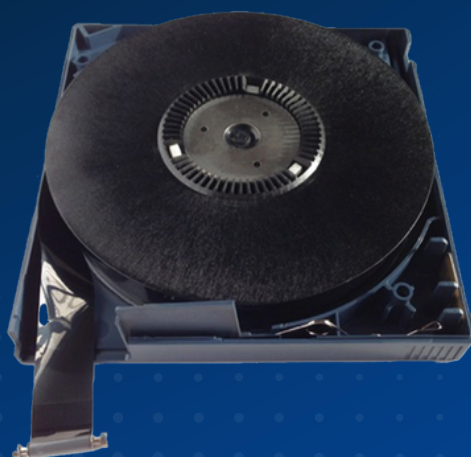
0 1 0 0 1



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# Introducing the **3-2-1-1-0** Golden Backup Strategy

Let's break it down.



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# Copies of Your Data

Always have at least **three** copies. Because one is none, and two is one.





# Different Media

Diversify with **two** different storage media.  
Don't put all your eggs in one basket.



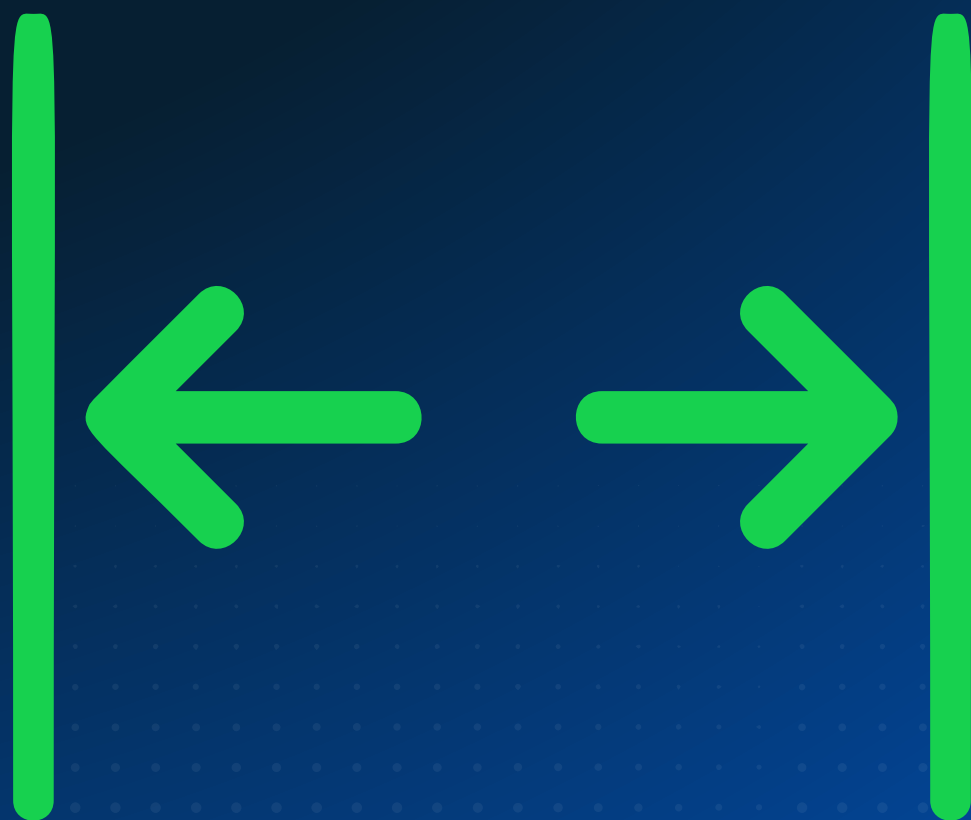
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# Offsite Backup

Keep **one** backup copy offsite. For when the unexpected happens.



**One** copy should be air-gapped, either offline or in virtual air-gapped cloud storage.

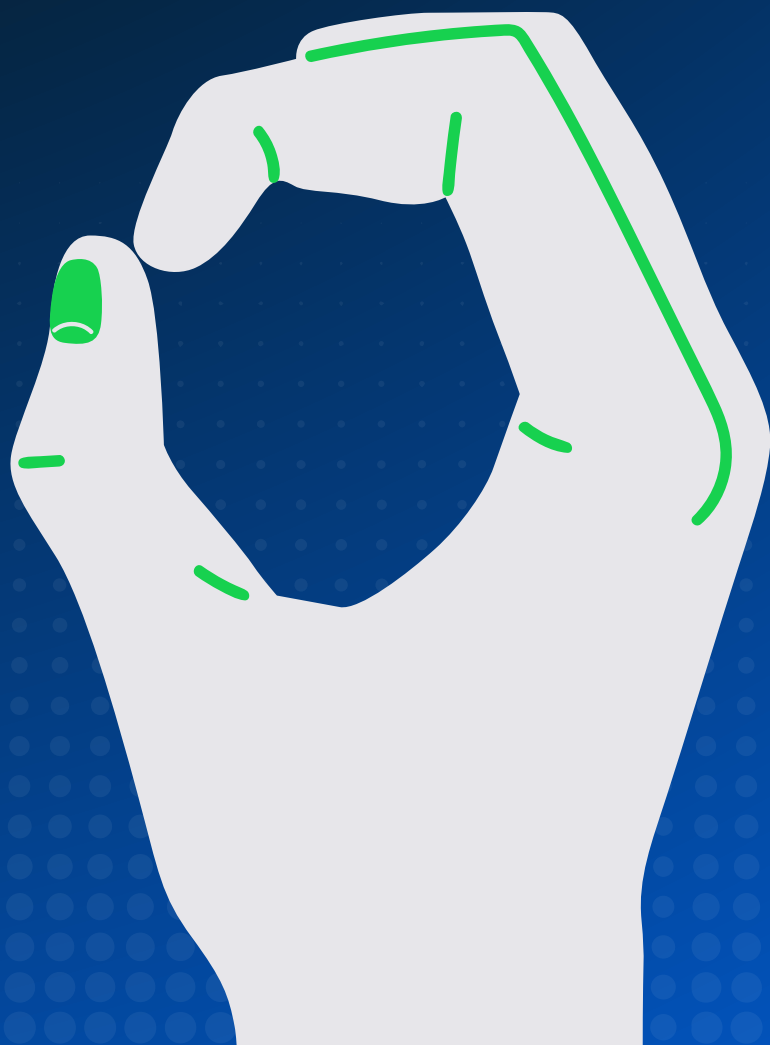




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The final “0” refers to **zero** errors.

This is important because onsite backups can be compromised along with primary systems. Getting to zero errors involves monitoring and testing backups regularly.



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## Why It Matters

From ransomware to hardware failures, the **3-2-1-1-0** rule is your digital armor.



# Take the Pledge

This World Backup Day, pledge to protect your valuable data with the **3-2-1-1-0** rule.



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