



From Pics To Bank Records: Protecting Heirloom Data

(NAPSA)—According to a recent survey, 91 percent of computer users store “heirloom data” on their computers.

Heirloom data includes those priceless memories that have personal meaning, such as videos and photos of weddings, baby’s first steps, graduations, birthdays and holidays. It also includes important record-keeping documents such as tax returns, bank statements and personal contact information—much of which is now stored in electronic files on local hard drives.

The survey also revealed that 43 percent of those who store personal information on their computers do not take any measures to back up the data, so it’s no surprise that as many as one in four consumers have lost personal data stored on their computer in the past six months.

Most often, data loss is a result of a computer system crash or failure. You also risk losing vital digital data if your personal or laptop computer is lost or stolen. Sometimes, heirloom data can be lost as a result of unavoidable causes outside your control, such as a natural disaster, flooding or fire. Even events that seem trivial—like a power outage—can compromise data stored on computers. Imagine this—you can be your own cause of data loss through accidental deletion of electronic documents and files!

“Home computer users, especially families, store a wide range of important information on their PCs,” said Jon Kies, senior product marketing manager from Symantec, a leading Internet security company and the group that commissioned the survey, which was conducted by Harris



It’s important to back up family photos and other “heirloom data.”

Interactive. “But many people do not take adequate measures to protect their digital treasures.”

Heirloom data does not need to be lost forever.

The most important thing you can do to safeguard important files stored on your computer is to use a backup software solution—it’s like insurance for your digital valuables. Norton Save & Restore, one of the leading programs available today, offers quick and simple ways to save those files using such technology as predefined backups of common folders and file types. The software also performs scheduled, on-demand or event-driven backups to a wide range of media. It even gives you the option to create an exact image of your entire hard drive without leaving the operating system or rebooting.

Finding a backup solution that meets your needs can be easy. Check out online editorial reviews of various software programs or visit the software section of an area retailer to get answers to your specific questions and to find a product that works for you. For more tips on protecting your heirloom data, visit www.symantec.com.