Safety in the cloud

Why you're safer in the cloud

Whether protecting your house, your car, or your online identity, the pursuit of security is an ongoing battle. It's a dog fight of attack and counter measure, but as every good fighter pilot knows – there's safety in the cloud.

Dispelling the myths on cloud security

1. Guess what, you're already online

Currently send your data via email? Use your computer to look at Facebook from time to time? The minute the computer hosting your data connects to the internet your data is subject to the same risks as that held in the cloud, only your security is probably much easier for people to bypass.

2. Got anything better to spend your money on?

You wouldn't buy a $5,000 bike and lock it up with a $10 chain. You need to view your data the same way. But with everything else your business needs, investing in suitable online protection isn't always a priority. Why not let bigger businesses, with much bigger budgets, make that investment for you.

3. Do you keep up with the times?

When was the last time you updated your computer? Or installed new security software? By moving online, you can be confident that your security is always up to date and ready to deal with the latest threat.

4. Hope for the best or plan for the worst

Accidents happen. It's a sad fact of life. But do you have a plan for what happens when you can't access your data? Do you want to have to think of one? With your data in the cloud, you can be sure that when the worst happens, your data is still safe and up to date.

5. How safe is your p@ssw*rd1234

Obviously your computer is protected by a password that is unique, not written down anywhere, and is changed regularly. But even then, passwords can be guessed, or worked out. Secure cloud services insist on two-factor authentication to ensure that even if your password is compromised your data remains secure.

6. Controlling something doesn't mean you're securing it

Where do you keep your money? Under a mattress? Hidden under floor boards? Or held up in banks and other institutions you've invested in? Hopefully the latter. If that's the case, you already know that keeping something physically in your possession isn't always the best way to protect it – your data is no different.

7. Don't let headlines tell you the story

Plane crashes make the news, cars are statistically more dangerous. Which do you use more often? While big data breaches do happen, and deservedly make the headlines when they do, the majority of data loss or breach happens when people's devices are lost or stolen. Don't be fooled about where your data is safest.

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