

# Your pictures, music and videos are the digital backdrop to life as you know it

By 2016, Gartner predicts that the average household will own approximately 3.3 terabytes (TB) of digital content; 3TB is the equivalent of having up to 600,000 photos. With My Passport Ultra portable hard drives, you can safeguard your digital legacy for years to come.



watcharakun via [freedigitalphotos.net](http://freedigitalphotos.net)

They are in our pockets, in our bags, on our desks, on our kitchen worktops, on our bedside tables, in our cars, those hundreds of photos, videos, music that make up the soundtrack and the backdrop of your life as you know it. As the amount of digital content that the average person carries around with them on laptops, smartphones and tablets continues to grow, so does the risk of losing it.

WD can not only testify to the democratisation of content creation tools such as digital cameras but also to our human inability to let go of the content that we create; in essence we just keep everything. And it's all this priceless often irreplaceable content that WD's My Passport Ultra portable hard drives seek to store, safeguard and protect.

## What's your backup plan?

WD has put together its top four backup tips so consumers can put together their own backup plan:

**Don't wait until it is too late** - so if you like it, make a copy of it. A backup means having no less than two copies of any data you deem valuable and external hard drives are a great way to backup files. They offer great value for money, are fast, and offer larger storage capacity than USB sticks, CDs and DVDs.

**Automatic backup software to the rescue.** Like a jet plane with more than one engine, you need a backup. If your files are backed up and an important file is lost, you can relax because you have a copy. Use automatic backup software like WD Backup to set a backup schedule that suits you. Automatic and continuous backup runs quietly in the background and backup your files every time you add or change and save a file. With scheduled backup, you choose the day, time and frequency of your backups.

**Keep your private stuff private.** Just as your smartphone has a password, so should your hard drive. Feel secure from unauthorised access using WD Backup to add password protection and 256-bit hardware encryption for every photo, video, music and important file you save.

**Keep copies in different places:** a backup of a backup of a backup. Make sure that you have at least two copies of your most important files. Several backups on different devices and in different locations reduce your risk of complete data loss. Remember that simply moving important files (i.e. maintaining only one copy of the data) from your computer to a hard drive is not backup but storage, so your files are still at risk of being lost should anything happen. WD software can also allow you to backup to your Dropbox account, providing you with another level of file protection for ultimate peace of mind.

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