



### **World Backup Day: Toshiba Encourages People to Backup Their Data Regularly**

Canvio Flex smart storage drive simplifies the backup of mobile devices, even on the go

**Düsseldorf, Germany, 21 March 2024** – Toshiba Electronics Europe GmbH (Toshiba) emphasises the importance of this year's [World Backup Day](#) on 31 March, the day to prevent data loss. This independent initiative responds directly to concerns about data loss on devices like laptops and smartphones and raises awareness about the value of backups and data preservation. Toshiba's Canvio Flex external hard disk drive makes mobile device backups even more accessible by allowing users to make copies of important files directly from their smartphone - without needing a laptop or PC.

According to research undertaken by numerous groups, only a tiny percentage of people make frequent backups of their digital data. Even more concerning is that a significant section of our continually data-generating society never backs up, leaving them vulnerable to substantial data loss dangers. An independent survey conducted by [Acronis](#), a world leader in cyber protection, reveals that 41% of all individual users rarely or never back up their computers or mobile devices. According to the most recent report, 72% of all users had to recover from backup at least once that year, implying that some users who did not back up had permanently lost data.

As Larry Martinez-Palomo, Vice President, Head of Storage Products Division, explains: “In a world that is becoming increasingly digital, the need for flexible storage solutions is growing. Photos, videos, and important documents accumulate on our devices – especially smartphones. World Backup Day helps raise awareness of the importance of backing up these files more regularly. The Toshiba Canvio Flex external hard drive makes backups easy – connect the USB cord to your smartphone or other device and drag and drop to secure the future of your digital files and memories.”

A backup plan is one of the most critical strategies to preserve and keep data safe. Backing up ensures that even if the device slips into the wrong hands, a backup of the most important files is retained, secure, and easily accessible. The Toshiba Canvio Flex works interchangeably with most major device platforms and operating systems. Preformatted for Macs, Windows PCs, smartphones, and tablets\*, this drive allows seamless access to data, and sharing between devices.

\* Please check out the Canvio Flex compatibility list:

[https://www.canvio.jp/en/compati/hdd/ot\\_ehdd/flex/index.htm](https://www.canvio.jp/en/compati/hdd/ot_ehdd/flex/index.htm)

For more information about the Toshiba Canvio Flex, please visit:

<https://www.toshiba-storage.com/products/canvio-flex/>

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#### **About Toshiba Electronics Europe**

[Toshiba Electronics Europe GmbH](#) (TEE) offers European consumers and businesses a wide variety of hard disk drive (HDD) products plus semiconductor solutions for automotive, industrial, IoT, motion control, telecoms, networking, consumer and white goods applications. Next to HDDs, the company's broad portfolio encompasses power semiconductors and other discrete devices ranging from diodes to logic ICs, optical semiconductors as well as microcontrollers and application specific standard products (ASSPs) amongst others.

In addition, TEE also offers Toshiba's SCiB™ battery cells and modules with lithium titanium oxide (LTO) for heavy-duty applications and Silicon Nitride (SiN) ceramic substrates used in power semiconductor modules, inverters and converters for their heat dissipation characteristics and strength.

TEE has its headquarters in Düsseldorf, Germany, with branch offices in France, Italy, Spain, Sweden and the United Kingdom providing marketing, sales and logistics services.

Visit Toshiba's websites at [www.toshiba-storage.com](http://www.toshiba-storage.com), [www.toshiba-semicon-storage.com](http://www.toshiba-semicon-storage.com), [www.scib.jp/en](http://www.scib.jp/en) and [www.toshiba-tmat.co.jp/en/](http://www.toshiba-tmat.co.jp/en/) for further company and product information.

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March 2024

Ref. TSH155 EN