



### **World Backup Day: Toshiba highlights the importance of data resilience**

**Düsseldorf, Germany, 26 March 2025** – Toshiba Electronics Europe GmbH (Toshiba) emphasises the importance of this year's [World Backup Day](#). Observed annually on the 31st of March, it serves as a reminder of the critical importance of regular data backups to ensure data resilience.

Data is increasingly recognised as one of our most valuable assets, the significance of data backup cannot be overstated – yet consumer awareness levels remain relatively low. A recent independent report by [Acronis](#), a global cyber protection company, reveals that of the 2,500 consumers surveyed, about a third of the respondents said that they do not backup their data regularly. More concerning is that 4%, which equates to 100 people, do not even know what 'backup' means.

"Consumers need to take control of their digital lives," says Eun-Kyung Hong, Senior Specialist Product Marketing Management, Storage Products Division, Toshiba Electronics Europe GmbH. "Our smartphones store photos, videos, contacts, passwords, and more. Most people use some form of cloud storage for backup, but relying on it as a sole solution is not recommended. It is best practice to perform regular backups using different methods. This could be a combination of cloud services or a mix of cloud and external storage, such as a USB-connected portable hard drive like a Toshiba Canvio Flex."

Toshiba's Canvio Flex external hard drive allows users to backup their data directly from their smartphone - without needing a laptop or PC. It also works interchangeably with most major device platforms and operating systems. Preformatted for Macs, Windows PCs, smartphones, and tablets\*, this hard 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/>

## 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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