Data Loss Prevention Tips

Get Your Film (Flash)
Shoot Home Safely!

Chris Bross
DriveSavers Data Recovery
Tips to Take to and from the Shoot

- It’s a Wrap!
- The Care and Feeding of your Media
- Troubleshooting Storage Problems
- Data Recovery Options
- Data Backup 3-2-1
It’s a Wrap!

- Fresh, Raw Content
  - You’ve captured your once-in-a-lifetime footage, now what is your plan to protect it?
- Data Replication
  - When is your first backup and to what media or device?

Credit: http://media.digitalcameraworld.com/
Flash memory is typically very reliable but...
The Care & Feeding of your Media

- NAND Flash devices can and do fail
  - They just fail differently in unique complex ways
- Physical damage
- Liquid exposure
- Flash controller or firmware corruption
- NAND media failure
- Unknown
  - One minute it’s fine and now it’s unreadable
Handling & Storage
- Be nice to your media!
- Follow manufacturer guidelines

Data Retention
- How long does data last on my card or drive?
- Temperature matters
  - At recording time and during storage
Troubleshooting Storage Problems

- I can’t read my media!
  - Don’t panic, stay calm and breathe…
- Disk errors during importing data
  - What can you do?
Troubleshooting Storage Problems

- Try multiple card readers
  - You might get lucky, not all readers are equal
Data Recovery Options

- Nothing else worked...now what do I do?
  - Be patient and hope that you can recover the data!
- DIY options
- Professional Data Recovery Service Labs
Do It Yourself Data Recovery

- Contact support at your media manufacturer
  - Some provide software or services to help
- Download data recovery software
  - Many free and inexpensive tools available
- SSD failures can be complex to diagnose
  - Download vendor specific toolbox software only
- Take care not to make the problem worse!
  - Contact a professional if content it critical
Professional Lab Data Recovery
Professional Lab Data Recovery

- Specialized labs are like the ER for your data
  - Physical & liquid damage
  - PCB reflow & repairs
  - Controller chip replacement
  - NAND chip-off
  - Proprietary software
  - Forensic, legal & security support
- Best option for critical data
Backup...Backup...Backup!

- **CREATE 3** copies of your data
  - 1 primary copy & 2 backups
- **STORE 2** copies of your data
  - on different storage media
- **KEEP 1** copy of your data
  - offsite

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Graphic credit www.netelligent.com
Backup...Backup...Backup!

- Automate or schedule your backups
  - Restore your data and test your backup plan
- A RAID device is not backup!
  - It’s a redundant storage technology that can fail
- The Cloud is not magic!
  - It’s a bunch of hard drives in a data center
- Your video and photos are $$$
  - You can reshoot the video but you’ll never capture that same moment again
Thank You!

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