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?

First Steps in Data Protection

The Care & Feeding of your Media

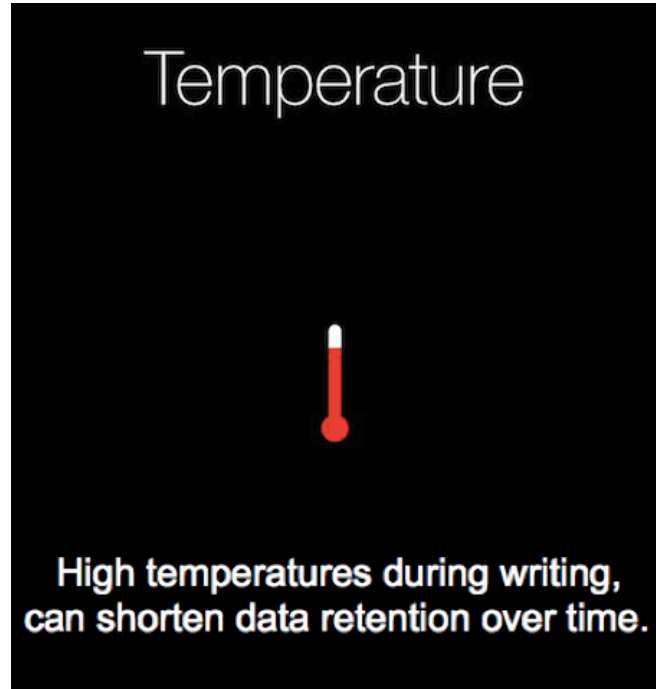- Flash memory is typically very reliable but…

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

The Care & Feeding of your Media

- **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

Temperature

High temperatures during writing, can shorten data retention over time.

Troubleshooting Storage Problems

The disk you inserted was not readable by this computer.

Initialize…   Ignore   Eject

- 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

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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