\* Sure, it’s COLD to you, but… it may be HOT to someone else. What are we talking about?

\* The reality is, you’re probably holding onto LOTS of data because you “have to” (compliance reasons) or just “want to” (maybe, just maybe – you’ll need to refer to it, months or years from now).

\* It’s accessed seldom, or never.

\* So, for now… it’s sleeping.

\* We refer to it as “Cold Data”.

\* Over time, you may even forget you still have it. Out of site, out of mind…

\* If it’s sleeping in Cloud Storage, you probably don’t (really) know where it is.

\* Asleep, out of site, out of mind… nothing good can happen to it…

\* But, your Cold Data, could be “HOT” to the wrong people. And the wrong people ARE searching for it!

\* Some of the biggest data breaches in 2019 resulted from Unprotected, Misconfigured and/or Forgotten About Databases, residing ‘in the cloud.” Here are only a few of the big ones:

 **“Email marketing firm “Verifications.io” unprotected DB exposes 809 million records.”**

 **“Unprotected “Dealer Leads” DB exposes** **198 million records of potential car buyers.”**

 **“An unguarded DB that contained almost 188 million records of personal data from “Pipl.com” and “LexisNexis” was found exposed online.”**

 **“Honda” exposed 134 million employee data via a misconfigured Elasticsearch instance.”**

 **“275 million personal records exposed via unsecured DB** that was hosted on Amazon AWS infrastructure.”

\* What’s the solution: GET IT OFF THE CLOUD!

 GET IT OFF OF YOUR STORAGE ARRAY!

 Let us help you: Archive & Protect it! (We’ve been doing this for 28+ years!)

 Air Gap it! (Our high Security Facility is at your service)

 Manage Access to it! (Via good old fashion Human Beings!)

 Cut your Storage costs for it! (We can cut your costs to less than $0.05 per TB per month! Not GB – We’re talking TB!).

 How: “I Want” Form.

Do not put this, but this is my source for these stats/numbers:

<https://cyware.com/news/massive-data-breaches-in-2019-that-occurred-due-to-unprotected-databases-3fe7fed8>