

Which Data Loss Gremlin Are You?

Start here!

Do you feel an uncontrollable urge to break something every time you walk into a server room?

No

Yes

When you see an unattended laptop, are you tempted to steal it?

Yes

No

You're Scratch!

You have an endless appetite for destruction, and your favorite targets are aging, overworked servers. Not even newer equipment is safe from your dastardly ways, though, with 15,000 hard drives failing every day in the U.S. alone. You cause equipment failure and destroy data wherever you go, leaving a trail of damaged disks and mangled motherboards in your wake.



You're Scorch!

Nothing brings you more joy than watching small businesses go up in flames. You burn up all their critical data and reduce their success to ashes, making recovery nearly impossible for anyone who wasn't properly prepared. So you revel in the fact that 93 percent of SMBs who lose data access for more than 10 days are bankrupt in a year. You'll ruin anything that crosses your path, and even servers and external hard drives can't take the heat.



You're Mayhem!

Never one to settle for making a small mess, you specialize in wreaking large-scale havoc with natural disasters, using tornados, hurricanes, blizzards, and floods to bring business grinding to a halt near and far. You enjoy knocking out power lines and flooding buildings in your quest to destroy companies' most precious data and show how powerful you really are, causing roughly \$300 million in damage worldwide each day.



Do you celebrate when you see blizzards and hurricanes in the weather forecast?

No

Yes

Do you buy bottled water just to spill it on computers?

Yes

No

Congratulations! You're Human!

You're Klepto!

You have seriously sticky fingers, and your devious deeds contribute to the \$445 billion that companies around the world lose to cybercrime each year. Whether you're stealing unprotected laptops, pirating credit card numbers, or sneaking passwords, you just can't get enough stolen data and love concocting tricky new ways to nab even more.



You're Mal!

Your favorite form of destruction is highly contagious, and you spread vicious viruses and malignant malware far and wide to wipe out as much data as possible, introducing more than 390,000 new malicious programs worldwide each day. A deceitful gremlin and a convincing liar, you excel at conning unwitting users into spreading all sorts of nasty infections that corrupt files, steal information, and even hold data for ransom.



You're Whoopsie Daisy!

You use clumsiness as a weapon, decimating data by causing seemingly careless mishaps, and you boast about the fact that 26 percent of data loss is caused by human error. By damaging devices, pulling out power cords at inconvenient moments, and "accidentally" deleting important files, you enjoy proving over and over again that even minor mistakes can cause major problems.

