



# What You Don't Know About Cloud Storage Can Hurt You!







# What is the "Cloud"?

Think of it as a vast information bank on the internet that can securely store an almost limitless amount of files, which makes it great for storing precious family memories, like PHOTOS.

Best of all, you can access it 24X7.

There are many "clouds: out there, for example, GOOGLE CLOUD, that are free to use.

**Sounds good, right BUT...**

**Not all clouds are created equal!**

So, how do you choose? Read on...

# Security

How secure is your information, **REALLY**?

Every wonder why when you get on the internet, you see advertisements that seem to be related to your recent online activity?

This is because you are being **tracked** and your activity **monitored**.

The fact is that marketing and web based systems (**including some cloud services!**) have been tracking your activity for years.

Turns out that "**FREE**" cloud services are not really free after all!

## **SOLUTION:**

Use a cloud provider that will never data mine, advertise, or sell your information, **EVER**.





# Renting vs. Owning



For many cloud storage providers you own the content, **but** the cloud service provider has ultimate control over it. This makes you a **renter** of the service.

In short, they have full control and can change the terms and conditions **at any time**.

How it will affect your content will depend upon the change in terms. **Why take a chance?**

## **SOLUTION:**

**Own** your own permanent storage. You will also want to look for a service with at least a 100 year guarantee and with **no** recurring or hidden costs.





# Social Media

Then there's the other storage CLOUD known as Social Media.

It's fun to sharing your photos and videos on social media, isn't it?  
It may even seem to be a simple and easy and easy way to store them in the cloud. Best of all, it's FREE! **Or is it?**

By using a social media site, you may be granting them the right to use your content any way they see fit. Oh oh!

After all, how many of us read the terms and conditions when we first sign up?

This includes **selling** your information to advertisers who are willing pay big money for this data! So, is it really **FREE?**

## SOLUTION:

Once again, choose a cloud provider that will **NEVER** share or sell your content!

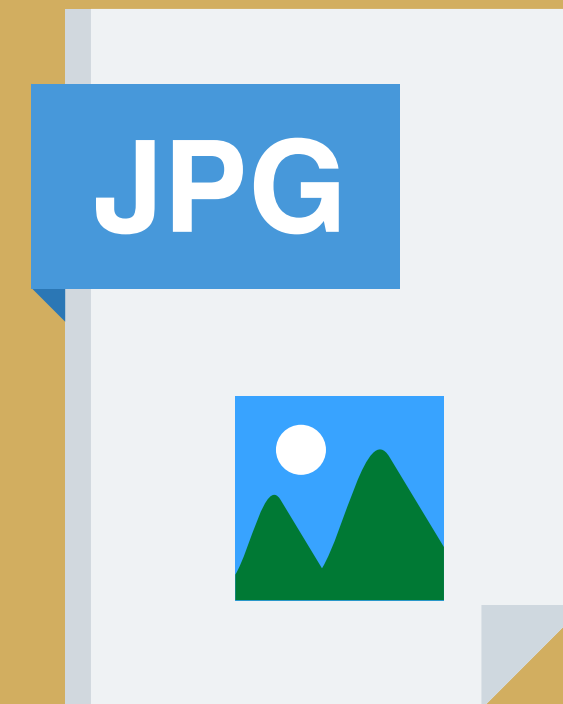
# File Format Changes

Digitizing your photos is just the first step to preserving them in the cloud.

With the advance of technology, new file formats will continue to replace older ones.

How could this affect you?

If your photos and videos are not migrated to newer file formats as older formats become obsolete, this could affect your ability to access them!



## **SOLUTION:**

Choose a cloud provider that will continually update your content files to keep up with changing technology.



# Would you Like to...

Know that your content is safe and sound?

Have **peace of mind** knowing that your storage is backed up in multiple places across multiple regions, ensuring you will never lose any of your photos or videos?

Own your storage for your lifetime and be able to pass it on to future generations?

Keep ownership rights of your photos & videos?

**WE CAN HELP!**

**BOOK FREE 15-MINUTE CONSULTATION!**

Or Call 703-861-2793